

CHAPTER II

REVIEW OF LITERATURE

This chapter deals with the related theories used to analyze and review related research. Specifically, the researcher discusses similar research that some researchers did. The next part contains a theoretical framework. It explains the contribution of the theories that would solve the problem of the research.

B.1 Theoretical Framework

In this chapter, the researcher was explaining the theory applied to analyze the hate speech against Sulli on social media as the research data. The research will use the Appraisal approach by using the theory proposed by Martin and White (2005), Martin, 1996; Martin & Rose, 2003; White, 2001 (via Wiedarti, 2006: 3) that every person speaks, actually behind is an assessment of something conveyed both orally and in writing. Appraisal theory presents an analytical tool to make it easier for readers to understand issues related to evaluative resources and the negotiation of intersubjective positions and opens up new areas of interpersonal understanding. The main focus of this research is one of the sub-systems of the Appraisal theory namely Attitude parts: Affect, Judgement, and Appreciation.

B.1.1 Systemic Functional Linguistic

Systemic Functional Linguistics (SFL) was introduced by Michael Halliday in the late 1950s and early 1960s. According to Halliday (1973, 1978, 1994), systemic functional linguistics offers a theory of language based on goals and choices (Hart, 2014, pp. 19-21). Systemic functional linguistics analyzes

language in three metafunctions, namely: ideational, interpersonal, and textual. Appraisal system is part of the interpersonal metafunction in SFL theory developed by M.A.K. Halliday. This system is used to analyze how language is used to express the speakers' or writers' attitudes, evaluations, and attitudes towards something. The main focus of this research is to analyze language in a text using Appraisal theory from SFL which focuses more on analyzing language in a text, by evaluating how the author is involved in the text, the assessment of the entities expressed in the text, and the emphasis or strengthening of the assessment conveyed. SFL studies can use an appraisal and appraisal system approach which is also described in the study as the main focus.

B.1.2 Appraisal Theory

Appraisal theory in Martin and White's (2005) analysis refers to the process of assessing something, whether humans, objects, phenomena, behavior, and so on, through the use of language. This theory involves three main elements, namely Engagement, Attitude, and Graduation. Engagement relates to the extent to which the writer is involved in the text, Attitude relates to the assessment of the entity expressed in the text, and Graduation relates to emphasizing or strengthening the assessment conveyed. Appraisal theory was developed from Systemic Functional Linguistics (SFL) is used to evaluate language in a text, and is important in the context of language translation. Appraisal theory focuses on analyzing language in a text, by evaluating how the author is involved in the text, the assessment of the entities expressed in the text, and the emphasis or reinforcement of the assessment conveyed. Appraisal theory developed from

Functional Systemic Linguistics (LSF) which is used to analyze language in a text. This Appraisal Theory consists of three main elements, namely Engagement, Attitude, and Graduation. These elements are used to evaluate how the author engages in the text, the assessment of the entities expressed in the text, and the emphasis or reinforcement of the assessments conveyed.

B.1.3 Attitude

In the context of Martin and White's (2005) Appraisal Theory, Attitude refers to the way individuals judge or evaluate objects, events, or people based on emotional reactions, ethical judgments, or appreciation of their qualities. Attitude is one of the three broad categories of attitude assessment, along with Appraisal and Appreciation. Attitude is assessed based on a person's emotional reaction to an object, person, or event, which can be positive or negative. Attitude is a form of positive and negative attitude towards a writer or speaker by readers or listeners. Attitude itself is divided into three parts, namely:

- 1) Affect: Concerns the expression of emotions or feelings. It includes positive and negative feelings, such as happiness, sadness, anger, and fear.
- 2) Judgment: This concerns evaluating people's behavior with respect to social norms and ethics. It involves both positive and negative judgments of behavior.
- 3) Appreciation: This deals with the evaluation of things, processes, and states of affairs. It covers aspects such as value, quality, and complexity.

