

ABSTRACT

Wahyu Arya Andika. 220511100028. English Study Program. An Analysis of Attitudinal System in Reaction Videos on the Soundtracks of *KPop Demon Hunters*.

The objective of this study is to identify the types of Attitude and explain the evaluative functions realized in Bob Cieslinski's reaction videos on the soundtracks of *KPop Demon Hunters*. This study focuses on the Attitude subsystem in Appraisal Theory proposed by Martin & White (2005), which consists of Affect, Judgment, and Appreciation, as well as the evaluative functions proposed by Hunston & Thompson (2000).

This study employed a descriptive qualitative research design with discourse analysis as the analytical approach. The data were taken from three reaction videos uploaded on Bob Cieslinski's YouTube channel, namely *Golden*, *How It's Done*, and *Soda Pop*. The data consisted of utterances containing attitudinal language. The data were collected through document analysis by watching, transcribing, coding, and classifying the utterances. The analysis was conducted using Miles et al. (2014) interactive model, including data reduction, data display, and conclusion drawing.

The findings reveal that Appreciation is the most dominant Attitude type, particularly the subtype Reaction, followed by Composition and Valuation. Affect also frequently appears, especially Happiness and Satisfaction, while Judgment occurs less frequently. In terms of evaluative function, Expressing Stance is the most dominant function, showing that the speaker mainly uses evaluative language to express personal opinions, emotional responses, and appreciation toward the music and performances. These findings indicate that reaction videos are highly evaluative and emotionally expressive forms of digital discourse.

Keywords: Appraisal Theory, Attitude System, evaluative language, reaction videos, digital discourse

ABSTRAK

Wahyu Arya Andika. 220511100028. Program Studi Sastra Inggris. An Analysis of Attitudinal System in Reaction Videos on the Soundtracks of KPop Demon Hunters.

Tujuan penelitian ini adalah untuk mengidentifikasi jenis-jenis Attitude dan menganalisis fungsi evaluatif yang direalisasikan dalam video reaksi Bob Cieslinski terhadap soundtrack *KPop Demon Hunters*. Penelitian ini berfokus pada subsistem Attitude dalam Appraisal Theory yang dikemukakan oleh Martin & White (2005), yang terdiri dari Affect, Judgment, dan Appreciation, serta fungsi evaluatif yang dikemukakan oleh Hunston & Thompson (2000).

Penelitian ini menggunakan desain penelitian deskriptif kualitatif dengan analisis wacana sebagai pendekatan analisis. Data penelitian diambil dari tiga video reaksi yang diunggah pada kanal YouTube Bob Cieslinski, yaitu Golden, How It's Done, dan Soda Pop. Data berupa kata, frasa, dan klausa yang mengandung bahasa evaluatif. Data dikumpulkan melalui analisis dokumen dengan cara menonton, mentranskripsikan, mengodekan, dan mengklasifikasikan ujaran. Analisis data dilakukan menggunakan model interaktif Miles et al. (2014) yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa Appreciation merupakan jenis Attitude yang paling dominan, khususnya sub tipe Reaction, diikuti oleh Composition dan Valuation. Affect juga cukup sering muncul, terutama Happiness dan Satisfaction, sedangkan Judgment muncul dalam jumlah yang lebih sedikit. Dari segi fungsi evaluatif, Expressing Stance menjadi fungsi yang paling dominan, yang menunjukkan bahwa penutur lebih banyak menggunakan bahasa evaluatif untuk menyampaikan opini pribadi, respons emosional, dan apresiasi terhadap musik serta penampilan yang ditampilkan. Temuan ini menunjukkan bahwa video reaksi merupakan bentuk wacana digital yang sangat evaluatif dan ekspresif secara emosional.

Kata kunci: teori Appraisal, sistem Attitude, bahasa evaluatif, video reaksi, wacana digital

TABLE OF CONTENTS

COVER PAGE	i
TITLE PAGE	ii
PRONOUNCEMENT OF THESIS ORIGINALITY	iii
APPROVAL SHEET	iv
APPROVAL SHEET	v
ACKNOWLEDGMENTS	vi
PRONOUNCEMENT OF THESIS PUBLISHING AGREEMENT.....	viii
MOTTO	ix
DEDICATION.....	x
ABSTRACT	xi
ABSTRAK	xii
TABLE OF CONTENTS.....	xiii
LIST OF FIGURES	xvi
LIST OF TABLES	xvii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Research Questions	3
1.3 Objectives of the Study	3
1.4 Significance of the Study	3
1.5 Scope and Limitation of the Study	4
CHAPTER II REVIEW OF RELATED LITERATURE	5
2.1 Theoretical Framework	5
2.1.1 Systemic Functional Linguistics.....	6
2.1.2 Appraisal Theory	7

2.1.3 Attitude Subsystem	8
2.1.3.1 Affect.....	8
2.1.3.1.1 Happiness / Unhappiness	9
2.1.3.1.2 Security / Insecurity	9
2.1.3.1.3 Satisfaction / Dissatisfaction	9
2.1.3.1.4 Inclination / Disinclination.....	10
2.1.3.2 Judgment	10
2.1.3.2.1 Social Esteem	10
2.1.3.2.2 Social Sanction.....	11
2.1.3.3 Appreciation.....	11
2.1.3.3.1 Reaction.....	11
2.1.3.3.2 Composition	12
2.1.3.3.3 Valuation	12
2.1.4 Evaluative Functions.....	12
2.1.4.1 Expressing Stance	13
2.1.4.2 Building and Managing Relationships	13
2.1.4.3 Organizing Discourse.....	14
2.1.5 Reaction Videos.....	14
2.2 Previous Studies	15
CHAPTER III RESEARCH METHOD	18
3.1 Research Design	18
3.2 Source of Data and Data.....	19
3.3 Research Instrument	19
3.4 Method of Data Collection	19
3.5 Method of Data Analysis.....	21
CHAPTER IV FINDINGS AND DISCUSSIONS.....	23

4.1 Findings	23
4.2 Discussions.....	38
4.2.1 Attitude Type	38
4.2.1.1 Affect.....	39
4.2.1.2 Judgment	42
4.2.1.3 Appreciation	44
4.2.2 Evaluative Function	48
4.2.2.1 Expressing Stance	48
4.2.2.2 Building Relationship	54
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	57
5.1 Conclusions	57
5.2 Suggestions.....	59
REFERENCES.....	60

LIST OF FIGURES

Figures 2.1 Theoretical Framework	5
---	---

LIST OF TABLES

Table 3.1 Attitude Type of Attitudinal Language	21
Table 3.2 Function of Attitudinal Language	22
Table 4.1 Attitude Type of Attitudinal Language	23
Table 4.2 Function of Attitudinal Language	34