

CHAPTER I

INTRODUCTION

A. Background of the Study

Social media is a tool used to interact by creating, sharing and providing information virtually. With social media, it makes it easier for people to share information virtually with each other, and other people can access the information they share. It is also a collection of internet-based applications (Fauziah & Suryani, 2022). The social media in question are WhatsApp, Facebook, Instagram, TikTok, YouTube, and others. One of the social media that is very popular in all groups from young children to the older people is YouTube.

YouTube is currently widely used for various purposes. The needs that are usually carried out include making vlogs, advertising, product reviews, and other purposes. Videos uploaded via YouTube have also experienced very rapid progress (Anggreswari, N. P. Y., & Isnaeni, 2020). The hottest topics on YouTube right now is beauty product such as skincare or makeup, especially among women (Karjo & Wijaya, 2020). One of the YouTube channels that focuses on makeup tools is Rare Beauty brand.

Rare Beauty is a brand of beauty product owned by a very famous American singer and actress, namely Selena Gomez (Halawa, 2021). This brand was launched on February 22, 2019. It's officially announced on social media on February 4 2020. This brand is a brand that has just been launched but is very viral and is widely used by various international artists. It also has very

unique goals and missions. This brand created by Selena to break down unrealistic beauty standards in today's society. It is also motivated by the pressure to be “perfect”. The purpose of creating this brand is to encourage women to instill in themselves that beauty doesn't have to match other people's comments. Everyone must stop comparing themselves with others, and the need to celebrate each other's uniqueness without having to think about whether other people like it or not (Wayan et al., 2021). As Selena said in one of the YouTube videos belonging to the official Rare Beauty account, *"It's cool to accept yourself. That's my mission."* That is the mission of this brand. This brand was also created for the mental health of women around the world so they can accept themselves more (Tomaino, 2023). That's how Rare Beauty's YouTube channel started getting a lot of visitors.

One of the videos uploaded by Rare Beauty that went viral was a YouTube video with the title *"Rare Beauty by Selena Gomez - Makeup Made to Feel Good In"*. The video was watched by more than five hundred thousand people, and commented on by more than a thousand people. The video contained about Selena Gomez's mission as a brand owner in creating the make-up brand "Rare Beauty". This was illustrated by the 4 people in the video, of which the 4 people each have their own unique beauty standards. They agreed that to be beautiful, it was enough to accept yourself. The purpose of this video is to invite people to celebrate their own uniqueness. As Selena said in the video, *"It's cool to accept yourself. That's my mission."* The video then made many

people enthusiastic to comment on it. In this case, the comments made by netizens are a form of linguistic phenomena.

In linguistic phenomena, Systemic Functional Linguistics has a deeper explanation idea. As stated by Noprianto (2017) in his journal, SFL tends to see language as a resource for making meaning and describes language by focusing on text and context. According to SFL, there are three basic categories of social metafunctions. The first is "Ideational Metafunction", in this metafunction language represents the whole experience. The second is "Interpersonal Metafunction", where this metafunction establishes social roles and connections. And finally, there is "Textual Metafunction", where this metafunction forms text coherence both internally and contextually (Martin & Rose, 2007). In the interpersonal metafunction, Appraisal is a tool for explaining linguistic phenomena.

The researcher analyzed these data using Appraisal which is part of the theory of System Functional Linguistics, where this theory was developed by J.R Martin. This appraisal discusses the expression of feelings between one another. Appraisal is divided into 3 parts, namely Attitudes, Graduation, and Engagement. However, this research only focused on Attitudes. Attitudes observe Affect which includes people's feelings, Judgment which assessments of human behavior and character, and Appreciation which about how people appraise and evaluate objects, things or phenomenon (Martin & Rose, 2007). These evaluations are conveyed through two things called "inscription" of attitude and "invocation" of attitude. Attitudinal inscription identifies positive

or negative lexis explicitly to convey attitude evaluation, while attitudinal invocation identifies conveying attitude evaluation implicitly through a process of implication, association and suggestion (Martin & White, 2005).

Although many studies had used Appraisal theory on the Attitude subsystem, there were still few that apply this theory in examining comments on YouTube. Besides that, researcher also examined how netizens convey their evaluations, whether they were conveyed explicitly or implicitly, which are called inscribed and invoked. So, in this case the researcher used netizen comments as object because netizens' valuation of something was important to study more deeply. These netizen comments were a social phenomenon expressed in the form of discourse. In this discourse, it had a meaning that is based on context. Netizens expressed in real terms about what they felt, be it a positive or negative attitude. They had an idea consisting of aspects of beliefs and attributes. This was becoming more interesting because the enthusiasm of the audiences for the “*Rare Beauty by Selena Gomez - Makeup Made to Feel Good In*” YouTube video was overwhelming and overflowing.

