

## AFFECT AS APPRAISAL SYSTEM ON SOCIAL MEDIA “INSTAGRAM”

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### Abstract

This objective is this study is to identify and describe forms of Attitude as one of aspects of appraisal theory. The object of this research is @officialbistainmadina instgram account, especially on the last 15 comments out of a total of 47 comments published on November 4, 2020. Collecting data in this study is observation. This observation method is also called the observing method because the data is obtained by listening to the use of language. This study used the referential equivalent method. The result of study shown that the various forms of *Attitude* that appear in these comments tend to use one of the three aspects in the form of *Attitude*, namely the aspect *Affect* with words such as "like", "delicious", "tempting".

**Kata Kunci:** *Appraisal, Affect Attitude, Instagram,*

### INTRODUCTION

The development of digital era has influenced users to more easily get information through sophisticated technology. The use of the digital era become our need is social media. Social media has an important influence in our lives, for example providing information on lifestyle, culinary, travel and others. Anang (2016), social media can be easily participated, shared and created content by users online. It is also a site where people are able to communicate with friends and they know in the real world and cyberspace (Aditya, R. 2015). Types of social media that are social networks include Facebook, Path and Instagram. This is in line with the research of Kaplan el at (2010) explained that a social networking site is a place where each user has a profile that contains personal information (such as date of birth, address, gender) and can communicate with other users through that profile. Between users can also chat or send text messages, pictures, sounds, or videos. Haryanto (2015) states in his article expressed that the use of social media as a way of disseminating information and social interaction is an effective step because information can be found fast and is not limited to individual and group.

From explanation above, it certainly makes it easier for a person to interact with others and of course this two-way interaction will take place without any time and space boundaries. Previous study shown that one of social media which becomes up to date application and popular enough among young people (Qashmal and Ahmadi, 2015). According to Adam and Armando (2016), Instagram is one of many social media where users are very active in interacting. Instagram is also an Android-based application, where user can take photos through its filters, and upload.. (Agustina, 2014), Instagram of users

who see photos of one or several other Instagram users will respond in the form of comments or similar reactions written by Instagram users. Thus, the interactions built by each individual or social media user will be more varied. Comments that appear to be one of the writer's interests to examine linguistic phenomena in each interaction and identify these based on the point of view or theory to be used.

In this study, the author focuses on an Instagram account named @officialtbistainmadina in the author's spotlight for further research. because there are many meanings and various kinds of discourse put forward by users in this context, namely Instagram users, with various forms and functions. This study uses Appraisal theory approach, by using Appraisal theory approach, the writer hopes to know and identify the interaction attitudes that appear on IG account @officialtbistainmadina. The appraisal system is the development of LSF theory in the realm of interpersonal meaning. In Ayu, Djatmika, Riyadi 's study (2017), explains that Halliday argued Functional Systemic Linguistics (LSF) is to describe the language used according to its function of interaction. Halliday agrees in describing LSF as a grammar based on a functional approach, the grammar is used as a source to express a meaning of the relationship with the situation and oral culture or the text that is raised. According to Functional Systemic Linguistics (LSF), text cannot be separated from language and language as a semantic system capable of describing the meaning of text. Language is said to have three components of meaning, namely ideational meaning, interpersonal meaning, and textual meaning. Martin & Rose (2003: 22) define appraisal as an interpersonal meaning system that refers to the evaluation of attitude contained in the text, how a person expresses how strong his feelings are about something and how the values about something in the text are generated. This explains that using appraisal theory, we can tell readers or other people about our attitude and feelings about something or someone, there are three domains in appraisal , they are attitude, engagement, and graduation. Attitude is related to feelings, including feeling reactions to someone or an event, judgments about someone's behavior and judgments about objects. Meanwhile, engagement is related to the source of the assessment, and graduation is related to the hard or soft words of the assessment (Martin & White ,2005: 33)

However, in this study, the writer only limits the object of research to the aspect of Attitude, namely affect. In study of Adam and Armando (2016) describes that Attitude is an evaluation of the object / value of an item (Appreciation), the character of people (Judgment) and feelings (Affect) ,when someone admires something. Affect is also specifically related to an emotional response to something. Adjective in forms affect is sad, happy, angry; verb forms : like, hate, be happy; adverbs, such as: joyfully, with anger; and nominalization (a verb or adjective turned into a noun): happiness, sadness, anger and hatred (Martin & White, 2005). It has three systems, they are Quality, Process, and Comment. Affect as comment is explained as the modal adjunct to comment on clause process

Affect	Positive	Negative
dis/inclination	miss, long for, yearn for	wary, fearful, terrorised
un/happiness	cheerful buoyant, jubilant; like, love, adore	sad, melancholy, despondent; cut-up, heart-broken ... broken-hearted, heavy-hearted, sick at heart; sorrowful ... grief-stricken, weebegone ... dejected ...; dejected, joyless, dreary, cheerless, unhappy, sad; gloomy, despondent, ... downcast, low, down, down in the mouth, depressed ...; weepy, wet-eyed, tearful, in tears ...
in/security	together, confident, assured; comfortable, confident, trusting	uneasy, anxious, freaked out; startled, surprised, astonished
dis/satisfaction	involved, absorbed, engrossed; satisfied, pleased, chuffed/ impressed, charmed, thrilled	flat, stale, jaded; cross, angry, furious; bored with, sick of, fed up with