B.1.3.1 Affect

According to Martin and White's Appraisal Theory, a framework for analyzing evaluative language. The theory examines how speakers and writers express their attitudes, emotions, and judgments, how they align or misalign themselves with others, and how they construct their social identities. Affect is an attitude category that refers to a person's emotional reaction to an object, person, or event. Affect is one of three categories of attitude assessment, along with Appraisal and Appreciation. Affect is assessed based on the intensity of the emotional reaction, which can be positive or negative. Affect is a matter of both positive and negative assessments related to feelings towards something that is discussed or related to the expression of emotions (Martin, 1996; Martin & Rose, 2003; White, 2001, in Wiedarti, 2006: 3). Hope & Read (via Wiedarti, 2006: 4) suggests that Affect can be divided into (1) inclination/disinclination, (2) unhappiness/happiness, (3) insecurity/security, (4) desertification/satisfaction. Martin & Rose, 2003 (Wiedarti, 2006: 1) is that Affect is divided into three, namely the first is affect as quality (feeling as quality) including portraying members (explaining the general picture of the character and condition of the participants), ascribed to members (explaining the characteristics inherent in participants), and way of the form (communication process). Second, affect as prepared includes emotional detecting (feelings) and emotional carrying on (actions that influence). The last type is Affect as comment (commenting). Apart from that, affect is also divided into two things, namely irrealis influence and realis influence. Realis influence is an expression or sentence that states

something that does happen or exist factually. For example, “Sulli Idol often does not wear a bra”. Meanwhile Irrealis influence is often related to uncertainty, fantasy, or desire, for example “Does she use drugs?”.

B.1.3.2 Judgement

In the structure of Martin and White's (2005) "appraisal" theory, "judgment" is included in the category "attitude" which is one of the three main domains, along with "engagement" and "graduation". This theory is used to analyze how writers convey their assessments and evaluations of various aspects in written texts and can be applied in the context of discourse analysis to understand how opinions and emotions are conveyed in written language. According to Martin, 1996; Martin & Rose, 2003; White, 2001 (in Wiedarti, 2006: 3), judgment is a matter of both positive and negative assessments related to behavior towards something being discussed. Hope & Read (via Wiedarti, 2006: 4) believes that the forms of judgment include *esteem* and *sanction*. *Esteem* consists of normality (in the form of behavior), and capacity (in the form of strength and weakness). And tenacity (in the form of firm and brave behavior). Meanwhile, *sanctions* consist of veracity (honesty) and propriety (decency). Almost the same opinion was also expressed by Martin & Rose, 2003 (via Wiedarti, 2006: 1), that judgment includes social sanctions and social esteem consisting of positive and negative. Social sanctions consist of truth and ethics, while social rewards consist of resolve and fate. Social sanction (mortal) while social esteem (venial) consists of positive and negative, including normality, capacity, and tenacity. In conclusion, judgment is a matter of assessment that is

more focused on the moral behavior of the speaker/interlocutor, both positive and negative assessments of something being discussed.

B.1.3.3 Appreciation

In Martin and White's (2005) Appraisal Theory, appreciation is one of three large categories of attitude assessment, along with Judgment and Affect. Appreciation refers to the evaluation of objects and products based on aesthetic principles and other social value systems. Appreciation is judged based on the compositional qualities of the entity being evaluated, such as how well it is harmonious, symmetrical, balanced, or intricate, or based on the aesthetic impact of the entity, such as interesting, alluring, boring, gloomy, beautiful, or pretty. Appreciation can be positive or negative. Martin, 1996; Martin & Rose, 2003; White, 2001 (in Wiedarti, 2006:3), believe that appreciation is a form of assessment in the form of appreciating a thing or object for something being discussed. Hope & Read (via Wiedarti, 2006: 4) believes that appreciation consists of positive and negative, including reaction composition and valuation. Reaction is divided into impact (strong influence) and quality (nature). Impact is shown by exciting or boring reactions, while quality is in the form of positive/negative reactions. Composition is divided into balance and complexity. Balance is in the form of unity, and discord, while complexity (level of complexity) is in the form of simplicity. Valuation (assessment) is in the form of profound and shallow. The same thing was stated by Martin & Rose: 2003 (in Wiedarti, 2006: 3), types of appreciation include reaction: impact, reaction: quality, composition: balance, composition: complexity, and valuation. It can be

concluded that appreciation is a matter of assessment, both positive and negative, given in the form of a thing or object regarding something that is being discussed.

