Attitude Realization in Phone Review Youtube Video: An Appraisal Analysis

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KEYWORDS	ABSTRACT
appraisal theory; attitude; review	This study aims to identify the attitude realization in a YouTube video entitled "Xiaomi 12S Ultra Review – Bye Bye Samsung?" uploaded by Mrwhosetheboss on July 5th, 2022. Appraisal theory by Martin and White (2005) is used to analyze the data. Appraisal analysis divided into three types which are Attitude, Graduation, and Engagement. The focus of this study is only analyzing the attitude systems in the object of research. Attitude can be further divided into three sub-types namely Affect, Judgment, and Appreciation. Affect deals with describing how people's feelings toward something, whilst judgment focusing on evaluation on other individuals' behaviur. Furthermore, Appreciation examines an evaluation towards objects. Through descriptive qualitative research, the researcher has found 86 clauses containing the attitude elements. There are 49 data indicating positive Appreciation and 20 data indicating negative attitude. There are also affect items which conclude 16 positive affect and one negative effect. Moreover, there is no judgment item found in the video since the focus of the video is a review of product.

INTRODUCTION

Language is a fundamental device used to communicate ideas between individuals. Halliday (1999), as cited in (Asad et al. 2021), describes language as containing grammatical and lexical items concerning its context. Therefore, the utterances used in a formed sentence must have a meaning for the information receiver to understand the meaning. Moreover, communicating ideas has never been easier these days as technology is more advanced than decades ago. Online media usage is no longer limited to only socializing but also sharing information with others. One of the famous platforms to use is YouTube.

In the study of Systemic Functional Linguistics, critical discourse analysis is developed as the study of both written and spoken discourse, which is analyzed through interpersonal meanings and their use. Furthermore, appraisal analysis is a technique that is commonly used by the researcher who researched discourses. Under the sub-branch of discourse analysis, appraisal analysis has three main frameworks: Attitude, Graduation, and Engagement (Martin & Rose, 2003). This study only focused on attitude analysis.

Attitude is an evaluation of a message or utterance regarding the perception of something or someone (S. Megah et al., 2018). Attitude in appraisal analysis is further divided into three elements: Affect, Judgement, and Appreciation. Affect concerns about how the speaker's feeling towards something. In other words, it indicates how the speaker is emotionally disposed to something. Next, judgment is the system that studies normative values of the speaker towards someone's act or behaviour, as White (2001) suggested, judgment

is used to judge human behaviour related to conventional morals. The last element is Appreciation, which shows the evaluation of some things, including animated and physical objects. These three elements above can be categorized into positive and negative.

This research focused on appraisal analysis mainly on the attitude elements. Appraisal analysis has been quite a scope of research in many previous studies. The first research was conducted by Eva Crystalia and Sunardi (2018), which can be found in the paper entitled "Evaluative Language as Portrayed in The Texas Chainsaw Massacre Movie Review by Roger Ebert: An Appraisal Analysis". As the title suggested, the focus of this research is appraisal analysis of the evaluative language use in the movie. This study analyzes the evaluation given by the reviewer, Roger Ebert, towards the movie. The sample was taken from all the clauses, which indicate appraising items. Through the descriptive qualitative method, the data shows that most appraising item used is attitudinal lexis (35%), and relational process along with modality clause have only one percentage.

The second research was constructed by Hanna Latifani Daniarsa (2020), who was a college student from The Faculty of Humanities, Dian Nuswantoro University Semarang, guided by Sri Mulatsih as the lecturer. The research is in the form of a journal where the researcher implemented the theory of Miles and Huberman (1994, 10). The topic is similar to the study mentioned above but the object of the study is though the editorials "Misunderstanding Papua" from Tempo and "Exodus and Urgent Action" from Kompas. The study shows that Tempo's editorial uses more negative judgment and the appraised items addressing the government, while Kompas uses more negative effects and the appraised items regarding the Papuan people and the condition in Papua. Meanwhile, in graduation items, the two media both use force than focus specifically intensification.