Netizen comments on the “*Rare Beauty by Selena Gomez - Makeup Made to Feel Good In*” YouTube video was used as material for analysis because of the large number of enthusiastic viewers, so it was very interesting to study the attitudes that emerge, as well as how they appraised the video uploaded on the official Rare Beauty YouTube channel in showing 4 people with their authenticity and uniqueness in advertising a makeup brand. Their comments will later become the public's view of the quality of the brand, and

can influence the brand's image. The researcher took the initiative to research using Appraisal on the Attitude section of each comment because this theory is suitable to be applied to analyze netizen comments. From these comments, the researcher identified it in terms of Affects, Judgments, and Appreciations. Therefore, the researcher conducted this research to find out the types of evaluation used by netizens and to identify how affect, judgement, and appreciation are realized in lexical items.

B. Problem Formulation

The research problems in this study are formulated as follows:

1. What types of evaluation do netizens use when commenting on the YouTube video entitled "*Rare Beauty by Selena Gomez - Makeup Made to Feel Good In*"?
2. What are the strategy of lexical items realized from the evaluation?

C. Objectives of the Study

Based on the problems formulation above, the objectives in this study are as follow:

1. To identify the types of evaluation used by netizens when commenting on the YouTube video entitled "*Rare Beauty by Selena Gomez - Makeup Made to Feel Good In*".
2. To identify the strategy of lexical items realized from the evaluation.

D. Review of Related Studies

Before determining what research to conduct, the researcher conducted a review of several previous studies and then identified the gaps by looking at the title, theory, method, how the analysis was processed, and the results of the

analysis, to arrive at a conclusion. The following were some of the results of the review.

Ekawati (2015) wrote “Language Appraisal on Attitudinal Systems for Exploring Ideology in Death Penalty in Sydney Morning Herald and Sun Editorials”. The researcher used the attitude perspective put forward by Martin and White which is used to explore ideology in newspapers. The results of this study indicated that Indonesia is dominantly negatively appraised from the editorials of the two newspapers.

Prastikawati (2021) had also conducted research using Appraisal theory which focused on the Attitude subsystem, entitled “Attitude Perspective in BBC News’ Article: An Appraisal Analysis”. It discussed the importance of writing news using attitude words to describe feelings so that they can involve the readers' feelings in the news which aims to investigate the attitude and its resources in BBC News’ article. This research used descriptive qualitative Method to analyze 32 data using the theory proposed by Martin & White (2005). This research found that affect of happiness is the most widely used attitude subsystem. This affect of happiness is used to convey the feelings of people and phenomena presented in BBC News articles. After affect, then followed by judgment and appreciation.

Alawiyah (2021) had also conducted research using Appraisal theory entitled “An Appraisal Analysis of North Korean Defector’s Speech: A Systemic Functional Linguistics Perspective” which aims to identify the types of evaluation in Geum Hyok Kim’s speech entitled “That Moment I Escaped

North Korea” and investigate the distribution strategy of attitudinal choices in that speech. This research used a qualitative Method to analyze 53 sentences as data using the Appraisal theory proposed by Martin & Rose (2007). This research found that there are 3 effects, 22 judgments, and 5 appreciations. The result of the analysis showed that Affect got the most frequent attitudinal choice distributed in Kim’s speech which took 62,2% of the whole evaluations and the positive evaluation is higher than the negative one. In terms of the strategy of attitudinal choices, the researcher revealed that Kim tended to express his evaluation explicitly, proven by the large percentage of inscribed attitude found from the analysis.

Previous research in the journal "Evaluative Language Features on Hoaxes Related to the Drug Meth in Handling the Covid 19 Virus" conducted by Situmeang & Kurniawan (2022) discussed real and hoax news about Covid 19 that spread in America. This research aims to provide a comprehensive analysis regarding the construction of hoaxes from a linguistic perspective. This research used Attitude theory which is one aspect of Appraisal theory in SFL discourse semantics (Martin, J.R., & Rose 2007, Martin & White 2005, Martin 2019) with total of 42 appraising items taken from Huzlers and NBC news. This research found that between real news and hoax news, appreciation is dominated. In terms of polarity, hoax news tends to be positive while real news has a balanced polarity. In addition, hoax news tends to judge people involved in research on the drug methamphetamine.

The next previous research conducted by Utami (2023) journal entitled “An Analysis of Appraisal in Selected Beauty Vloggers’ YouTube Videos” which discussed the topic of beauty vloggers that had become an interesting and intriguing topic for researchers, especially because of their increasing power and influence which aims to describe and analyze the use of appraisal in selected beauty vloggers’ YouTube videos. This research used descriptive qualitative Method to analyze 416 data using the theory proposed by Martin & White (2005). This research found that from those utterances, the most dominant type is appreciation with 288 utterances, the second most frequent is affect with 104 utterances and the least applied is judgement with only 24 utterances.

Previous research on “Poster Tiga Ronde: An Appraisal Analysis of Negative Comments on Twitter” which was conducted by Zulfa & Herliani (2023) aims to find out how people’s negative feelings are manifested in words and understand the category of the feelings and the object of those negative feelings. This research used a qualitative Method to analyze 30 data using the theory proposed by Martin & White (2005). This research found that there are 3 effects, 22 judgments, and 5 appreciations. The result of the analysis shows that most of the appraising items belong to the category of judgment. Furthermore, the judgments that appear the most are the judgment of propriety, followed by the judgment of normality and the judgment of capacity respectively.

