

# ATTITUDE APPRAISAL OF VIRTUAL YOUTUBER VIEWERS INTERACTION IN THE SUPER CHAT: AN SFL PERSPECTIVE

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**Abstract:** Appraisal is a system of interpersonal meaning from systemic functional linguistics that has been used as a linguistic approach (Martin & Rose, 2003). This study explores the Appraisal of attitude used by the viewers of a virtual Youtuber on how they position their attitude towards the streamer under certain circumstances. The viewers are able to interact with the streamer through the use of Super Chat donation system on YouTube. The data for this study were collected from a Virtual Youtuber's live stream purposively. Meanwhile, the collected data were analyzed by using Martin & White (2003) framework to classify attitudes within affect, judgment, and appreciation. The result of this study shows that the viewers produced three subsystem of attitude, namely affect, judgment, and appreciation. The most dominant is affect with 151 items (81.62%), followed by appreciation with 17 items (9.189%), and judgment with 17 items (9.189%). The result of this study suggests that viewers are most likely expresses their positive feelings towards Youtubers whom they like, since they have already felt attached to their favorite streamer and wanted to say something nice especially after they had just returned from a long absence.

**Keywords:** appraisal, attitude, super chat, sfl, virtual youtuber.

## RESEARCH BACKGROUND

Information and communication is a crucial concept for human interaction (Roberts, 2000; Livingstone, 2004; Malsyhev, 2012). The accessibility of both concept have become more accessible and can be accessed with ease in the modern era. People could send messages on the internet with less effort, almost as easy as flipping the palm of our hand (Marshall, 2007). The form of messages spread across the internet may vary, and people have the freedom to choose whatever platform they like. YouTube is one of the most popular internet video sharing platform in the world, not only does it contain entertainment, but also a whole treasure of information (Coates et al., 2020). Out of all jobs, live streaming could become a dream job for many people. Through YouTube, people can start their career through making videos and also start small from live streaming. In YouTube, there has been a recent significant growth of Virtual YouTubers who live streams that caught the attention of millions of viewers. Live streaming enables the streamer to interact with their viewers via text, emoji, stickers or other modalities through features called live chat and virtual gifting (Lu et al., 2021). In YouTube, these virtual gifts are called the super chats, in which viewers are able to donate while sending their desired messages to their favorite streamer. Due to this reason, super chats are extremely popular in the Virtual YouTuber community, because they could donate their money to express what they feel or react to certain situation that is happening during the live stream session. By using the SFL approach of appraisal, we could interpret the language functionality used by the viewers in a Virtual YouTuber's 'super chat'. Appraisal is a system of interpersonal meaning

from systemic functional linguistics that has been used as a linguistic approach (Martin & Rose, 2003). This study explores the Appraisal of attitude used by the viewers of a virtual Youtuber on how they position their attitude towards the streamer under certain circumstances.

## **REVIEW OF RELATED LITERATURE**

There are several previous studies regarding the analysis of appraisal. Those research studies such as studies written by Zhang, (2018); Cahyono & Setyaningsih (2019); Purwoko & Cahyono (2021); Auliasani, Nababan & Kristina, (2022); Marpaung (2022). They observed three subsystem of appraisal including attitude, engagement, and graduation. While some of them focuses on the subsystem of attitude including affect, judgment, and appreciation. In their studies, the source of the data mainly used by the researchers are from students' writing, president speeches, news articles in online newspaper and letters. By using similar framework of appraisal, their study were able to found conclusions regarding the use of appraisal elements in various data source. Their studies revealed that the use of appraisal elements comes from the author/speaker's own expression, with the addition of polarities addressed towards the things they evaluate. In written texts, there is no direct interaction between the author/writer and the reader. Thus, in this present study, the researcher puts a focus on the attitude appraisal, which allows focused explanation for the topic chosen for the research data. As the focus data for this research is focused towards the use of social media interaction.