B.1.4 Hate Speech

Hate speech is a type of communication that spreads or incites hatred, discrimination, or violence against individuals or groups based on characteristics such as race, religion, ethnicity, sexual orientation, or gender identity. This may include speech, writing, images, or other actions that target specific groups with the intent to demean, harm, or intimidate them. On social media, hate speech often appears in the form of comments, posts, or other content that attacks or denigrates individuals or groups based on protected characteristics. Hate speech on social media has the potential to spread quickly and widely, due to the viral nature of these platforms. According to (Susan J. Brison, 1998)"Hate speech is communication that attacks or insults groups based on race, religion, ethnicity, sexual orientation, or gender identity, where the communication has the potential to cause harm or endanger the targeted individuals, as well as inhibit their freedom to participate in public life." then another opinion regarding hate speech was also explained by (Susan J. Brison, 1998) argues that "language or behavior that shows rejection or hostility toward individuals or groups based on attributes such as race, religion, ethnicity, or gender." It is important to remember that hate speech is not only an ethical issue, but can also have legal consequences, especially in countries that have laws prohibiting insults, discrimination, or violence against certain groups. Many social media platforms have implemented

anti-hate speech policies and use a variety of tools and technologies to identify and remove content that violates those policies.

B.2 Related Studies

Several previous studies have been conducted to prove the originality of this research. First, the previous research conducted by Maharani Annisa (2022) this research used scoring analysis to examine tweets from users around the world to observe feelings and hidden meanings directed at Chinese-speaking people on Twitter. Twitter users who used specific hashtags in their tweets became the data source. Systemic functional linguistics (SFL) theory was used in this study. By analyzing the meaning of tweets, this linguistic approach applies Martin and White's (2005) Appraisal Analysis theory to understand how a text shapes meaning in a context. Words, phrases, and sentences found in a person's tweets became the research data. The theory of systemic functional linguistics (SFL) is used in this study. By analyzing the meaning of tweets, this linguistic approach applies Martin and White's (2005) Appraisal Analysis theory to comprehend how a text forms meaning in a context. The method used in this study is qualitative. The words, phrases, and sentences found in someone's tweets serve as the research's data. The study's conclusions demonstrate that there are more negative than positive tweets. constructive criticism directed towards Chinese individuals or communities, as they are thought to be the root cause of the COVID-19 pandemic. Researchers discovered that the most prevalent condition across all tweets was negative judgment. Every one of them has a method of voicing their

thoughts about Chinese or Chinese individuals that they believe are the source of Covid-19.

Second, the research by Zulfa and Herliani (2023) analyzed criticism of the "Poster Tiga Ronde" poster of April 11, 2022, student protest that went viral on Twitter. Assessment theory is being used as the analysis method in this qualitative study. The "Poster Tiga Ronde" poster discourse's tweets were randomly selected for data collection, and those ten tweets served as assessment items. The evaluation items were translated from English into Indonesian. Next, we search for terms that, when translated from the assessment framework's semantic source, have the most similar pragmatic meaning. Lastly, we classified the appraisal word into effect, appraisal, or appreciation categories. The purpose of this study is to comprehend the mindset behind these disparaging remarks. It should be clearer why the comment is being used to disparage the poster if it is understood for what it is meant to mean, whether that is an effect, an evaluation, or an appreciation of the poster. According to the study, a large number of anonymous accounts expressed their opinions about the phenomenon or expressed appreciation for posters instead of passing judgment on the behavior of content creators.

