Appraisal Analysis of The Attitude Device in "The Deluxe Smart Mask Unboxing and Review" Video by Kuya Buzz

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KEYWORDS	ABSTRACT
appraisal analysis, attitude device, new normal, review video, unboxing video.	This study is concerned with the analysis of interpersonal meaning and linguistic features through the lens of Appraisal theory. In more detail, the appraisal theory is focused on one aspect in this study, notably the attitude device. As a result, the purpose of this study is to investigate the aspects of attitude that are realized in Kuya Buzz's video content titled "Deluxe Smart Mask - Unboxing & Review: is it really Smart?" and to identify the values contained in the attitude device using an appraisal system. In this research, the theory of Martin and White (2005), which is based on Systemic Functional Linguistics, was used. Moreover, this study also employs a descriptive qualitative method in conjunction with a Discourse Analysis approach. Meanwhile, the research subject refers to the transcript data collected by observing the content creator's utterances as they are revealed in unboxing and review videos. Furthermore, this study discovered only two attitude devices, Appreciation and Affect, while Judgment was not found in any utterances. Affect is the emotional response to something or a phenomenon. Judgment is dealt with the registration of evaluation and assessment towards behaviors of other individuals. Appreciation is concerned with how people evaluate things or phenomena. The researchers also discovered that the most dominant appraisal device used is Appreciation. It indicates that the author's attitude is identified to be conveyed to the audience during the unboxing and review of video content through the appraisal system.

INTRODUCTION

Linguistics is a branch of language studies that focuses on systematic investigations using scientific methods to analyze the properties of specific languages as well as the characteristics of language in general. It covers three broad areas of study, including language form, language meaning, and language in context (Martin et, al., 1960). Systemic functional linguistics (SFL) is a field of linguistics that studies the language meaning and it was developed by Halliday (1996) for more than 50 years ago. SFL takes a different approach to language, focusing on language functions (what language does and how it does it) with a concentrate on text and context, as opposed to Chomsky's (1956) transformative generative grammar (TGG), which focuses on structure. According to Halliday and Matthiessen (2004), there is a connection between experience and interpersonal relationships and meaning, in which experiences and interpersonal relationships are converted into meaning and meaning is converted into words. They (2004) also explain that the clause is comprised of three distinct yet interrelated metafunctions: ideational, interpersonal, and textual. It should be highlighted that each metafunction is dealt with a meaning, that each meaning is part of a different functional configuration and represents a separate stand in the overall meaning of the clause.

The clause's interpersonal meaning is an interpretation of its function as an exchange (Halliday, 1994:68). According to this theory, Interpersonal Metafunction is concerned with social relations and power

relationships among language users, and this function connects the situational roles of participants to the resulting discourse. It refers to resources for analyzing interactions that revolve around who communicates with whom, and it relates to the grammar choices that allow them to enforce their complex and diverse interpersonal relationships. This point is supported by Gerot and Wignell's (1995:13) theory, which states that interpersonal meaning is the meaning which expresses a speaker's attitudes and judgements. These are meanings for acting upon and with others. However, it should be noted that the grammatical system associated with interpersonal meaning includes the terms Mood, Modality, and Polarity. Interpersonal meaning is broadly defined as the use of language to interact with other people, to establish and maintain relationships with them, to influence their behavior, to express one's own perspective on things in the world, and to elicit or change theirs (Thompson, 1996: 28).

Discourse analysis is a branch of linguistics that studies how people use language. It focuses on the function and use of language. Nur and Hadi (2017) agree on this point, stating that "it is the branch of applied linguistics that deals with the examination of discourse attempts to find patterns in communicative products as well as their correlation with the circumstances in which they occur, which are not explainable at the grammatical level." Discourse analysis, in broad terms, is an applied linguistic study that investigates communication products and correlations that occur in a language use that cannot be explained more thoroughly at a specific grammatical level (Carter, 1993:23).

