

**AN APPRAISAL ANALYSIS OF NETIZEN
COMMENTS ON “RARE BEAUTY” MAKE UP
TOOLS BY SELENA GOMEZ ON YOUTUBE VIDEO**

UNDERGRADUATE THESIS

Submitted as a Partial Fulfillment of the Requirements
to achieve *Sarjana Sastra* Degree in English Literature Department.



By
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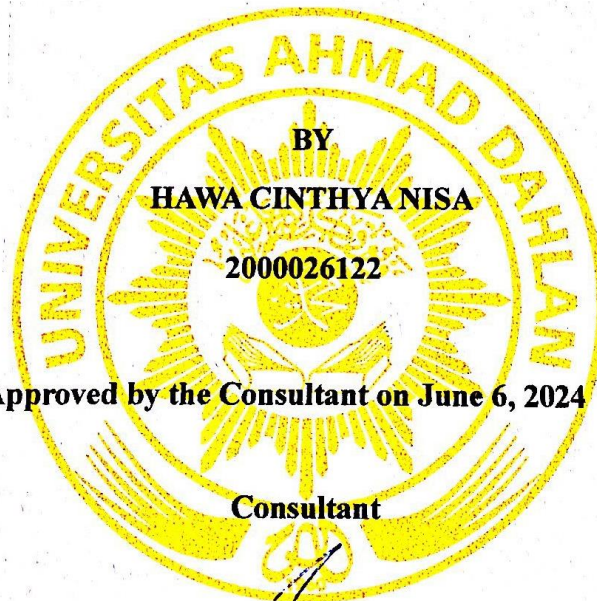
**ENGLISH LITERATURE DEPARTMENT
FACULTY OF LITERATURE, CULTURE, AND COMMUNICATION
UNIVERSITAS AHMAD DAHLAN
YOGYAKARTA
JUNE 2024**

APPROVAL PAGE

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Department Faculty of Literature, Culture, and
Communication Universitas Ahmad Dahlan**



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RATIFICATION PAGE

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**This Undergraduate Thesis has been examined on June 10, 2024 and has
been accepted as one of the requirements to obtain *Sarjana Sastra* Degree
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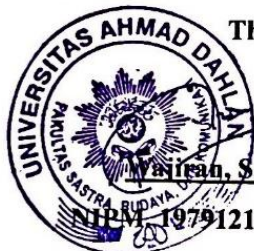
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Herewith, I state that all these statements, opinions, analysis, that I have written in this journal article entitled AN APPRAISAL ANALYSIS OF NETIZEN COMMENTS ON “RARE BEAUTY” MAKE UP TOOLS BY SELENA GOMEZ ON YOUTUBE VIDEO are my original work. During the process, I optimally conducted my own research with the help of some references and suggestions. Every word and statement taken from these references are treated as quotation and experts in which the name of the author and publisher are stated. If any claim related to this analysis that I made persist in the future, I would be fully responsible for my clarification.

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Dengan ini menyerahkan hak *Sepenuhnya* kepada Pusat Sumber Belajar Universitas Ahmad Dahlan untuk menyimpan, mengatur aksesserta melakukan pengelolaan terhadap karya saya ini dengan mengacu pada ketentuan akses tugas akhir elektronik sebagai berikut:

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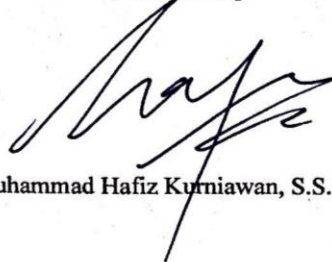
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Mengetahui,
Pembimbing



Muhammad Hafiz Kutniawan, S.S., M.A.

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3. Dr. Ajar Pradika Ananta Tur, S.S., M.A. as the Vice Dean of the Faculty of Literature, Culture, and Communication;
4. Drs. Maftukhin, M.Hum, as the Head of English Literature Department Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan.
5. Lecturers in the English Literature Study Program, Ahmad Dahlan University who have provided useful knowledge during college;
6. All staff of the Faculty of Literature, Culture, and Communication who have made it easy to manage the administration until the end of the study period.

The researcher realizes that this thesis is far from the word perfect, thus suggestions from all the readers are welcome and will be appreciated. The researcher hopes that this research can help people interested in linguistics, especially in discourse semantics.

