

CHAPTER I

INTRODUCTION

A. Background of the study

Language is an important element to convey a good message. According to Ferdinand de Saussure in his book entitled *Course in General Linguistics* stated that language is a system of signs used to express thoughts; language is a system of signs that express ideas. Language is used in the speech that we use in everyday communication practices. Communication is the process of conveying messages or information from one party to another party so that the message in question can be understood. According to Raymond S. Ross in Wiryantoro (2004) defines communication as a process of sorting, selecting and sending such symbols, thereby helping listeners generate meaning or responses from thoughts that are similar to those intended by the communicator.

Songs are a communication media that occurs between songwriters and listeners. Songs are a way to express feelings, attitudes and emotions between songwriters and listeners. Sometimes, the listeners just listen to the song and don't care about the meaning of the song, there are those who only listen to the melody, and there are also those who care or appreciate the song which they think relates to their feelings at that time. The meaning of a song is usually the interpersonal meaning of the songwriter or the singers. They channel their feelings, attitudes, and emotions through

song lyrics. Research on the message conveyed by the author confirms that each song has interpersonal meaning from the songwriter.

In linguistics, the science that studies speakers' evaluations of other people are appraisal. Appraisal is a system of interpersonal meaning related to evaluation, namely the type of attitude negotiated in a text, the intensity of sentiment involved, and the methods used to produce value and align the reader, all of which are aspects of appraisal (Martin & Rose, 2007). Martin & Rose (2007) divides appraisal into three sub-systems, consisting of attitude (assessment of feelings, people and things); graduation (paying attention to the phenomenon of judgment in which feelings are strengthened and categories are blurred); and engagement (investigate the source of attitudes). The feelings of the songwriter can be analyzed using the appraisal sub-system, namely the attitudes system.

Martin and Rose (2007) state that Attitudes are related to the assessment of objects, individuals, and their emotions. These assessments can range in intensity, meaning they can be magnified to varying degrees. Martin and Rose divide attitudes into three types, starting from affect, judgment and appreciation. Affect is related to how someone feels, judgment is related to how people evaluate other people, and appreciation is how people assess things. Then think about how attitudes might be amplified and hedged, developing in force and focus as supplementary elements of the graduating system. The source of attitudes and investigate how reporting, citing, moderation, and concession combine to form an

engagement system that may be applied to include a variety of perspectives in a text.

There are several studies that use appraisal theory, including a study entitled *Analyzing selected letters by Antonio Gramsci in terms of appraisal theory: A review study* by Jameel and Sally (2023). The research objects used by Jameel and Sally are words, sentences or phrases that contain interpretations in Antonio Gramsci's letters. Next is a study conducted by Suroto and Devi (2022) on *Evaluating Foreign Tourists' Attitude in Tourism Discourse: How Foreign Tourists Neotain Their Affect, Judgement, and Appreciation on Indonesian Cultural Elements*. The object of Suroto and Devi's research is video recordings containing conversations and interactions between foreign tourists and interviewers. Likewise, a study conducted by Septiana and Yulianti (2021) regarding the *Analysis of Appraisal System in News Text "Gaduh Sistem Zonasi" (A Study of Systemic Functional Linguistics)*. Septiana and Yulianti intend to analyze the appraisal theory in the news text "Gaduh Sistem Zonasi". Judging from these studies, it proves that appraisal theory can be used in various aspects or fields. In this research, the researcher intends to analyze the appraisal system contained in songs.

In determining the research object, the researcher read and reviewed several previous studies. In the research entitled "Denotative and Connotative Meaning Analysis in The Greatest Showman Album" by Hadi (2021), the songs found what messages were conveyed by the songwriter.

Furthermore, research entitled "Types of Lexical Cohesion in Song Lyrics of the Greatest Showman Movie Soundtrack Album" by Wijayanti, Zahrida, and Mulyadi (2022) revealed that the author wants listeners to focus of discourse is in the words which have been repeated to emphasize certain. The studies above used the same object, namely the song from the soundtrack of the film "The Greatest Showman" which was released in 2017. This object was in the form of an album which at that time received many awards, namely the Best Music award at the 2018 Golden Trailer Awards and Top Soundtrack at Billboard Music Awards 2018. This album has 12 songs including, The Greatest Showman, A Million Dreams, A Million Dreams (Reprise), Come Alive, The Other Side, This Is Me, Rewrite the Stars, Tighrope, Never Enough, Never Enough (Reprise), From Now On, From Now On (Reprise). Therefore, it was decided that this research uses the same object, namely the soundtrack to the film The Greatest Showman, written by Benj Pasek and Justin Paul. However, due to study limitations, the researcher limited this research to only using 4 songs.

