

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Nowadays, attitude is essential for everyday life. Someone with a good attitude will have many friends and be respected by others. Many young people have a good attitude and are successful in their social life. Attitude is everything if a person wants to have a good relationship with others. Attitude can be found everywhere, both in everyday life and in movies. Many things can be learned from movies, including attitude. The world of increasingly advanced technology makes people feel easy to access various kinds of information to exciting spectacles. People can easily access the shows they want through the platforms for watching movies. A smooth internet connection is one of the things needed to be able to access these shows. People only need to subscribe, and they can enjoy the good facilities of the platform. There is even a movie platform that people can enjoy for free.

Movies are widely enjoyed by people, from children to adults. People can enjoy various genres of movies based on their taste. According to Hornby (2006), a movie is a collection of motion pictures with sound that convey a story and are presented in a cinema/film. A movie usually has a moral message that people can learn. The function of a movie is to entertain, educate, and deliver

information. A movie can teach people about history, human behaviour, and even natural events.

One animation movie entitled *Turning Red* by Pixar is interesting to analyze as research data because the main character named Meilin in the movie is a teenager who is experiencing emotional changes among children her age. In the movie, many things can be judged. An animation movie tends to have a light story that is easy for children to understand, but that does not mean it cannot be learned or applied in life. There are many moral and meaningful messages in an animation movie. The researcher chose to focus on the dialogue of the animation movie character. The evaluation is the attitude of the characters in the movie. The attitude can be analyzed using SFL interpersonal theory, which focuses on the affect, judgment, and appreciation of some situations in the movie.

In this case, the researcher analyzed the *Turning Red* animation movie using appraisal theory which is part of Systemic Functional Linguistic (SFL). Systemic Functional Linguistics (SFL) is a linguistic approach that aims to understand how meaning can be formed in a text. Texts can show linguistic phenomena in any media and can be understood by people who understand the language used in the text. SFL has three metafunctions, ideational, interpersonal, and textual (Halliday, 1985). Interpersonal meaning is the focus of this study. It focuses on the interaction between speakers and listeners.

This study will analyze the attitude in Pixar's animation movie *Turning Red* using appraisal theory based on Martin and White (2005), especially in affect, judgment, and appreciation. Appraisal theory by Martin and White (2005) focuses on one metafunction of language, which is interpersonal meaning. The researcher chose this theory because, in the movie, there is a dialogue of characters that contains affect, judgment, and appreciation. As a limitation of the data, the researcher took the topic of animation movies.

Martin and White's Appraisal Theory (2005) used in this study focuses on one aspect: attitude. Attitude is divided into three types, affect, judgment, and appreciation. Attitude plays a vital role in expressing the interpersonal meaning of language related to feelings, character, and evaluation. Affect refers to the emotional response concerned with positive or negative feelings. Judgment is related to attitudes and behaviour, both negative and positive. Appreciation refers to the evaluation of an object or thing, both positive and negative.

The storyline of the animation movie, produced by the famous animation companies Disney and Pixar, is interesting to study further. This research focuses on the affect, judgment and appreciation of the *Turning Red* animation movie. The researcher chose the title of this research as "An Appraisal Analysis of Attitude in *Turning Red* Animation Movie" because the title fits what will be studied next. Judging from the title of the analysis, it can be seen what the main points in this research are. Besides the appraisal system, this research focuses on

the meaningful messages in the conversations of each character and the way they express their feelings of appreciation for something.

A.2 Problem of the Research

1. What types of attitude devices are used in the *Turning Red* animation movie?
2. How are attitude devices realized in the *Turning Red* animation movie?

A.3 Objective of the Research

1. To identify attitude devices are used in the *Turning Red* animation movie
2. To explain the attitude devices realized in the *Turning Red* animation movie

A.4 Significance of the Research

The significance of the research is divided into two, theoretical and practical.

Theoretically:

Theoretically, researchers may use them as consideration for further research and as a reference to discourse study. Besides, it is expected to benefit society, especially for students who will do the same research to expand their knowledge about the appraisal system (attitude).

Practically:

This research is also expected to be valuable as a reference and provide more in-depth knowledge for people who want to learn more about the Appraisal System material, especially the Attitude aspect.

A.5 Limitation of the Research

This research is limited only to Appraisal Theory, especially in attitude devices (Affect, Judgment, and Appreciation). The object of the research is an animation movie entitled *Turning Red*. The movie would be analyzed in Appraisal—attitude to describe and find out the attitude contained in the movie. The analysis is based on the theory of Appraisal proposed by Martin and White (2005) based on Halliday's SFL Theory about Critical Discourse Analysis. Since this is discourse analysis, the researcher used movie dialogue transcription as the primary data. Dialogue transcription in the movie is an essential part of a movie that has the function of understanding the dialogue easier.

A.6 Definition of the Key Terms

A.6.1 Appraisal

An appraisal is a system of interpersonal meaning to negotiate our social relationships by telling our readers or listeners how we feel about things and people (in a word, what our attitudes are). (Martin, 2005)

A.6.2 Attitude

Attitude is a part of Appraisal Theory for mapping sentiments in English writings (Martin and White, 2005). The attitude is related to feelings, both from the emotional side, someone's character, and evaluation of something. All of them can be in the form of a positive or negative evaluation of something.

A.6.3 Movie

A movie is a form of audio-visual communication that displays images with a storyline and aims to convey messages to people (Effendy, 1986). Movies have a variety of functions. It can be for entertainment and to give informational or educative things.

A.6.4 Affect

According to Martin and White (2005), affect refers to an emotional response and evaluation of people's feelings. The affect is related to someone's positive or negative feelings. It can be feelings of sadness or joy, feelings of interest or boredom. There is a bond that occurs between each other.

A.6.5 Judgment

Judgment is related to attitudes and behaviour, both negative and positive. According to White (2005), judgment is used to evaluate human behaviour regarding social norms. Judgment is divided into two categories, social esteem and social sanctions.

A.6.6 Appreciation

Appreciation refers to the evaluation of an object or thing. Like affect and judgment, it has positive and negative dimensions. Appreciation of items, objects, or behaviours can be positive and negative.

A.6.7 Disney+ Hotstar

Disney+ Hotstar is an online movie streaming platform by Novi Digital Entertainment Private Limited. This platform has more than 100,000 hours of content in 9 languages.

A.7 Organization of the Research Report

This research consists of five chapters which are arranged systematically below:

Chapter I: INTRODUCTION

This chapter consists of the Background of the research, the research's problem, the research's objective, the research's significance, the research, the limitation of the research, the definition of the key terms, and the organization of the research.

Chapter II: REVIEW OF LITERATURE

This chapter consists of two sections, a theoretical framework and a review of related research. On theoretical framework contains the definition of the theories used. The review of related research consists of the research that has similarities with this thesis.

Chapter III: METHODOLOGY

This chapter deals with research design, data and source of the data, the method of collecting the data, how the technique of collecting the data, and the method of analyzing the data.

Chapter IV: DATA ANALYSIS

This chapter is about the description of the data, data analysis, and the discussion.

Chapter V: CONCLUSION

This chapter is the final part of the analysis, which consists conclusion and suggestions for the research.