Appraisal is a system of interpersonal meaning from systemic functional linguistics that has been used as a linguistic approach (Martin & Rose, 2003). It is one of many linguistics approach subsumed under SFL that emphasizes functionality of language in social contexts. According to Martin & White (2003), appraisal itself is regionalized as three interacting domains, they are attitude, engagement, and graduation.

### **Attitude**

Attitude is an evaluation that people can express and value about something, whether it's people or things. Attitude is also categorized into three different types; affect, judgment, and appreciation. Each type of attitude has its own characteristics depending on the context from the speaker's evaluation.

### **Graduation**

Graduation is another subsystem used in appraisal approach, its distinctive feature is the gradable system of how strong we express our feelings towards something. This gradable system can be seen in the intensifiers (very, quite, extremely, etc.) that people use while expressing their feelings towards something. There are two kinds of resources for graduation, those are force and focus.

### **Engagement**

The last subsystem in appraisal is engagement, which involves the source of the attitude that has something to do with who the evaluations are coming from.

## **RESEARCH METHOD**

In conducting the study, the qualitative method was used to reach the research conclusion. According to Nassaji (2015), qualitative research involves inducted investigation of the data to identify patterns, themes, or concepts and the description and interpretation of the data. Thus, in qualitative research it does not use any statistics, the obtained data are non-numerical data such as words, sentences, and pictures. Thus, the data of this study is collected from a live stream archive of a Virtual YouTuber named Ouro Kronii when she returned from a long absence after she got diagnosed with COVID which was published in May 7th, 2022.

Meanwhile, the data of this study were gained from 100 ‘super chat’ messages written by her viewers. Furthermore, by using appraisal framework proposed by Martin & White (2005), the researchers focus their study on the analysis of attitude appraisal. By using this theory, the researcher could analyze the attitude appraisal values in the viewers’ ‘super chat’.

## RESULT AND DISCUSSION

In this part, the researchers present the data and the analysis of the study. The system of appraisal, covering attitudinal values which includes affect, judgment, and appreciation, is presented in this section by focusing on the subject of viewer’s ‘super chat’ taken from Ouro Kronii’s stream published in May 7th, 2022. The following table presents the findings of this study.

Table 1. Attitude Appraisal Items in Viewers’ Super Chat

Types of Appraisal	Categories	Sub-categories	Σ		Sub-total	%	
			+	-			
Attitude	Affect	un/happiness	69	13	82	44.324	
		dis/inclination	49	5	54	29.189	
		in/security	5	10	15	8.108	
	<b>Total of Affect</b>					<b>151</b>	
	Judgment	Normality	6	2	8	4.32	
		Tenacity	5	-	5	2.70	
		Propriety	2	-	2	1.08	
		Capacity	2	-	2	1.08	
	<b>Total of Judgment</b>					<b>17</b>	
	Appreciation	Reaction	11	4	15	8.108	
		Valuation	1	1	2	1.08	
	<b>Total of Appreciation</b>					<b>17</b>	
	<b>Total Attitude Appraisal Items: 185</b>						

According to Table 1, the most attitudinal appraisal items contained within the viewer’s super chats is Affect with 151 occurrences found, followed by Judgment and Appreciation with 17 occurrences. Within appraisal attitude, there are three types of attitudinal values found in the data of Ouro Kronii’s viewers super chats, those are affect, judgment, and appraisal. Below is the dedicated section for description analysis of each type of attitude appraisals.

### Affect

Affect is an attitude type which describes about feeling expression towards something (Martin & White, 2003). So, feelings can be expressed directly and implied, and it can be categorized into positive and negative types of affects. In the data, affect has the most occurrence found is un/happiness with a total of 82 occurrences (44.34%). Then, it is followed by dis/inclination with 54 occurrences (29.18%), and the least frequent is in/security with only 15 occurrences (8.1%). Following is the example of affect found in the data.