Another research published in 2020 by Abd. In, Rahman Zain et. alem)". The research aims to find out the realization of the affect in Edgar Allan Poe's short stories, The Tell-Tale Heart and The Black Cat. The findings consist of 33,33% Insecurity: Disquiet, 22,09% Unhappiness: Antipathy, 18,60% Insecurity: Disquiet, and 15,11% Inclination: Desire in terms of affect.

Asad et al. (2019) also conducted a study about attitudinal stances published under "Attitude Realization in News Reports: An Interpretation Through an Appraisal Analysis". The research offers an in-depth appraisal analysis by investigating two Pakistani news reports, 'Dawn' and 'The News'. The method used in the study is a qualitative approach. From this research, both newspapers invoked indirect attitudes elaborated in quoted texts. The prime minister of Pakistan, Imran Khas, was considered the most participant who used appraising items in both news reports.

The latest research was published in July 2021 by Magfiroh et al. in a journal article entitled "An Appraisal Analysis of Narrative Texts from the 11th-Grade English Textbook". Magfiroh et al. used the narrative text of English textbooks published by The Ministry of Education and Culture for senior high school students as the research instrument. The theory to analyse the data is proposed by Martin and White in the form of qualitative research. Using a document analysis technique, the findings of this study indicated that the five most dominant adjacency pairs in the film consist of greeting, assessment, invitation, offer, and request.

Mrwhosetheboss is a YouTube channel owned by a content creator named Arun Maini. Created in 2011, the channel has been top-rated and known for its quality content regarding technical matters. There are more than a hundred videos that have been uploaded with a variety of gadget-related. The particular video that the researcher used as a source of data is a video entitled "Xiaomi 12S Ultra Review – Bye Bye Samsung?" uploaded on July 5th, 2022. This study aims to identify the types of attitudes realized in one the phone review videos using the appraisal analysis technique. The reason for choosing this video is due to its novelty and relevance with today's rising of gadgets, especially smartphones. Furthermore, there has been no study

conducted on a similar object of the study, which made this research different from the other studies as mentioned above.

METHOD

This study is conducted by employing a descriptive qualitative approach in appraisal analysis on the transcript of "*Xiaomi 12S Ultra Review – Bye Bye Samsung?*" video uploaded by Mrwhosetheboss on his YouTube channel on July 5th, 2022. Arsy (2011) stated that qualitative research emphasizes the specific situations of people's interaction. Qualitative method is served by using words, sentences, or visual media to present the results of the research. According to Yulia et al., (2018), descriptive qualitative is intentionally used to present the data accurately. As the name suggested, the result will be elaborated by describing the data. The object of the study is taken from a YouTube video from the Mrwhosetheboss channel. The video was uploaded on July 5th 2022 entitled "*Xiaomi 12S Ultra Review – Bye Bye Samsung?*".The researcher accessed the video through https://www.youtube.com/user/Mrwhosetheboss by using web browser. The unit of analysis in this study consists of every expression containing an appraising element, specifically, attitude, in Mrwhosetheboss' video "*Xiaomi 12S Ultra Review – Bye Bye Samsung?*" on July 5th 2022. The researcher used several steps in collecting the data, which can be divided as follows:

1. Accessing YouTube website
2. Typing Mrwhosetheboss in the search box on YouTube
3. Watching the video entitled "*Xiaomi 12S Ultra Review – Bye Bye Samsung?*".
4. Making a transcription of the video.

This study used a theory proposed by Martin and White (2005) to analyze the data. First, the researcher read the transcription, then identified the appraising items of attitude by highlighting the clauses. Second, the researcher categorized the founding into three types of attitudes, namely affect, judgment, and Appreciation.

RESULTS AND DISCUSSION

In this section, the researcher presents the findings of the research summarized in a table which later will be discussed.

Table 1 Summary of Appraisal Founded in "Xiaomi 12S Ultra Review – Bye Bye Samsung?"

ATTITUDE		FREQUENCY
AFFECT	Positive	16
	Negative	1
APPRECIATION	Positive	49
	Negative	20
JUDGEMENT		0
	Total Data	86

From Table 1, the findings show that there is a total of 86 clauses that represent the attitude elements from the video "*Xiaomi 12S Ultra Review – Bye Bye Samsung?*". As seen from the table, appreciation

elements have dominated the expressions used in the aforementioned video. There are 49 positive appreciation and 20 negative appreciation items. As for affect, there are 16 positive affect and 1 negative affect element. Meanwhile, the judgment items have not been found in the video.