Third, another researcher (Cavasso, L. & Taboada, 2021) describes the distribution of Judgment categories by Martin and White in a corpus of online news comments. The corpus consists of over a thousand comments posted in response to various opinions on the website of the Canadian English-language newspaper, The Globe and Mail. The study annotated all comments with labels

corresponding to the different categories of the Judgment framework. Analysis of the annotations showed that the comments were overwhelmingly negative and that they supported two subtypes of Attitude, Appraisal and Appreciation. The study suggests a methodology for annotating Appraisal, examining the interaction of Appraisal with negation, the constructive nature of the comments, and the level of toxicity found in them. The results show that highly opinionated language is expressed as opinions (Appreciation) rather than as emotional reactions (Affect). The results of this study are the interaction of evaluative language with constructiveness and toxicity in comments, applicable to the automatic moderation of online comments.

Fourth, previous research written by Arintowati & Wahyudi (2022) described the characteristics of positive and negative response markers of Instagram users. This research used a qualitative descriptive method. Comments from Instagram account user @nadiemmakarim were used as research objects using Martin & White's theory, which categorizes attitudes into three categories affect, judgment, and appreciation to analyze the data. Analysis of netizens' reactions to the Instagram account @nadiemmakarim's narrative shows that there is a balance between positive and negative reactions. The results of the research showed that there were eight different types of responses, including feelings of happiness, security, character assessment, feelings of disappointment, and also Appreciation. Martin and White's theory categorizes attitudes into three categories Affect, Judgment, and Appreciation.

Fifth, research by Ai Yeni Yuliyanti (2022). This research discusses the perception of the case of blasphemy against Islam committed by M. Kece on Twitter. This research method uses descriptive qualitative. This research uses Martin & White's Appraisal Theory (2005) to analyze public opinion regarding the case of blasphemy against Islam committed by M. Kece on Twitter. There is the most dominant opinion, with as affect much as 54%, then judgment (19%) and appreciation (27). Many Twitter users' assessments reveal how they feel about M. Kece's actions, especially the content of his YouTube channel, which ended up in the news and ultimately being jailed for religious blasphemy. All content creators must be careful when posting content, as this research confirms. However, to avoid spiraling, social media users must also be careful in choosing the information they access.

Sixth, the research by Dewi Nur Auliya (2024) examines the views of Indonesian netizens on bullying on social media X. The researcher analyzed bullying that occurs in Indonesia but is used as a discourse on social media. This research identifies netizens' attitude rating system in comments and posts, especially those related to affect, judgment, and appreciation. This research uses Qualitative methods with Discourse Analysis. The results showed the existence of negative appraisal attitudes followed by affection and appreciation in posts about bullying cases in Indonesia, showing the anger and concern of netizens towards bullying. However, positive appraisal attitudes were also found where netizens sympathized and cared about justice for victims of bullying. Based on these findings, it appears that judgments on bullying cases in Indonesia are dominated

by negative judgments, indicating deep public disapproval of bullying, especially when committed by school children.

Several studies from previous research show that Appraisal analysis is effective in identifying dominant attitudes, both positive and negative, in various forms of communication. This study complements these previous studies by providing a deeper understanding of the dynamics of evaluation and attitudes in the context of hate speech and interactions on several social media platforms and demonstrates the importance of using Appraisal theory in the linguistic analysis of language in social media account comment sections. This study uses Appraisal Theory specifically to explore aspects of Attitude which focuses on three aspects namely affect, judgment and appreciation which provides a detailed analysis of how attitudes are formed and expressed in hate speech. whereas some other studies use Martin and White's (2005) Appraisal Theory, but often in a narrower context or with a focus on three main aspects and not focusing on other aspects. then this study also focuses on two social media platforms namely Instagram and YouTube while previous studies only focus on one social media platform.