Table 2. Affect; Happiness: Affection

Affect Classification	Realization of Lexis	Polarity	Descriptive Information
Happiness:	I still have pokemon	Positive	The viewer here expressed that they

Affection	the first movie on VHS also I'm so <u>happy</u> you're okay hearing you cough on literally broke my heart. We're past that now so. <u>Love ya</u>		were feeling glad and happy Kronii was still able to stream after her long absence due to COVID. It showed signs of affection towards Kronii, which shows that her viewer truly cared about her.
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As seen in the above table, the underlined words are classified into group of affect happiness: affection. It informs that the viewers, showed their love and care for Kronii, since they felt happy because Kronii had been away for about 2 weeks due to her COVID symptoms, restricting her from streaming as usual. Another example of affect can be found in the following table.

Table 3. Affect; Inclination: Desire

Affect Classification	Realization of Lexis	Polarity	Descriptive Information
Inclination: Desire	Kronii! Welcome back!! I <u>miss</u> you as much as I miss my reflection	Positive	The viewer expressed that they were eagerly waiting for Kronii to stream again after her absence. Once the stream was aired, her viewers mostly welcomed her back and expresses that they missed her.

As can be seen in Table 3, the underlined word 'miss' can be categorized into affect: inclination: desire. It informs that the viewers miss the presence of Kronii ever since she announced that she was about to go on a two-week absence regarding her sickness. This shows another wholesome interaction between Kronii and her viewers, which made Kronii realize how precious her community is. Another example of affect can be found in the following table below.

Table 4. Affect; Insecurity: Disquiet

Affect Classification	Realization of Lexis	Polarity	Descriptive Information
Insecurity: disquiet	Kronii sama welcome back! This is my first sc and <u>i am sorry if there's any mistake</u> . I have just finished my public exam. Your stream is always my motivation during my study break. Can you tell us any school live story?	Negative	This viewer showed negative expression towards their own action of super chatting. Although it's normal to feel anxious on first-time actions, such as this viewer that seemed to be new to super chatting. The acronym 'SC' stands for Super Chat. This somehow shows politeness within the viewer's super chat, despite apologizing about something.

According to Table 4 above, it shows another type of affect, which can be categorized in affect: insecurity: disquiet. The viewer shows signs of anxiety for their action in the super chat, therefore the viewer felt the need to apologize to the streamer. Despite that, the viewer was in fact did nothing wrong, it was only to express politeness towards the streamer, and they wanted to make sure not to make any mistakes since it was their first super chat to begin with. Another type of affect can be found in the table below.

Table 5. Affect; Unhappiness: Misery

Affect Classification	Realization of Lexis	Polarity	Descriptive Information
Unhappiness: misery	Sometimes my eyes drop sweats... OK, throw it. I'm <u>crying</u> . Welcome back Kronii, I felt my life void without you.	Negative	This viewer showed negative expression of unhappiness because they felt sad when Kronii was away during her long absence.

In table 5, it can be seen that the viewer in question was feeling sad and even cried when Kronii was away. They also say that their life feel like a void without her presence, this shows the expression of unhappiness by the viewers. They feel stressed and depressed because their favorite streamer was absence for two weeks. And since the viewers could do nothing but wait, they were feeling a bit stressed out and sad, some even pent up their stress by “crying” as shown in the example.

### Judgment

Judgment is attitude appraisal type that focuses on evaluation people’s character (Martin & White, 2003). Just like affect, judgment can be either positive or negative. By referring to the data in table 1, judgment type that occurred mostly is normality with 8 occurrences (4.32%), it is followed by Tenacity with 5 occurrences (2.70%), and the least frequent judgment types are propriety and capacity with only 2 occurrences (1.08%). Below is the analysis of judgment found within the data of the study.

Table 6. Judgment; Social esteem: Tenacity

Judgment Classification	Realization of Lexis	Polarity	Descriptive Information
Social esteem: Tenacity	I’m happy to see you are back warden. Given my history with the C, my heart sank when I heard the news. But as you say, <u>you are built different</u> . The silver lining in all of this is that we get a great coughing ASMR. 10/10 would listen to it again	Positive	The viewer gave a positive judgment towards Kronii because she recovered from her sickness. The phrase ‘built different’ has another implied meaning that the person addressed is strong and tough. Relating to Kronii’s condition where she succeeded in combating her illness and fully recovered two weeks after.