This research uses Appraisal Theory to reveal how the attitudes, emotions, evaluations and feelings of songwriters use Attitude resources. The Appraisal theory from Martin and White (2005) used in this research reveals how to negotiate social relationships and how to express one's feelings towards something or someone. Based on previous studies, the objects studied have many meanings from various perspectives, and the

use of Appraisal theory can be used in various aspects. Therefore, a gap was found in the theory that will be applied in this research, there is rarely research that analyzes the song lyrics in The Greatest Showman soundtrack using appraisal theory. The results of this study are expected to contribute to developing appraisal theory in the future.

B. Problem Formulation

Based on the background of the study, the researcher found problem formulation, consist of:

1. What types of attitudes are found in The Greatest Showman Soundtrack?
2. How are the strategy of attitudinal choices in The Greatest Showman Soundtrack?

C. Objectives of the Study

Based on the problem formulation, the objectives of this research are:

1. To analyze types of the attitudes found in The Greatest Showman Soundtrack.
2. To analyze the strategy of attitudinal choices in The Greatest Showman Soundtrack.

D. Review of Related Studies

Studies regarding the meaning of attitudes have been carried out in several objects, for example, Suroto and Anit (2022) on “Evaluating Foreign Tourists’ Attitude in Tourism Discourses: How Foreign Tourists

Negotiated Their Affect, Judgement, and Appreciation on Indonesian Cultural Elements". This study discusses the phenomenon of language and cultural practices in the field of tourism which aims to evaluate foreign tourists' attitudes when they are talking about Indonesian cultural elements as part of Indonesian identity. This research used a Qualitative Description Method to analyze Video Interview between interviewer and the foreign tourists with a total 107 clauses using the theory proposed by Martin & Rose (2007) This research found that the interaction's primary cultural components are live things, particularly different types of traditional Indonesian meals, art, knowledge.

The second study is "Analysis of Appraisal Systems in Editorial Texts Regarding Uighurs, the Middle East and China" which was conducted by Ninuk Sholikhah Akhiroh (2022). This study discusses how editorial texts function to provide opinions on a particular issue must have standards of objectivity and neutrality. The aim of the research is to describe and explain how the author assesses people, things, and everything involved in the editorial text. This research uses qualitative methods and appraisal theory by Martin and Rose (2007). The object of this research is editorial text from Indonesian online news. The results of this research were that various appraised items were found in editorial texts, most of which were negative expressions in terms of affect and judgment. Therefore, the researcher concluded that writers use several

styles to express feelings and opinions, this shows that an attitude system can be the main key to writing 'objective and neutral' editorials.

The third study is “Inscribed versus Invoked Attitudes: Appraisal Among Indonesian Teenagers in English Captions on Instagram” which was conducted by Himmawati, Munandar and Sajarwa (2022). This study discusses that the English captions used by teenagers on Instagram do not always describe images but interpret the feelings they feel towards other people. The aim of this research is to present how self-presentation between female teenagers and male teenagers in Indonesia expresses their emotions as expressed in English captions on Instagram. This research uses qualitative methods and appraisal theory by Martin and White (2005). The results of the research are that teenagers mostly use inscribe attitude rather than invoke attitude. Male teenagers use affect while female teenagers use judgment to express their emotions. It can be concluded that writing captions on Instagram gives teenagers the opportunity to express their attitudes and show their strength without having to face the person they are talking to directly in real life.

The fourth study is "Pemanfaatan Teori Appraisal di Media Informasi Pariwisata Bilingual: Upaya untuk Membangun Model Penerjemahan Berbasis LSF" which was conducted by Suryaningtyas, at all (2018). This study discusses that bilingual text is one of the information media that involves the writer and reader, shifting meaning when translating the source language. This research used Qualitative Method

and Appraisal Theory to analyze tourism information media. This research found that an inductive analysis tool to improve the quality of translation of tourism promotional media can be developed using a process and product-based translation approach.

The fifth study is "A Study of Appraisal Attitude Use in Students' Writing Recount Text" which was conducted by Rizqi (2018). This study discusses that many students write recount text based on experiences they have had in the past. This research aims to find out sources of Attitude through the use of language in students' recount texts. This research used a Descriptive Quantitative Method and Appraisal Theory to analyze words in recount text of grade VIII students at SMP Bina Satria Mulia. This research found that affect is the most common among other attitude systems and positive attitude dominates the use of language in student writing.

