

ATTITUDE ANALYSIS USING APPRAISAL THEORY ON *THE GREATEST SHOWMAN*

SOUNDTRACK

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ABSTRACT

Songs are a communication media between songwriters and listeners. Songwriters share their attitude, feeling, and emotion by expressing them in song lyrics to listeners, either implicitly or explicitly. This research aims to analyze how songwriters express their attitudes and how strategies of attitudinal choices are used in song lyrics.

The method used is descriptive qualitative by directly observing the song lyrics. The data source for this research is the song lyrics from *The Greatest Showman Soundtrack*. The data in this research are words, phrases and clauses which are then analyzed using an appraisal system, especially attitudes, developed by Martin and White (2005) to show the attitudinal evaluation in song lyrics.

The results of this research are that from 65 data, affect dominates more than judgment and appreciation, it means that songwriters tend to use their personal feelings in songs. In terms of polarity, the songwriters express their

attitude by positive and negative, positive attitudes dominate over negative attitudes. The strategy of evaluation lexis used by songwriters are mostly explicit or inscribed.

Keywords: Appraisal Theory, Attitude, Inscribe and Invoke, SFL, Song Lyrics.

I. INTRODUCTION

Language is an important element to convey a good message. Language is used in the speech that we use in everyday communication practices. According to Raymond S. Ross in Wiryanthro (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. One of the communication media is song. 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 songwriter channel their feelings, attitudes, and emotions through song lyrics. In linguistics, an approach that studies speakers' evaluation of other people is appraisal.

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. The object of this research is The Greatest Showman Soundtrack. This soundtrack was popular in 2018 and won several awards. This research aims to identify types of attitudes and the strategy of attitudinal choices in The Greatest Showman Soundtrack.

II. METHOD

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 research is a song from The Greatest Showman soundtrack. The selected songs are 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, clauses or sentences that contain the attitude system. Data collection techniques start from searching and listening to entire songs, transcripts of song lyrics, observing and classifying groups of words. Data was analyzed by selecting, classifying, counting, and analyzing according to the appraisal system based on Martin and White (2005). 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.

III. RESULT AND DISCUSSION

The results of analysis are found that from the selected songs, 65 data were produced in the form of 26 affects consisting of 8 happiness, 7 security, 3 satisfaction, 8 desire. According to Martin and Rose (2003) affect is a resource for expressing feelings. Happiness and desire dominate in the affect category. The un/happiness relates to emotions related to matters of the heart, such as sadness, hate, happiness and love. For example, on the lyrics "Now I *admire* you, and that whole show you do", the appraising items 'admire' refer to the target. It shows positive happiness and means that the singer shows feelings of happiness directly (inscribe). Next, on the lyrics "You think I don't *wanna* run to you" refer to the appraiser's desire. It means that the appraiser shows positive feelings, namely the desire to do something with the target which is expressed indirectly.

Judgment has 18 data consisting of 3 normality, 7 capacity, 3 tenacity, 2 veracity, 4 propriety. Judgment deals with attitudes towards behaviour, which

we admire or criticise, praise or condemn (Martin & White, 2005). Capacity is the dominant than the other types of judgment. Capacity is part of 'social self-esteem' which is related to a person's capacity. For example, on the lyrics "I know you're wondering why because we're *able to be*" it means that the appraiser has capacity in facing problems. This evaluation shows a positive value.

Appreciations has 20 data consisting of 12 reactions, 1 composition, and 7 valuations. The reaction types are the most dominant in appreciation distribution. The concept of reaction is how we respond to things—do they make us happy or do they draw our attention? For example, on the lyrics "Oh, this is the *greatest* show", the appraising item is 'greatest' that show positive reaction directly. It describes the rater's reaction to the target.

From these three types of attitudes, in terms of polarity, positive attitude has 43 data and negative attitude has 23 data. Affect is the main point and is followed by appreciation, where personal feelings such as anxiety, happiness, self-confidence, boredom are depicted in the selected song lyrics. In terms of the strategy of attitudinal choices used, found that 44 inscribes dan 21 invokes. According to Martin and White (2005) inscribed in discourse through the use of attitudinal lexis. In terms of invoke, Invoke Affect are the dominant than the other. The songwriters are more dominant in expressing their feelings and attitudes in inscribe or explicitly.

IV. CONCLUSION

Based on the results of the analysis, in this research found 65 data. The data consists of 26 affects, 18 judgments, and 20 appreciations. Positive attitude has 43 data and negative attitude has 23 data. which means positive attitude dominates over negative attitude. Apart from that, judging from the number of positive scores, it can be concluded that the singer conveys a

positive attitude to the listeners. Overall, it shows that the singer or songwriters tend to use affect in song lyrics to express their feelings to listeners. Then, the song writer use inscribes or explicitly to express their evaluation.

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