

CHAPTER I

INTRODUCTION

This chapter presents the rationale and background of undertaking the study, which offers the reasons for choosing this topic. Purposes and objectives of the study also provide limitations on how the study should be investigated, which are explained in details in sub-chapter of scope of the study. Another section is the significance of the study which explains the contributions of the study to both practical and theoretical aspects. In summary, this chapter outlines the fundamental aspects of the study, including background, objectives, scope, limitations, and significance, which together form the groundwork for the entire study.

1.1 Background of the Study

In this digital era, social media has become an essential part of human life. People use social media to communicate, share information, convey ideas and opinions and respond to various issues that are currently being debated. There are a lot of social media platforms, such as TikTok, Instagram, X, YouTube, and Facebook, that provide a space for netizens to interact and express themselves. YouTube is one of the most popular platforms that functions as education, entertainment, and information sharing. Moreover, M.G. Akakpo & P.K. Akakpo (2024) explained that YouTube is a popular platform for educational and entertainment videos.

YouTube is a popular video-sharing and social networking platform, especially among children and adolescents (Kim et al. 2024). As a video-sharing platform, YouTube is not merely a place for watching and sharing videos, but also a space that facilitates communication between creators and viewers. YouTube provides various features, such as likes, dislikes, shares, and especially the comments section. Viewers can express their emotions, convey opinions and ideas, and either support or criticize the videos or the content creators via this feature. Furthermore, the comments section is not only a feature of viewers' engagement but also a space that contains diverse societal opinions reflecting their attitudes toward certain issues, including social and political issues that are widely discussed currently.

Social and political issues have recently become one of the most discussed topics on social media, causing various public reactions. For instance, a video uploaded on September 8, 2025, on the IDN Times YouTube channel titled “*PoV Times 14 Jam di Hambalang, Respons Presiden Soal 17+8*” the video shows the President’s response to social and political issues that gained public attention. Several viewers shared their thoughts in the comments section, expressing both positive and negative reactions. These comments contain emotions, judgements, and evaluations that show the public's attitude towards the issues. This makes YouTube comments an interesting source of data to interpret how people express their opinions and feelings about social and political topics, especially from a linguistic perspective.

Expression of emotion, judgement, and evaluation in language is often known as attitudinal system. As stated in Martin and White (2005), attitude deals with our feelings, consisting of emotional reactions, judgements of behaviour, and evaluations of things. This idea is a part of appraisal theory, specifically, attitude in which elaborates how language represents someone’s attitudes toward emotional reactions, events, phenomena, or someone’s behaviour. Martin and White (2005) classified attitude system into three subsystems such as affect, judgement, and appreciation. The writer will employ this framework to discover the types and functions of attitudinal language that are used to convey feelings, evaluate someone’s behaviour, and make assessments of objects or events in the YouTube comment section. Moreover, this theoretical framework assists the writer comprehend each type of attitudinal system works to build meaning and show the speaker or writer’s emotion towards a particular topic or issue.

Numerous earlier studies have applied appraisal theory to examine attitudinal language in a distinct context. However, some earlier studies have utilized appraisal theory in multiple contexts, such as news articles, restaurant reviews, and Instagram comments; most of those studies still tend to focus on formal texts and non-political issues. This study will specifically investigate the types and functions of attitudinal system in the YouTube comment section. In contrast, comments in social media frequently represent more spontaneous, emotional, and honest expressions of the public compared to news articles. Hence,

this study purposes to fill the academic gap by examining the types and the functions of attitudinal language that appeared in YouTube comment sections.

The novelty of this study is based on the source and context of data. This focused on Indonesian's comments on a video news discussing current social and political issues. Additionally, this study is conducted in a social and political context in Indonesia which are not widely studied. Nevertheless, several previous studies employed the source of data such as Instagram comments, English restaurant reviews, characters utterances in movies or films, and news report such as Kompas.com, BBC, and Al Jazeera. Unlike these earlier studies, this current study will use comments on social and political news video as source of data to analyze the public's responses to current social and political issues.

1.2 Research Questions

Based on the background of the study above, the following research questions are designed to guide the study. The details of the entire question are presented below:

1. What are the types of attitudinal system found in IDN Times YouTube Comments about *"PoV Times 14 Jam di Hambalang Respons Presiden Soal 17+8?"*
2. What are the functions of each type of attitudinal system found in IDN Times YouTube Comments about *"PoV Times 14 Jam di Hambalang Respons Presiden Soal 17+8?"*

1.3 Objectives of the Study

In line with the presented research questions previously, this study intended to accomplish specific objectives. The following objectives are mentioned below:

1. To identify the types of attitudinal system found in IDN Times YouTube Comments about *"PoV Times 14 Jam di Hambalang Respons Presiden Soal 17+18."*
2. To explain the functions of each type of attitudinal system found in IDN Times YouTube Comments about *"PoV Times 14 Jam di Hambalang Respons Presiden Soal 17+18."*

1.4 Significance of the Study

Theoretically, this study will contribute in enriching linguistic studies, specifically in the study of language that examines attitudes based on the appraisal theory formulated by Martin and White (2005). In addition, this study is enriching attitudinal language analysis.

Practically, this study is useful for students, future researchers and the public. For students and future researchers, this study can be used as a reference for future research that will apply appraisal theory, especially the attitudinal system. Meanwhile, for the broader community, this study is expected to raise awareness of language use in the digital space. In addition, the public is expected to be able to express their opinions in a more conscious, responsible, and respectful manner in online interactions.

1.5 Scope and Limitation of the Study

The scope of this study is discourse analysis focusing on appraisal theory, which will focus on examining attitudinal system found in the YouTube comments section of the IDN Times channel, specifically in the video entitled “*PoV Times, 14 Jam di Hambalang, Respons Presiden Soal 17+8*” that was published on September 8, 2025. Then, this study will employ Martin and White’s (2005) appraisal theory, which includes three main subsystems, namely affect, judgement, and appreciation. The limitation of this study is the viewers’ comments that were posted in September 2025 on a video entitled “*PoV Times, 14 Jam di Hambalang, Respons Presiden Soal 17+8*” on the IDN TIMES YouTube channel and related to the President’s response and the president’s character.

By explaining the scope and limitations of this study, the next chapter will explain relevant theoretical studies that provide a basic framework for analyzing the data and also several previous studies that are relevant to the current study. In the next chapter, the writer will outline the theories that support this study, particularly Martin and White's (2005) appraisal theory related to attitudinal language analysis. This literature review aims to strengthen theoretical understanding and provide a clear framework for the analysis in the following chapters.