

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

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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*

A. INTRODUCTION

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). It 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". 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). 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. 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. Those are Ideational Metafunction, Interpersonal Metafunction, 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. 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.

B. 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>.

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.

1. 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.

2. 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.
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.

C. RESULT AND DISCUSSION

The research questions were answered in two separate sections. In the first part, the types of evaluation contained in the comments were analyzed by classifying the utterances into three evaluation domains; including Affect, Judgment, and Appreciation. Then, this section also analyzed in terms of polarity. In the second part, the researcher distributed the evaluation strategies used by netizens in commenting. This was conveyed either by inscribe or invoke

1. Netizen Evaluation of Rare Beauty YouTube Video

Researcher found that all types of attitudes (affect, judgment, and appreciation) were used by netizens in commenting on Rare Beauty YouTube video.

a. Affect

Table 1 Realization of Affect in Netizen Comments

Data	Appraising Item	Appraiser	Affect	Trigger
(1AF1)	Love	silviabenavidez178	+hap	Selena Gomez
(22AF1)	Sad	pazoyarzo820	-hap	Hollywood
<u>Full Comment</u>				
(1)	Love rare and love Salena			
(22)	You are the only real artist I know, sad to see how all hollywood lies and does everything to get attention in promoting their product, she is rubbish. Your product is however so real and genuine. You are so noble. PLEASE NEVER CHANGE.			

In datum (1AF1), it is categorized as a positive affect of happiness. It is categorized as positive polarity because the word "love" here showed that the account owner liked or loved the figure of Selena Gomez both from her personality to her success.

The word "sad" in datum (22AF1) is categorized as a negative affect of happiness because she felt disappointed with Hollywood. According to her, Hollywood had been using her lies to get attention. From her disappointment came the feeling of sadness, where sadness is part of unhappiness.

b. Judgment

Table 2 Realization of Judgment in Netizen Comments

Data	Appraising Item	Appraiser	Judgment	Target
(2J1)	Beautiful	mariechahuikn udsen+H4:H2 13499	+norm	Selena Gomez
(22J17)	Lies	pazoyarzo820	-ver	Hollywood
<u>Full Comment</u>				
(2)	So beautiful Selena			
(22)	You are the only real artist I know, sad to see how all hollywood lies and does everything to get attention in promoting their product, she is rubbish. Your product is however so real and genuine. You are so noble. PLEASE NEVER CHANGE.			

Datum (2J1) contains a positive judgment of normality. The word "beautiful" here is clear that the account owner directly assessed a Selena Gomez in terms of her beauty. She considered that Selena Gomez is very beautiful. Beauty is often measured based on the norms that apply in society. She said that Selena Gomez is beautiful, meaning that Selena Gomez had met the beauty standards that exist in the appraiser's social environment, and this beauty made her very special.

The word "lies" in datum (22J17), it directly shows a form of negative judgment of veracity. This is a direct claim that Hollywood lies, which means that the appraiser judges that Hollywood is not honest in promoting the product.

c. Appreciation

Table 3 Realization of Appreciation in Netizen Comments

Data	Appraising Item	Appraiser	Appreciation	Target
(12AP12)	Wonderful	blueivy3328	+reac	Rare Beauty product
(26AP22)	Look like a plastic surgery	rakshhhh	-reac	Maybelline and Huda Beauty brand
<u>Full Comment</u>				
(12)	Wonderful products. You did good Sellie			
(26)	I just ordered Rare from Sephora and I must say I loved the products. They seem so natural. I'd prefer Rare Beauty more than Maybelline and Huda Beauty that make us look like a plastic surgery .			

Datum (12AP12) is a positive appreciation of reaction. The word "Wonderful" directly shows a positive reaction. The appraiser stated that the products are "wonderful" meaning that the appraiser has

rated the quality of these products as excellent based on their experience of using the products.

Furthermore, datum (26AP22) is a negative appreciation of reaction. This sentence criticizes the makeup effect of both brands (Maybelline & Huda Beauty). With the makeup result that “looks like a surgery plastic”, the result of the product indirectly is not liked by appraiser, so it is categorized as a negative reaction.