1. **Affect in "Xiaomi 12S Ultra Review – Bye Bye Samsung?"**

   Affect is classified into the Attitude element, which concerns someone's perception of something. It is also divided into two types, positive effect, and the negative effect. The following examples described effect in the video:

   Excerpt 1

   "I've <u>never enjoyed</u> using a phone camera <u>this much</u>."

   Excerpt 1 tells us that the reviewer expressed his feelings about using one of the features of the phone he reviewed, which is the camera. The underlined words 'never enjoyed this much' describes the reviewer's feelings of happiness towards the quality of the phone camera.

   Excerpt 2

   "But the fact that you have to hold your finger there for noticeable period of time, it is starting to <u>feel a bit slow</u> in 2022."

   Excerpt 2 shows another example regarding the negative affect of attitude subtypes. Arun described the feeling of using the fingerprint scanner on the reviewed phone as slow processing and compared to the advanced technology in 2022, he feels dissatisfied with how long it takes for the feature to scan the fingerprint.

   Excerpt 3

   "I feel <u>pretty confident</u> saying that you will get better update support right now on a Samsung phone.

   Similar to the first example, this excerpt describes the reviewer's feelings toward the system update of the reviewed phone. The underlined words 'pretty confident' convey the reviewer's feeling of credence to the company in providing update support for the Samsung phone.

   Excerpt 4

   "I <u>like</u> how it's not as cooperate feeling as Samsung's One UI."

   The excerpt above indicates the reviewer's feelings toward the operating system used on Xiaomi S12 Ultra. The words 'like' refers to how Arun described his feeling of joy when using the user interface in the reviewed phone.

2. **Appreciation in "*Xiaomi 12S Ultra Review – Bye Bye Samsung?*"**

   Appreciation is another type of attitude element which emphasizes in the value of a variety of things. The following examples described Appreciation in the video:

   Excerpt 1

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"It's really rounded seamless body that actually feels like it was designed with
your hands in mind"
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Excerpt 1 tells us that the reviewer, in this case, Arun, expresses his feelings about using one of the features in the phone he reviewed, which is the camera. The underlined words 'rounded seamless body' describes how the reviewer appraised the phone design of Xiaomi S12 Ultra.

Excerpt 2

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"It's notoriously a little bloated with pre-installed apps and it seems quite
aggressive in restricting the use of third-party launchers"
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Excerpt 2 indicates that the product is described as having a lot of unnecessary fabricated pre-installed apps, which is not very convenient for the user. The term 'quite aggressive' also refers to how the phone setting is programmed to be hardly breached if the third-party launchers were installed. Therefore, this excerpt can be considered a the negative appraising item.

Excerpt 3

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"It's got a hint of softness, zero fingerprints plus it's really grippy it feels
like the body of professional camera.
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Excerpt 3 shows that the words 'really grippy' describe the ergonomic value of the phone. This indicates a positive appreciation item by associating it with a professional camera with the best capturing systems.

CONCLUSION

The conclusion that can be drawn from the analysis above is that there are 86 attitude items found in the "*Xiaomi 12S Ultra Review – Bye Bye Samsung?*" video. From the transcription, the mostdominant attitude element in the video is Appreciation, whichs the highest number of 69 clauses, w, whilehe affect has the least clauses, which are 17 clauses. The video mainly shows positive attitude elements, especially Appreciation, while the negative attitude only counts as total 21 clauses. There are no judgment elements found in the video since the reviewer only used the product from Samsung Company which Samsung Galaxy S22 Ultra, and from Xiaomi company, the Xiaomi 12S Ultra. Therefore, the occurrence of evaluating people's character most likely will not be presented in the video.

Furthermore, the use of affect and Appreciation are shown in the video as it has the purpose of conveying the reviewer's perception towards both the phone he reviewed. Many details and descriptive explanations are shown in the video to describe the advantages and disadvantages of both phones.

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