From the review of related studies above, many researches had used Appraisal theory on the Attitude subsystem, there were still few that apply this

theory in examining comments on YouTube. In addition, researcher also examined how netizens convey their evaluations, whether they are conveyed explicitly or implicitly, which are called inscribed and invoked. And in this case, the strategies researched are more detailed. Inscribe is discussed based on attribute and process, Invoked is discussed based on provoke, flag, and afford.

E. Research Methodology

In research, there are 2 types of research, namely qualitative and quantitative research. Quantitative research is a type of research carried out through statistical procedures or other procedures of quantification (measurement) to produce several findings (Jaya, 2020). Next is qualitative research. Anggito & Setiawan (2018) indicate that qualitative research is research carried out by collecting data to interpret phenomena in natural settings. In qualitative research, the key instrument is the researcher, data source samples are taken purposively and snowballing, data analysis is inductive, and the research results emphasize meaning. Qualitative research is widely used to study social fields.

This research with the title "Attitude Analysis of Netizen Comments on "Rare Beauty" YouTube Video" is included in the type of qualitative research because it intended to find the broad meaning of netizen comments on a video on the "Rare Beauty" YouTube channel. This research focused on describing phenomena and does not involve numbers or statistical procedures, so it resulted descriptive data in the form of words in a context that is observed.

1. Data and Source of Data

As the object, the researcher used the netizen comments. For the data of this study, the researcher used netizen comments from one of the official YouTube videos of the "Rare Beauty" account entitled "*Rare Beauty by Selena Gomez - Makeup Made to Feel Good In*" containing attitudes. The video can be accessed on the official account at the link <https://www.youtube.com/watch?v=AG9Fionf4AA>. The video was uploaded on September 1, 2020

The video contained about Selena Gomez's mission as a brand owner in creating the make-up brand "Rare Beauty". This was illustrated by the 4 people in the video, of which the 4 people each have their own unique beauty standards. They agreed that to be beautiful, it was enough to accept yourself. The purpose of this video is to invite people to celebrate their own uniqueness. As Selena said in the video, "It's cool to accept yourself. That's my mission." The video then made many people enthusiastic to comment on it.

From many comments in the video, the researcher took several comments to be analyzed from the words or sentences as data. The researcher limited the retrieval of comments as material for analysis, where the comments taken were from 2022-2023. The comments selected as data are comments that contain elements of affect, judgment, or appreciation. This research also used supporting data sourced from the YouTube itself, previous research, and internet sources as references.

2. Method and Technique of Collecting Data

The researcher collected the data by observing. The methods of collecting data were:

1. First, the researcher opened YouTube and searched for viral make-up brand videos, then the one chosen was “*Rare Beauty by Selena Gomez - Makeup Made to Feel Good In*” YouTube video by Rare Beauty official account.
2. Second, the researcher chose netizen comments on the YouTube video as the data of study.
3. Third, the researcher observed the data and selected some comments as sample data.
4. Lastly, the researcher put the data into table containing the names of netizen accounts and the comments they wrote.

3. Method and Technique of Analyzing Data

The researcher analyzed data with Attitude analysis. The methods of analyzing data were:

1. The researcher identified and classified the data according to the Appraisal theory, namely Attitudes, so whether the words/phrases/clauses/sentences fall into Affects, Judgments, or Appreciations.
2. The researcher identified whether it included a positive or negative attitude for the polarity.
3. The researcher analyzed texts by identifying the strategy (inscribed and invoked) of the evaluations.

Table 1. 1 Example of Analyzing Data

Data	Appraising Item	Appraiser	Type	Trigger/Target	Strategies
So beautiful Selena	Beautiful	mariechah uiknudsen +H4:H213 499	+norm	Rare Beauty brand	Inscribe

Rare Beauty is unique it's one of a kind am rare	Unique	olyglezz2785	+val	Rare Beauty brand	Inscribe
We stan natural beauty queen, not like plastic ones	Not like plastic ones	bunch3008	+norm	Users of Rare Beauty products	Invoke (Provoke)

4. The researcher described the results of the analysis in form of paragraphs.
5. Lastly, the researcher wrote conclusions on the results of this research.

F. Presentation

This research was presented into four chapters. In chapter one, the researcher explained the background of the research, problem formulation, research objectives, some research studies from other researchers (previous studies), the methods used in conducting the research, and presentation. In chapter two, the researcher explained the theoretical approach and theoretical framework of this study to analyze the data. In chapter three, the researcher examined data from netizen comments in the "Rare Beauty by Selena Gomez - Makeup Made to Feel Good In" YouTube video on the "Rare Beauty" YouTube channel. Finally, in chapter 4, the researcher concluded the results of the research based on the previous chapter.