As seen in Table 6 above, the underlined phrase is classified in the category of judgment social esteem of tenacity. It indicates that the viewers, view Kronii as a person that is strong, tough, and dependable, prior to her condition that she is able to recover from the harsh symptoms of COVID. Another example of judgment can be found within Table 7 below.

Table 7. Judgment; Social esteem: Normality

Judgment Classification	Realization of Lexis	Polarity	Descriptive Information
Social esteem:	Our <u>lovely</u> Time is	Positive	The viewer gave a positive

Normality	back, so happy you get better		judgment towards Kronii that evaluates Kronii as a lovely person. The word ‘Time’ refers to Kronii herself, since her model is referred to as “The Warden of Time”. Therefore, her viewers often refer to Kronii as “The Time”.
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Table 7 describes that the underlined word ‘lovely’ have a positive judgment of normality towards Kronii. Despite in the sentence not directly mentions Kronii as the subject, the word ‘Time’ is a referent for Kronii herself. This shows that her viewers see her as a positive person, which exudes positive energy for everyone to look up to. Another example of judgment can be found in the Table 8 below.

Table 8. Judgment; Social esteem: Capacity

Judgment Classification	Realization of Lexis	Polarity	Descriptive Information
Social esteem: Capacity	Gogeta was in the Broly movie and is the was the last one we have seen on screen so he's the <u>strongest</u> at the moment	Positive	The viewer was answering Kronii’s question about a certain character’s strength. The viewer gave a positive judgment of capacity to the character in question, stating that he was the strongest.

As seen in the table 8 above, the underlined word is classified as judgment social esteem of capacity. The viewers give a positive judgment for a certain character that Kronii asked during the stream prior to this interaction. This judgment is an answer to Kronii’s question, so she knows which character that she mentioned from a certain movie is the strongest. Another example of judgment appraisal types can be shown in the following table.

Table 9. Judgment; Social esteem: Propriety

Judgment Classification	Realization of Lexis	Polarity	Descriptive Information
Social sanction: propriety	Canadians are <u>so nice</u> . It is not a coincidence that Kronii is so <u>perfect</u> .	Positive	This super chat was sent when Kronii revealed to her audience that she was Canadian. The viewer always had the idea that Canadian people are mostly nice and humble. Having this knowledge, the viewer gave positive judgment towards Kronii for being Canadian, telling her that she’s indeed a nice person.

As seen in the table 9 above, the underlined words can be classified into judgment type of social sanction propriety. The viewers give a positive judgment towards Canadian people in general, as according to their knowledge, Canadian people are nice. This includes Kronii, who was also revealed to be Canadian.

## Appreciation

Appreciation is the last kind of attitude and it deals with the value of things (Martin & White, 2003). In other words, appreciation includes our attitudes about various things. Appreciation can also be either positive or negative. The table below are the description of appreciation found in the data of the study.

Table 10. Appreciation: Reaction

Appreciation Classification	Realization of Lexis	Polarity	Descriptive Information
Appreciation: Reaction	The Hunchback of Notredame has some of <u>my favorite</u> music ever	Positive	This super chat was sent when Kronii asked what her viewers' favorite music is. The viewer gave positive appreciation of reaction, that he admires the music in the movie entitled "The Hunchback of Notredame".

The above table shows the type of appreciation which is classified in the group of appreciation: reaction. It informs that the viewer appreciates the music in the movie "The Hunchback of Notredame", by saying that his favorite music are within the movie itself. The word 'favorite' is used by the viewer to show his admiration and appreciation for the music that he mentioned, hence the reason why it was one of his favorites. A similar example is also shown in the table below.

Table 11. Appreciation: Valuation

Appreciation Classification	Realization of Lexis	Polarity	Descriptive Information
Appreciation: Valuation	I can't stay for the stream because I'm TOOO SLEEPY! Also, It can't be just me, but I always thought DBZ character names <u>sounded like brands of fake-vegan cheese</u>	Negative	The viewer gave negative appreciation towards the character names in the movie Dragon Ball Z. He stated that the character names in the movies aren't good, it sounded silly to him.