## METHODOLOGY

This study used qualitative research method to examine conditions of scientific objects, data analysis is inductive in nature, describes and analyzes data based on categories and the results of qualitative research emphasize the meaning more than generalization (Sugiyono ,el at 2007, Arikunto in Nugraheni’s study, 2011). Thus, this study must provide a detailed description of the analysis and explanation regarding the research objects to be studied. The object of this research is @officialtbistainmadina instagram account, especially on the last 15 comments out of a total of 47 comments published on November 4, 2020. Collecting data in this study is observation. This observation method is also called the observing method because the data is obtained by listening to the use of language. The data analysis technique in this study uses the referential equivalent method, which is an analysis method where the determining tool is outside, detached, and not part of the language (Sudaryanto, 2015).

## Finding and discussion

On 4<sup>th</sup> November 2020, @officialtbistainmadina instagram account posted durian picture and given emoté 🍌, there are forty seven comments from its followers . The writer will

be limited 20 comments of total and only focus on affect aspect in attitude. Posting it can be seen below:



**Figure 1.1**

As explanation above that affect is part of attitude, it is also a matter of both positive and negative assessments relating to feelings about something being discussed or relating to the expression of emotions (Martin, 1996; Martin & Rose, 2003; White, 2001, dalam Wiedarti, 2006: 3). On this discussion, the writer will identify affect on comments in @officialtbistainmadina instagram account based on positive and negative affect.

[data 1] suadi @suadi\_yes it is so tempting

This data above explains that the comment is written by suadi @suadi\_yes show positive affect. This is marked by tempting word. Tempting is adjective that has meaning that he feels interesting, like or tempting with posted durian @officialtbistainmadina instagram account.

Comments with a positive affect can also be found by the authors on other data such as data;

[data 2] @ibra.saddad, hemm it's delicious

[data 3] @whyserii, wow yummy

[data 4] mirna\_nasution1808 my favorite

The data 2,3 and 4 show that comments have positive affect , here can be seen delicious yummy and my favorite that have positive meaning that they like durian. Delicious and yummy are positive adjective while my favorite are noun that has a meaning like durian in @officialtbistainmadina instgram account.

[ data 5] rikyy6530 I like durian

[ data 6] lia\_btr22 I like this

On data above positive affect can be conclusion on verb *like* that written by rikyy6530 and ia\_btr22 on sentence I like durian and I like this . The sentence refers to the liking of the owner of the durian image account published on @officialtbistainmadina instgram account.

[data 7] @nin.13\_ what a fantastic durian

[data 8] @gustinamawaddah uwuwuwuwu 🤤

[data 9] @johnzetka Indonesian special fruit

[data 10] @rizkykhofifah yellow 🤤

The interaction above shows expressions in the form of positive affect, on the word "uwuwuwuwu" which is written by the gustinamawaddah account. The word "uwuwuwuwu" has a meaning which means delicious. To clarify this meaning, there are liking emojis. Data 7 has a meaning; this can be seen from what a fantastic durian where it shows impressed expression. Jhonzetka account also explains that durian is Indonesia special durian. This means that durian is as characteristic food that special in Indonesia. Data 10 is same as data 8 that shows positive affect.

The writer found comment that has positive affect and give information about affect to eat durian if we eat more.

[ data 11 ] @ikipramana\_ I really like durian, in my opinion durian is a delicious food but not everyone likes durian, but I like durian . durian also has negative affect such as contains chloseterol and contains high glucose .

Here can be seen positive affect namely *really like* and *delicious*, they have a positive meaning verb and adjective. Thus, data 11 also gave his opinion that durian is delicious although it is delicious , there are also people who do not like it. He also explained that durian contains high cholesterol and glucose and they are negative affect from durian

There is a comment in invitation sentence that has positive affect.

[data 12] @meitasiregar91 ayok jajan pancake

The data 12 explains that meitasiregar91 ayok jajan pancake, in English is let's eat pancake. This means she wants to eat durian but not alone. As we know that pancake is made of durian.

[data 13] @ihsansaputrasahsibuan\_ honestly, I hate the smell and the taste of durian, but

I love the money that I can earn from durian.

[ data 14] I am aam poison !

[data 15] harina\_hsb nauseated

Data 13,14 and 15 are negative comments, we can see *hate* word , it has negative meaning in verb. While poison word is shown to comment post IG. It means negative comment which mean that the durian fruits has poison for someone who doesn't like it. And nauseated word has meaning that someone eats it , will be nauseated. Here is negative meaning.

### Conclusion

From the results of the research that the author conducted on 15 comments on the IG account @officialtbistainmadina based on Martin and White's theory, it can be concluded that the data studied fully describes the formation of *Attitude* in every comment written by IG users. In addition, the various forms of *Attitude* that appear in these comments tend to use one of the three aspects in the form of *Attitude*, namely the aspect *Affect* with words such as "like", "delicious", "tempting". There are other aspects in the form of *Attitude*, namely aspects of *Judgment* and *Appreciation*.

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