2. Strategy of Evaluation Lexis in Netizen Comment

Researcher researched the strategy of evaluation lexis to see how netizens comment, whether explicitly or implicitly.

a. Inscribed

Inscribed is evaluation that is realized directly or explicitly (Martin & White, 2005).

Table 4 Realization of Inscribed Strategy in Netizen Comments

Data	Appraising Item	Polarity	Trigger/ Target	Word Class
(1AF1)	Love	+hap	Selena Gomez	Process
(2J1)	Beautiful	+norm	Selena Gomez	Attribute
Full Comment				
(1)	Love rare and love Salena			
(2)	So beautiful Selena			

Datum (1AF1) is an inscribe in (+) happiness which is conveyed using verbs. This word “love” directly expresses the feeling of love for Salena. It is conveyed clearly and specifically. There is no ambiguity in the message conveyed. The reader or listener immediately knows that the feeling of love is directed to Salena.

Datum (2J1) is an inscribe in (+) normality that is conveyed using adjectives. This word “beautiful” directly assesses positively about someone, namely Selena. It clearly shows an assessment of Selena's beauty or appearance.

b. Invoked

Invoked is evaluation that is realized indirectly or implicitly (Martin & White, 2005).

1) Provoke

Provoke is a subdivision of invoked that is conveyed through the use of metaphorical or figurative language (Martin & White, 2005).

Table 5 Realization of Provoke Strategy in Netizen Comments

Data	Appraising Item	Polarity	Trigger/ Target	Invoked
(10J9)	Not like plastic ones	+norm	Users of Rare Beauty products	Provoke
<u>Full Comment</u>				
(10)	We stan natural beauty queen, not like plastic ones.			

In datum (10J9) the appraiser uses a provoke strategy to convey judgment. This sentence compares two types of beauty, natural beauty and plastic beauty. In this sentence, “plastic ones” is a metaphor used to refer to something that is considered artificial, not genuine, or not natural. By using this metaphor, this sentence builds a positive judgment for those who support natural beauty. By contrasting “natural beauty queens” and “plastic ones”, she

implicitly wants to convey that Rare Beauty users look natural after using this product. So, it's the caused why this datum is categorized as (+) normality using provoke strategy.

2) Flag

Flag is strategy in graduating of process. It is evaluative but not explicitly attitudinal (Martin & White, 2005).

Table 6 Realization of Flag Strategy in Netizen Comments

Data	Appraising Item	Polarity	Trigger/ Target	Invoked
(4J2)	Took part in this brand	+ten	stevena.finne y5777	Flag
<u>Full Comment</u>				
(4)	It's good to know that I took part in this brand and helped to promote it and get it to where it is today.			

The word “took part” in datum (4J2) uses language that implicitly implies hard work, dedication, and impactful contributions. Here, there is a process in the sense of “took part”, which is a positive form of the appraiser's effort. In this analysis, “took part” is at a medium level of intensity above “supported”.

3) Afford

Afford a subdivision of invoked where activation is carried out through what might be considered purely. There is an effect after nominalization/process (Martin & White, 2005).

Table 7 Realization of Afford Strategy in Netizen Comments

Data	Appraising Item	Polarity	Trigger/ Target	Invoked
(6AP9)	Create a meaningful brand	+val	Rare Beauty brand	Afford
Full Comment				
(6)	I know the truth of this brand, the story behind it and how it came to be because only a rare soul can help create a meaningful brand.			

Datum (6AP9) falls into the afford category of invoke. The word “creating” is the process, followed by the word “meaningful brand” which is the positive effect of the process. The phrase “meaningful brand” highlights the expected result of the action (creating), which is something that has value and a positive impact, which gives meaning beyond just ordinary results. It is this factor that causes the phrase to fall into the afford category.

D. CONCLUSION

Based on the analysis, the conclusion can be explained as follows: There are 60 appraising items analyzed in the comments on a Rare Beauty YouTube video entitled “Rare Beauty by Selena Gomez - Makeup Made to Feel Good In”. In the comments, the researcher analyzed using the Appraisal by J.R Martin theory which focuses on the Attitude subsystem and the strategies used to evaluate.

In terms of polarity, 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 “inscribed”. Netizens prefer to comment explicitly rather than implicitly due to clarity of communication, culture of transparency, emotional needs, and characteristics of social media platforms.

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