The above table shows the example of appreciation of valuation. It shows the viewer's negative appreciation towards the character names in the movie Dragon Ball Z, which was mentioned by Kronii during the stream. He thought that the character names are not up to his standards, which is why he give negative appreciation for it.

Referring back to Table 1, the researchers found a total of 185 occurrences of attitude appraisal types found within the data of viewers super chats. As seen from the data, the most frequently occurring attitude type is affect. In the data, affect types that has the most occurrence is un/happiness with a total of 82 occurrences (44.34%). Then, it is followed by dis/inclination with 54 occurrences (29.18%), and the least frequent is in/security with only 15 occurrences (8.1%). Based on these findings, we can see that the viewers of Ouro Kronii mostly use appraisal attitude of affect in their super chat. This means that they are more expressive when given the chance to give super chat to Ouro Kronii. The condition of Kronii also affects how her viewers address their attitude towards her, and since she had just recovered from COVID symptoms, her viewers tend to be really nice to her in order to comfort her for a speedy recovery. This can be proven when the researchers found many welcome back messages from

the viewers, and all of them are mostly positive messages. Negative affect type is rarely found within their super chat, the messages which contain negative affect type are mostly used to address sadness and feeling of emptiness that the viewers felt during Kronii's long absence. Some of them said that they cried, some said their day feel longer without her, and many more expressions from her viewers. So far there are no 'real' negative messages that were sent by the viewers through the super chat. This shows that the community that Kronii has are full of nice people, it also shows that they care a lot about Kronii. Further, the second most frequent attitude type found in the data of this study is judgment. The type of judgment that occurred mostly is normality with 8 occurrences (4.32%), followed by tenacity with 5 occurrences (2.70%), and the least frequent judgment types are propriety and capacity with only 2 occurrences (1.08%). From this data, we can see that the viewer of Ouro Kronii does not address judgment appraisal as often as affect appraisal. The judgments used by the viewers are mostly said by the viewers to praise Kronii in a positive way. There are no data that shows negative judgment towards Kronii. Although it is stated in the data that there are 2 occurrences of negative normality type, they are used to make negative judgment of other things than Kronii. It can be realized that the viewers of Ouro Kronii loves to praise and give compliments to her by saying nice things within the super chat, since the amount of positive judgment type are more obvious than the negatives. Lastly, attitude type of appreciation can also be found within the data of this study. The types of appreciation found in the data are appreciation of reaction and valuation, which were mainly used to address things that are being talked about during the stream. From the findings of appreciation, we can see that the viewers are still able to interact with the streamer by giving their thoughts about specific things, such as giving positive of negative appreciation about something. This means that both the streamer and the viewer have some sort of bridge of connection that lets them interact with each other, and that bridge is the super chat. Since the focus of this study is on the viewers, the researcher found out that the use of appreciation will not be present if the streamer had not mentioned or asked about a specific topic during the stream.

## CONCLUSION

From the findings and discussion of this study, it can be concluded that the viewers of Virtual Youtuber most likely use positive type of appraisal attitude when they have the opportunity to send a super chat. Type of appraisal attitude affect are the most frequent type of attitude used by the viewers, that are used to express positivity towards the streamer, while the negative ones are mostly used to show concern and feeling of sadness. The use of judgment type are used to praise and give compliments to the streamer to make them feel better about themselves. While the appreciation type are used to address certain topics during the stream, which is likely used to show signs of interaction between the streamer and the viewer. The researchers concludes that since super chat is a modernized form of donation, people tend to give supportive messages to the person that they donated to. Hence the reason why most of the viewers messages in Ouro Kronii's live stream are mostly positive messages. Negative messages that is addressed directly to the streamer can rarely be found, since normally people do not have the heart to send mean messages to make other person feel bad about themselves.

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