The sixth study is "Internet Customer Reviews in Chinese and English on Apple App Store Based on Appraisal Theory" which was conducted by Pan, Zhang, and Wang (2020). This study discusses that consumers share shopping experiences on online shopping sites or product reviews. The aim of this research is to show the differences between Chinese and English attitude resources on online products. This research uses appraisal theory by Martin (2005) with attitude. This research found that Chinese and English online product reviews are based on product

quality, after-sales service. These two things have differences in expression and language style.

Judging from previous study, the theoretical gaps that will be examined in this research are taken. This research will focus on how the appraisal aspect, especially in the assessment, is expressed by the songwriters in The Greatest Showman Soundtrack. This research uses the appraisal theory developed by Martin and White (2005). This theory can summarize the meaning that arises from someone expressing their feelings, attitudes and stance.

E. Research Methodology

1. Data and Source of Data

This research is using qualitative methods. According to Sugiyono (2013), qualitative methods are defined as research methods based on the philosophy of postpositivism, used to research the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combination), data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning rather than generalization. Qualitative data is data in the form of words, sentences, gestures, facial expressions, charts, images and photos. The data source of this study is a song from The Greatest Showman soundtrack. The Greatest Showman soundtrack is an original album from The Greatest

Showman movie which has 12 songs, there are The Greatest Show, A Million Dreams, A Million Dreams (Reprise), Come Alive, The Other Side, Never Enough, This Is Me, Rewrite the Stars, Tightrope, Never Enough (Reprise), From Now On, From Now On (Reprise). Of the 12 songs, 4 songs were selected for data sampling consists of The Greatest Show, A Million Dreams, The Other Side and Rewrite The Stars. The research data for this research are song lyrics in the form of phrases, words or sentences that contain the appraisal system especially attitude aspects in the soundtrack of the film The Greatest Showman.

2. Method and Technique of Collecting Data

Data collection is carried out to obtain the information needed to achieve research objectives (Gulo, 2002). This research collects data by observation. Hadi (1986) in Sugiyono (2020) stated that observation is a complex process, a process composed of various biological and psychological processes. Data collection techniques using observation are used if the research concerns human behavior, work processes, natural phenomena and if the number of respondents observed is not too large, thus this research is suitable for analysis using observation because researcher observe the attitudes or behavior of songwriters through song lyrics. In collecting data, the steps are as follows:

1. Researcher looked for all the songs in The Greatest Showman Soundtrack and listened to all of them

2. Researcher transcribed song lyrics into text.
3. Researcher observed and highlighted words, phrases, clauses or sentences that contain appraisal, especially the attitude system.
4. Researcher classified each data into research tables consisting of appraisal system.

3. Method and Technique of Analyzing Data

This research uses a qualitative descriptive analysis method. To answer the first research question, the researcher analyzes it using the following steps:

1. Created a table according to attitude systems consisting of Affect, Judgment, and Appreciation, as well as Appraising Items, Appraiser and Appraised (target/trigger).
2. Classified words, phrases, clauses into the research table, including positive or negative polarity.
3. Analyzed them based on the appraisal theory developed by Martin and Rose (2005).
4. Counted the amount of data in each category.

After obtaining data that has been categorized into the attitude table, to answer the second research question, the researcher took several steps, including:

1. Researcher analyzed and classify data including invoke and inscribe.

2. Classified the invoke category into invocation types in the form of afford, flag and provoke.
3. Counted the number of positive and negative inscriptions.
4. Counted the number of afford, flag, and provoke invokes.

In counted the data, the researcher adapted from Caple (2013:75). In linguistics, there are corpus linguistic approaches that examine large datasets (comprising millions of words) of news discourse and may compare these to other types of discourse (e.g. Biber *et al.* 1999, Bednarek 2008, Biber and Conrad 2009) in Caple 2013. After analyzing the two research questions, the researcher describes the research results in paragraphs and then concludes the results of the analysis.

F. Presentation

This research will be presented in several sections. The first is Chapter 1, this section consists of research background, problem formulation, research objectives, review of related research, research methodology containing data and data sources, data collection and data analysis, final presentation. Next, chapter two consists of theoretical approaches and theoretical frameworks. Then chapter three contains an explanation of the analysis results. Finally, chapter four contains conclusions and suggestions from the entire research.