A definition of judgment is an interpersonal meaning system that focuses on the exploration, description, and explanation of how language is intended to provide evaluations, embrace positions, construct textual personas, and control positions and relationships (White, 2015). As a result, appraisal theory is concerned with linguistic resources derived from speakers or even texts in order to bring, naturalize, and express specifically (Wei et al., 2015; Tallapessy, 2015). This theory is specifically concerned with the means of emotion, evaluation, and attitude, with fixed resources that position text proposals or explicitly and in interpersonal propositions (Hadidi & Mohammadbagheri-Parvin, 2015; Young & Harrison, 2004). It has been dealt with the meanings that vary the terms of the speaker's participation with their utterances, which motley what is at stake in an interpersonal way in single utterances as well as as the texts stretch out cumulatively. Ataxonomy-based appraisal theory includes three appraisal constellations: attitude, engagement, and graduation (Martin and White, 2005). Attitude refers to the evaluation of an object, people, and feelings. The attitude system focuses on how speakers express positive and negative feelings through the use of three main semantic domains: affect, judgement, and appreciation. The emotive dimension of meaning is referred to as affect. Characteristics and behaviors of a person are represented by a judgment. Appreciation is used to evaluate objects or things. Engagement refers to a clause or type of clause that shows the writer's or speaker's or listener's closeness. Graduation or Amplifying attitude refers to how the attitude is applied, and it should be noted that the attitude is gradual (gradable).

Essentially, new digital media represents a media ecology in which more traditional media converge with digital media, particularly interactive media and social communication media (James, et al 2008:12). In other words, traditional media are being updated with new media that are equipped with digital technology, which means that people are starting to encounter a new way of processing and disseminating digital information, the internet, the World Wide Web, and even multimedia features. Along these lines, the YouTube platform is listed as one of the new digital media platforms that allows its users to share their videos or simply enjoy various videos uploaded by different parties (Holtz, 2006). It indicates that the new digital media allows individual to disseminate information in the form of text, sound, images, or videos for public consumption. In other words, users control the distribution and consumption of informative, entertaining, or persuasive content disseminated through new digital media, particularly YouTube as a mass media. According to Chaeroonny (2018), YouTube video content is becoming increasingly diverse, with one type being related to cultural activities, such as news, gossip, sports, music, education, and consumption culture content. In addition, he identified consumption culture as unboxing and product reviews, shopping content, and holiday

content. Unboxing videos are the most popular and viewed among the videos available on YouTube (Chaithra, 2019). Chaitra then stated that the concept of an unboxing video is that a person unboxes a new product, reviews it, and expresses his or her opinion about the product as an user. As a result, the focus of this video is on new products on the market, such as electronic gadgets, mobile phones, clothing, and accessories.

During the research process, the research team discovered several papers related to Appraisal analysis, such as Kris Ardianto (2010) conducting research on "Appraisal System In Kurt Cobain's Suicide Letter." The goal of this study is to describe appraisal devices (attitude, engagement, and graduation) that are realized in Kurt Cobain's suicide letter and to discover the meanings of the content contained within it. As a result, the research subject in this study is Kurt Cobain's suicide letter, which was obtained from the internet. Then there is Nina Setyaningsih and Anisa Larassati (2019) who published their study titled "Delving into Students' Attitudes Toward the Teaching and Learning Process: An Appraisal Analysis of Course Review". According to the findings of this study, Affect is dealt with the students' emotional reactions and personal hopes for the grammar classes, Judgment is concerned with the students' evaluation of the lecturer's teaching skills, and Appreciation relate to the students' valuation of the lecturers and the importance of the grammar classes. This study also suggests that the course review not only presents the students' contributions to the teaching and learning process in the grammar class, but also depicts their skills to apply grammatical rules in writing. Meanwhile, Hanna Latifani Daniarsa and Sri Mulatsih (2020) conducted a study titled "Appraisal Analysis Of Tempo's And Kompas' Editorials On Papua Cases." The goal of this study is to determine the types of appraisal items used in Tempo's editorial "Misunderstanding Papua" and Kompas' editorial "Exodus and Urgent Action," as well as to describe the differences between them in terms of appraisal. The study's findings show that Tempo and Kompas have opposing ideologies when viewed through the lens of Appraisal theory, with the research subject referring to Tempo's and Kompas' websites. Then, Iroh Magfiroh, Rama Dwika Herdiawan, And Agus Rofi'i (2021) teamed up on a study titled "An Appraisal Analysis of Narrative Text from the 11th Grade English Textbook." This study reveals that the writer employs a higher affect to achieve the communicative goals of the narrative text as well as for amusement and entertainment, as evidenced by the feelings or emotions presented in the characters and events of the story, so that readers understand what the writer means by their ideas in the story. Aside from allowing readers to engage in memory, the distribution of attitudes in their texts, which consists of the use of basic English words and repetition, also helps readers in understanding the story in the text.

