

CHAPTER I

INTRODUCTION

This chapter discusses the introduction to the topic of research. It covers several sections which state the main foundation to conduct the investigation of people's responses to the ISIS' leader obituary news, as evaluation of interpersonal resource including the background of study, statement of problems, research objectives, significances of study, limitation of study, and clarification of terms.

1.1 Background of Study

Twitter is a social media platform that has been used by a lot of people. It is a website that provides social networking in the form of microblog, so the users are enable to send and receive messages among the users. It has also currently 353 million active users in the world (Presse, 2020). There are considerations that how people began to utilize it both of the display and of course the contents provided. The users are freely be able to express their messages and feelings in the forms of text, picture, emoticon, video, and so on through a column as *tweet*. In the other hand, the platform provides facilities to enable the users write comments into the message or something posted which has been shared through its comment column adhered in each *tweet*.

The comment column of twitter is particularly designed to facilitate all of users who want to convey the comment. Moreover, it offers an easiness to divide the segments of which *tweet* is going to put the comment. Thus, the users are able to observe public responses of the *tweet* which has been posted.

By considering the platform's abilities, begin with easiness in access, number of users, contents provided, and cost, there are recently sides and people commence to carry the apps into business world, one of them is mass media. A lot of news agencies apply this platform as means of expanding their influences particularly in social media twitter. Since 2006, twitter has begun to accommodate this interest by several agencies (Wilding, et al, 2018). Furthermore, they enable to utilize its comment column for monitoring the response of reader toward the news has been posted.

The responses of reader in a news which are expressed through comment column has variety in forms. It is based on the reader's feelings in behaving the news. In *Appraisal* system of systemic functional linguistics, they are construed a lot, in particular the feelings and its correlation with context in this case the public comments insert news. This analytical system is being the background of this study and as means to construct the patterns and graphs of public response then be able to use for ones as determination of the reader's responses analysis.

Appraisal is a system of interpersonal meaning for negotiating social relationship by telling the listeners or readers how someone feels about things or people (Martin and Rose, 2007: 26). This system generally evaluates all the things related to the people's feeling and judgement including who does speak and to whom addressed, types of evaluation, and its grades or levels. Those criteria are closely interwoven in a series of discourse analysis. Therefore, this research attempts to represent an analysis of readers' responses evaluation in the twitter comment column.

The column of this research object is the New York Times' article post (@nytimes) entitled "*Abu-Bakr Al-Baghdadi, ISIS Leader Known for His Brutally, Is Dead At 48*". The article informs the death of ISIS' leader in a US military invasion. It stores an ISIS' brief history and its leader biography, Abu Bakr Al-Baghdadi.

In recent decade, hearing of 'ISIS' directly refers to a world terrorist group centered in Iraq and Syria. Due to all their threats, violence, and terrors, they became the target of military operation by many countries. Since 2013, they had been involved in several battles including in Raqqa, Fallujah, Mosul, Tikrit, Ramadi, Manbij, and other cities (Bloem and Oosterveld, 2017: 19). They were also in charge with several attacks outside of Iraq and Syria such as in Paris (2016), Australia (2018), Chechnya (2019), and other attacks threatening the world. Furthermore, there are at least 228 terror attacks in 33 countries with 2,773 fatalities (Suhendra, 2017). All of the facts give influence toward people to take more attention about this issue.

The issue of ISIS radicalism is raised as determination that majority of people in the world have seen. People easily take attention where at least hearing

the news related to the issue and potentially emerging response that can be expressed on the comment column. Moreover, this appraisal analysis focuses on two main topics: the type of attitude and its polarities. All of the fact of ISIS radicalism, the number of twitter's users, the New York Times account, and appraisal system that can analyze the pattern of people's feelings are the things that encourage to raise this topic of research.

Literature research of appraisal system generally shows two main sections of analysis. Firstly, the research which takes the three elements of appraisal system including *attitude*, *engagement*, and *graduation* simultaneously. Secondly, the analysis which used one or two insert its dimensions among the three (Laudza, 2018: 2). Both of these constructions in particular are construed to be several previous studies which are then linked to this research.

The first research related to appraisal analysis is a dissertation conducted by Puspendari (2019) entitled *Interpersonal Resource in Academic Writing: Dominant Choices and Functions of Attitude, Engagement, and Graduation*. It attempted to investigate the utilization of *attitude*, *engagement*, and *graduation* and their functions in facilitating the writers to construct argument in introduction section of nine doctoral theses in English Department at one university in Bandung. Here, the writer was complexly identifying the region of all aspects including the types and functions of *attitude*, *engagement*, and *graduation* which show the dominant choices of appraisal that are realized in the object.

The second is the research which is more specifically above entitled *An Appraisal Analysis of Attitude of Gender Stereotypes in Indiabix.Com's Group Discussion* (Baziher, 2016). It has a focus of study which concerns to attitude approach in a group discussion talking about gender stereotypes in work fields as topic. There are two research questions being discussed: the types of *attitude* including *affect*, *judgement*, and *appreciation*, and its polarities both of positively or negatively. Looking at the object used, it is different with the first one above, because in here the texts or clauses analyzed are non-academic text. The result of this research proved that the respondents give many positive attitudes to women than men. The respondents used the words *respect*, *care*, *talented*, *patience*, *good*

to show positive attitude to women. They also used the words containing negative attitude like *rudeness* to men and *emotional* to women.

Another previous research of appraisal system that also concerns with attitude is a thesis entitled *Kajian Appraisal: Sikap Masyarakat Terhadap Isu Khilafiyah Terkait Maulid Nabi dalam Ceramah Keagamaan* (Laudza, 2018). The object of research is public response to the two videos of religion speech related to *Khilafiyah* issue posted on *Youtube Channel* which are expressed through its comment column. The research aims to look at the pros and contras of the public comments as its polarities which viewed by three types of *attitude*. It showed the result that attitudes which are identified in the comment column have various responses. The publics tend to provide a contradictory response to the issue of *Khilafiyah* conveyed in those two religion speeches.