Yogyakarta, June 12, 2024

The Researcher



Hawa Cinthya Nisa

MOTTO

“Every difficulty must be easy.”

"A diamond cannot sparkle without friction. Likewise, no human being is
extraordinary without challenges."

“As long as there is intention and belief, everything is possible.”

DEDICATION

Alhamdulillah rabbi' alamin, with immense gratitude this undergraduate thesis is dedicated to:

1. *Allah Subhanahu Wa Ta'ala* who always provides guidance for the smoothness in completing this undergraduate thesis well.
2. My first love, Mr. Supriyono, S.E. (deceased) whom I usually call "Ayah". I went through many painful things, even though my father did not accompany me to this moment, but that does not reduce my pride and gratitude for the life and upbringing that my father gave during his lifetime. Alhamdulillah, with this I have completed this final project, so I dedicate this undergraduate thesis to my father.
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ABSTRACT

Social media such as YouTube is now widely used by people for content creation. The favorite content, especially for women, is beauty products. One YouTube channel that focuses on beauty products is Selena Gomez's Rare Beauty. The brand was created to break down unrealistic beauty standards in society and was also motivated by the pressure to be “perfect”. From the purpose of brand, it caused a lot of talks. Many of these talks were found in comments column of one of YouTube videos on the Rare Beauty account entitled “Rare Beauty by Selena Gomez - Makeup Made to Feel Good In”. Therefore, the aims of this research are to identify their evaluation of the YouTube video and the strategies used.

From this social phenomenon, researcher used netizen comments as data by transcribing 26 raw data, then extracting 60 appraising items. The data were analyzed using Systemic Functional Linguistic theory by J.R. Martin with an Appraisal framework that focused on attitude, polarity, and word choice strategies using descriptive qualitative method.

The result found by researcher is that polarity of attitudes is dominated by positive reactions. Majority of targets of appraisal were products from Rare Beauty brand, meaning that products from this brand were valued for their quality, attractiveness, and results of using the products. Then the most common strategy they use to convey their valuation is inscription. Netizens prefer to comment explicitly rather than implicitly due to clarity of communication, culture of transparency, emotional needs, and characteristics of social media platforms.

Keywords: Appraisal, Attitude, Rare Beauty, strategy, Systemic Functional Linguistics

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INTISARI

Sosial media seperti YouTube saat ini banyak digunakan oleh orang-orang untuk pembuatan konten. Konten yang menjadi favorit terutama bagi wanita adalah produk kecantikan. Salah satu saluran YouTube yang berfokus pada produk kecantikan adalah Rare Beauty milik Selena Gomez. Merek ini diciptakan untuk mendobrak standar kecantikan yang tidak realistis dalam masyarakat dan juga termotivasi oleh tekanan untuk menjadi “sempurna”. Dari tujuan dibentuknya brand tersebut, maka menuai banyak perbincangan. Perbincangan tersebut banyak ditemukan di kolom komentar dari salah satu video YouTube di akun Rare Beauty yang berjudul “*Rare Beauty by Selena Gomez - Makeup Made to Feel Good In*”. Oleh karena itu, tujuan dari penelitian ini adalah untuk mengidentifikasi penilaian mereka terhadap video YouTube tersebut beserta strategi yang digunakannya.

Dari fenomena sosial tersebut, peneliti menggunakan komentar netizen sebagai data dengan mentranskrip 26 data mentah, kemudian mengambil 60 item penilaian. Data dianalisis menggunakan teori *Systemic Functional Linguistic* oleh J.R. Martin dengan kerangka *Appraisal* yang berfokus pada sikap, polaritas, dan strategi pilihan kata dengan menggunakan metode kualitatif deskriptif.

Hasil yang ditemukan oleh peneliti adalah polaritas sikap didominasi oleh reaksi positif. Mayoritas target penilaian adalah produk dari Rare Beauty, artinya produk dari merek ini dihargai dari kualitas, daya tarik, dan hasil dari penggunaan produk tersebut. Kemudian strategi terbanyak yang digunakan mereka untuk menyampaikan penilaiannya adalah secara tersurat. Netizen lebih suka berkomentar secara eksplisit daripada implisit karena kejelasan komunikasi, budaya transparansi, kebutuhan emosional, dan karakteristik platform media sosial.

Kata kunci: *Appraisal, Rare Beauty, sikap, strategi, Systemic Functional Linguistics*