Based on the data, previous studies on appraisal analysis frequently focused on books, song lyrics, news, and even social interactions in daily life and learning activities. As a result, the researcher took the initiative to conduct research using unboxing and review videos as research subjects. It is because the researchers have found no research related to unboxing and reviewing video content in which the data is obtained from the Youtube platform. Furthermore, previous research on this topic analyzed the appraisal system from all angles, including Attitude, Engagement, and Graduation. However, due to time constraints, the researcher limited the investigation of the appraisal system to one domain, notably Attitude.

In more detail, this article analyzes Kuya Buzz's video content titled Deluxe Smart Mask - Unboxing & Review: Is it Really Smart? The researcher downloaded the video to be observed and then transcribed it, and the transcription results were used by the research subjects. Furthermore, this study employs a discourse analysis approach that draws on Martin and White's (2005) language evaluation theory, also known as Appraisal Theory. Martin and White's (2005) theory is used as a framework in this research to analyze the attitude devices realized in the unboxing and review video that is used as research subject, and to identify the polarity contained in them so that the message that the content creator wants to convey is identified. This research is expected to serve as a basis for learning and teaching in the fields of Systemic Functional Linguistics and Discourse Analysis, particularly Appraisal Analysis, and to serve as a reference for future research.

METHOD

Research Design

The descriptive-qualitative research method is used in this study. The goal of descriptive research is to describe a phenomenon and its characteristics (Nassaji, 2015:129). While qualitative research is a holistic approach that involves discovery, it also includes a specific purpose for describing, explaining, and interpreting collected data. (William, 2007:67). This study also employs Martin and White's (2005) theory as a framework.

Method of Data Collection

The research data is obtained in a series of steps. First, look for unboxing and review video content on the YouTube platform. Then choose the video that will be used as the research subject; in this case, the researcher chooses the video "Deluxe Smart Mask - Unboxing & Review: Really Smart?" that was uploaded to the Kuya Buzz channel. Thirdly, visit the link address to transcribing the content creator's utterances to assist the research.

Method of Data Analysis

The data is analyzed in the following steps:

1. Reading the entire transcript of the video material
   The researcher read the entire transcript of the "Deluxe Smart Mask - Unboxing & Review: Really Smart?" unboxing-review video. This step is executed in order for the researcher to comprehend the context of the creator's content speech in the video.
2. Segmenting the sentences into clauses
   The researcher segmented the sentences into clauses after reading the entire video transcript. The researcher used the main characteristics of the clause in general to separate sentences into clauses, in which the clause only consists of one verb. So, if a sentence has three verbs, it can be divided into three clauses.
3. Identifying the attitude domain and its meaning in each clause
   The researcher identifies the attitude domain and its meaning in each clause.
4. Classifying the types of attitude domains realized in the utterances
   Classifying the types of attitude domains realized in the utterances of content creators exposed in the unboxing-review video using Martin and White's (2005) theory as a framework, which classifies attitude devices into three types: affect, judgment, and appreciation. This step will allow researchers to see the results of the analysis.
5. Interpreting the findings
   After categorizing the data into each type of attitude device, the researcher interprets the findings by explaining how the attitude device was realized in the unboxing-review video. In this case, the researcher can give 2 to 4 examples of each type of device to be described.
6. Drawing Conclusion
   In the final step, the researcher draws conclusions by explaining the results of the data analysis.

RESULTS AND DISCUSSION

This study analyzes device attitudes in a video uploaded to the Kuya Buzz channel titled "Deluxe Smart Mask - Unboxing & Review: Really Smart?" The researcher bases this study on Martin and White's (2005) theory, and the findings are as follows:

Table 1   Table of Attitude Finding

	ATTITUDE					
	Affect		Judgment		Appreciation	
	Positive	**Negative**	**Positive**	**Negatif**	**Positif**	**Negatif**
Instances	5	6	-	-	35	4
Percentages	10%	12%	-	-	70%	8%

The percentages of all types of attitude systems are shown in the table above, as expressed by the content creator's utterances in the videos studied. The results revealed that affect devices with positive polarity appeared 5 times with an accuracy rate of 10%, while affect devices with negative polarity appeared 6 times with an accuracy rate of 12%. Then the Judgment device is not found in the video. Then it was discovered that appreciation device with positive polarity occurred 35 times with a percentage of 70%, while appreciation of device with negative polarity occurred 4 times with a percentage of 8%.