Those reviews above are then spacing gaps as supporting arguments to this research. The first research more emphasizes to depict and show the ways of analyzing object through the three appraisal systems completely as *attitude*, *engagement*, and *graduation*. While the two other studies have similar tools of analysis with this research which focuses on *attitude* only that is supported by its polarities, but different in kind of the object. In spite of using comment column as the source of data, they have different characteristics. Baziher (2016) took the data through *website* but Laudza (2018) took from *youtube channel*. Meanwhile, this research collected the comments from social media of twitter. It can be concluded that the gaps between this research and the three previous studies are the *kind*, *source*, and *characteristic* of data.

1.2 Statement of Problems

Twitter comment column is a facility to convey and express public's comments textually, in this case, the news of ISIS leader obituary in the account of New York Times. Basically, it is an open discussion space by freeing users to write comments. However, the column has been unable to show an accurate evaluation of comments relating to the feelings that can be used by the readers or news agencies as a media for evaluating news performance. Therefore, appraisal system, *attitude* in particular, attends to attempt in unfolding and analyzing public

comments including what people feel, judgement of people's characters, and appreciation to the things.

Based on the statement above, the research focuses on the problem that can be analyzed in the twitter comment columns of New York Times' news responding to the article entitled "*Abu-Bakr Al-Baghdadi, ISIS Leader Known for His Brutally, Is Dead At 48*". It is formulated into two research questions as follows:

1. What elements of *attitude* are applied on the comment column of New York Times twitter post entitled "*Abu-Bakr Al-Baghdadi, ISIS Leader Known for His Brutally, Is Dead At 48*"?
2. How are the *attitude*'s polarities expressed on the comment column of New York Times twitter post entitled "*Abu-Bakr Al-Baghdadi, ISIS Leader Known for His Brutally, Is Dead At 48*"?

1.3 Research Objectives

There are two major objectives of research based on the background and research questions above as follow:

1. To identify the *attitude*'s types based on its context of situation in the comment column of New York Times twitter post entitled "*Abu-Bakr Al-Baghdadi, ISIS Leader Known for His Brutally, Is Dead At 48*".
2. To investigate the *attitude*'s polarities based on its context of situation including the elements usage trends and the appraised items' relation to the article posted.

1.4 Significances of Study

Significance of study is a parameter in which a research has useful measurements to develop both of theoretically or practically, in this case appraisal system in constructing people's responses as their feeling textually to the news of ISIS leader obituary in twitter. Both of significances briefly present as follows:

1. Theoretical Significance

In this section, the research is expected to be able enriching the comprehension of systemic functional linguistics knowledge particularly appraisal analysis system related to the people's feeling in twitter comment column. It can be

used as a pilot to learn and analyze the clause or discourse through appraisal system which is guided by Martin J.R.'s theory supported by White, and Rose. In addition, this study can be a trigger to construct deeper knowledge of appraisal analysis criteria in particular the usage of language on *twitter*.

2. Practical Significance

There are two fields of this research's practical significances as general and specific. In general term, this study can be used by the *twitter*'s users to see the response into any posts have been shared by looking at its comment column concerns with what people feel, what judgements, and what appreciations that are raised on the column. Meanwhile in specific term, this study can be a guide for any news agencies to construct reader responses toward news, article, or information shared on *twitter* based on *appraisal system*, particularly *attitude* analysis.

1.5 Limitation of Study

Limitation of study determines the direct of research identity on answering the question problems. There are several limitations to scope both of relating to the theory as tool of answering the problems or the data as research object. This research is an investigation of interpersonal structure in appraisal system which focuses on its *attitude* divided into two sections: the types of *attitude* and its polarity. Moreover, the limitation of the data in this research object emphasizes to the types of comments which are briefly stated as below:

1. The comments contain *appraisal* element which directs to the study: people's responses to the ISIS' leader obituary news in the article entitled "*Abu-Bakr Al-Baghdadi, ISIS Leader Known for His Brutally, Is Dead At 48*" both of direct comments or indirect comments in the comment column of New York Times' *twitter* account (@nytimes).
2. This research is a language study in functional linguistics emphasizing to the textual object, so that the data are the comments with textual dominant. All of the comments such as full emoticon, *Graphics Interchange Format* (GIF), picture, website link, and video are excluded, because of indirectly containing appraisal element.

3. The comments that are classified as mono-glossic engagement. It means that the final aim of analysis is to identify people's feeling as responses to the article without involving other one's feelings.

1.6 Clarification of Terms

Clarification of terms presents several definitions referring to terms in the research as follows:

1. Attitude

Attitude is the main class in *appraisal system* of interpersonal analysis classified into three types covering what is traditionally referred to as emotion, ethics, and aesthetics (Martin and White, 2005: 42). Emotion is the element to express people's feeling, ethics is more referring to judgement of people's characters, while aesthetics is as people's evaluations to things.

2. Twitter

Twitter is a social networking and microblogging service that allows users to post real time messages, called tweets (Agarwal, 2011)

3. Comment Column

Comment column is a facility provided by social media, in this case twitter, which is used as space to give comment or statement to a post.

4. New York Times

New York Times is an American newspaper based in New York City with worldwide influence and readership.

5. ISIS

ISIS is the abbreviation of "Islamic State of Iraq and Syria" that is often called as one of the world terrorists. It is the outgrowth of broader global trends of Islamization that stress the tensions between religiosity and modernity, compounded by an increase in Islamic militancy (Bloem and Oosterveld, 2017: 5).