Affect Device

According to Martin and White (2005), Affect is concerned with emotional response and disposition. Affect can be classified as either positive or negative. It deals with good and bad traits related to attitudes and emotions. Affect can be expressed using verbs related to emotional processes, adverbs, manner adverbs, and emotional adjectives.

a)   **Affect Device with Positive Polarity**

Excerpt 1

"I actually like the material used here."

The clause above falls under the category of positive affect. It is indicated by the verb "like," which expresses the content creator's interest of the product material, which in this case refers to the unboxed and reviewed smart mask material.

Excerpt 2

"I really love the feel of the magnet."

The above clause belongs to the category of positive affect. The verb "love" can be used to express the feelings of the content creator who is drawn to the magnetic features of the reviewed smart masks. The specifically designed mask parts that can be removed and replaced on a regular basis for filter replacement astound content creators.

b)   **Affect Device with Negative Polarity**

Excerpt 3

"The glossy part, i'm not really a big fan…"

The statement above comes under the category of negative affect. It is because this sentence refers to the creator's content being uninterested in, and even appearing to dislike, the glossed part of the smart mask because it can still clearly show fingerprints and scratches.

Excerpt 4

"I'm not sure you'll be able to hear the noise"

The sentence above belongs to the category of negative affect. In fact, the content creator keeps saying this phrase several times in the video, which refers to the content creator's uncertainty about whether the noise produced by the mask is heard by the audience or not. Even though the reviewer considered the noise to be one of the weaknesses and wanted the audience to be able to hear it, the content creator did not know for certain whether the noise was actually recorded so that the audience could hear it or not.

Appreciation Device

Appreciation entails evaluating semiotic and natural phenomena based on how they are valued or not in a given field (Martin and White, 2005). Appreciation is used to evaluate the worth of objects, processes, or products. It appears in the form of attributes attached to specific objects, processes, or products. Depending on the impact of meaning, appreciation can be either negative or positive.

    c) **Appreciation Device with Positive Polarity**

Excerpt 5

"The quality build is just worth it."

The phrase "worth it" indicates that sentence above falls into the category of positive appreciation. It is because the sentence is intended to convey the content creator's evaluation toward a thing, in this case a deluxe smart mask. This evaluation is reflected in praise, with content creators appreciating the quality of masks that are comparable to the price, which is quite high just for a mask.

Excerpt 6

"This blue one here is just an aesthetic."

The sentence above is classified as a positive appreciation category. The sentence implies evaluation toward a thing, as evidenced by compliments on the color selection on certain parts of the mask, which makes the mask look stylish. Content creators praised the implement of blue color on the inside of the filter holder, which gives off a cool vibe when turned on.

    d) **Appreciation Device with Negative Polarity**

Excerpt 7

"but it's kind of noisy though"

The clause above is referred to as a negative appreciation category. It is because the sentence is intended for creator content to convey an evaluation towards a thing. The evaluation focuses on the disadvantages of smart masks, one of which is the noise produced by the mask when it is turned on.

Excerpt 8

"But it's compressing my voice,…"

The clause above is classified as a negative polarity appreciation device. It is due to the fact that the clause is still related to the noise produced by the mask. This clause is intended for content creators to convey an

evaluation toward a thing; in this case, the evaluation is about the noise of the mask machine, which suppresses the mask wearer's voice, causing the voice to be inaudible when speaking.

CONCLUSION

According to the research findings, the researcher discovered only two attitude devices with its polarity, notably Affect and Appreciation, in the video titled "Deluxe Smart Mask - Unboxing & Review: Really Smart?" on the Kuya Buzz channel. The negative and positive values contained in the attitude device are referred to as polarity. Meanwhile, there is no device judgment in the unboxing and review videos. The findings reveals that appreciation device with positive polarity is the most dominant type of device attitude, with the number reaching 35 times or 70% when viewed as a whole, taking into account the polarity. Meanwhile, device appreciation with negative polarity serves at least four times or eight percent of the time. However, if only the type of device that frequently appears is considered, without taking polarity into account, the Affect device is in the last position, while device appreciation remains in the first position due to higher number of appearances. The findings of this study indicate that the content creator intends to convey information related to his opinion that the unboxed and reviewed product has good quality by providing a positive evaluation of the product, which refers to appreciation with positive polarity. Furthermore, the creator's content expresses his feelings for the product, which primarily refers to affect devices with positive polarity, though there are some parts that show Affect devices with negative polarity.

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