

**AN APPRAISAL ANALYSIS OF VIEWERS COMMENTS ON ALAA  
MURABIT TALK IN TED YOUTUBE CHANNEL**

**A GRADUATING PAPER**

Submitted in Partial Fulfillment of the Requirements for Gaining  
the Bachelor's Degree in English Literature



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**ABSTRACT**

Language is a means of communication used in expressing feelings, opinions or negotiations used in everyday life. Nowadays it's easier to convey criticism and opinions to someone with the support of social media, one of which is YouTube application. This application provides platforms such as like and dislike buttons to comment fields. By providing this platform, viewers can express their opinions, even positive or negative critics by writing in the comments column. This of course will bring up variations in attitudes and expressions from the audience which are conveyed through the language of the audience comments. One of them is the audience's comments on the video talk Alaa Murabit which discusses human rights or justice for women. This study aims to analyze the attitude shown by the viewers in the video, using a qualitative descriptive method and appraisal theory from Martin & White. The findings in this study consists of 55 positive items and 45 negative items which showed feelings, judgments and appreciation of attitude items, which were conveyed directly or indirectly. In the engagement item, six viewers use monogloss items to formulate their comments as something that is considered normal for other readers or viewers. Then, there are 17 heterogloss item. Viewers write comments sourced from external information as contractive and expansive. In Graduation using 31 items that show an increase and decrease in intensification.

Keywords: *appraisal, the viewers' comments, attitude, engagement, graduation.*

## **ANALISIS PENILAIAN TERHADAP KOMENTAR PENONTON PADA CERITA ALAA MURABIT DI TED YOUTUBE CHANNEL**

### **ABSTRAK**

Bahasa adalah alat komunikasi yang digunakan dalam mengungkapkan perasaan, pendapat atau negosiasi yang digunakan dalam kehidupan sehari-hari. Saat ini lebih mudah menyampaikan kritik dan pendapat kepada seseorang dengan dukungan media sosial salah satunya pada aplikasi Youtube. Aplikasi ini menyediakan platform seperti tombol suka dan tidak suka hingga kolom komentar. Dengan menyediakan platform ini, pemirsa dapat menyampaikan pendapatnya, bahkan kritik positif maupun negatif dengan menulis di kolom komentar. Hal ini tentunya akan memunculkan variasi sikap dan ekspresi dari penonton yang disampaikan melalui bahasa komentar penonton. Salah satunya adalah komentar penonton pada video talk Alaa Murabit yang membahas tentang hak asasi manusia atau keadilan bagi perempuan. Penelitian ini bertujuan untuk menganalisis sikap yang ditunjukkan oleh penonton video tersebut, dengan menggunakan metode deskriptif kualitatif dan teori appraisal dari Martin & White. Temuan dalam penelitian ini terdiri dari 55 item positif dan 45 item negatif yang menunjukkan perasaan, penilaian dan apresiasi terhadap item attitude, yang disampaikan secara langsung maupun tidak langsung. Pada item engagement, 6 penonton menggunakan item monogloss untuk merumuskan komentarnya sebagai sesuatu yang dianggap biasa bagi pembaca atau penonton lainnya. Lalu, ada 17 item hatrogloss, yang artinya pemirsa menulis komentar yang bersumber dari informasi eksternal sebagai kontraktif dan ekspansif. Pada graduation menggunakan 31 item yang menunjukkan peningkatan dan penurunan intensifikasi.

Keywords: *appraisal, the viewers' comments, attitude, engagement, graduation*



**MOTTO**

*“Once you make a decision, put your trust in Allah.*

*Surely Allah loves those who trust in Him.”*

*-Surah Ali'imran 3:159-*

*“Education is the greatest poverty alleviator”*

*-Lyndon B. Johnson-*

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## DEDICATION

This graduating paper is dedicated to:

1. My parents
2. Mr. Dr. Arif Budiman, S.S., M.A as my advisor.
3. All the lecture's in English Literature of State Islamic University of Sunan Kalijaga Yogyakarta.
4. All the readers of this graduating paper.



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*Assalamu'alaikum Wr. Wb*

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MURABIT TALK IN TED YOUTUBE CHANNEL**

Kami menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqosyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatiannya, kami mengucapkan terima kasih.

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Yogyakarta, 4 August 2023  
Pembimbing,

  
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## A FINAL PROJECT STATEMENT

I certify that this graduate paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

Yogyakarta, 23 August 2023

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Finally, I realize that there may be some mistakes in writing this paper. Therefore, I really hope the readers will give suggestion to improve this paper.

Yogyakarta, 23 August 2023



**Ainna Ardianti Khotimah**  
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# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

In order for one's feelings, ideas, opinions, desires and negotiations to be heard and accepted by others, communication is needed so that we can receive and provide information or messages. In this modern era, the mass media has become the center of communication studies because it disseminates messages so that they are able to influence audiences who consume them, reflect the culture of society, and provide information effectively to a wide, anonymous, and heterogeneous audience. This is helped by the presence of social media applications such as Instagram, WhatsApp, Facebook, Twitter, and Youtube. Youtube is one of the most popular social media platforms for creating remote communication through speech, writing, and video. Youtube provides a comment column for viewers to express their opinions, feelings, or criticism of the video they are watching. Many positive comments were left on the video by viewers. That is, if someone has a point of view in a discussion or a phenomenon that occurs, it will invite opinions or explanations from other people. However, a different point of view is used in the comments on YouTube to address a phenomenon. Thus, when viewers post comments, various points of view will be found. Therefore, the researcher is interested in examining the attitudes of YouTube viewers who give their responses in the comments section.

Talking about women is always an interesting topic. This is not seen from the point of view that women are creatures endowed with physical beauty, but from the understanding of women's struggles in dealing with male-dominated

power relations that have been going on all this time. Therefore, women are required to fight for their survival and identity by challenging male dominance. Several terms are used to describe the women's struggle movement. Among them are gender equality, feminism, women's liberation, the women's movement, and so on. Feminism is a theme that generally refers to a number of ideologies and theories that pay special attention to the rights and position of women in culture and society (Ilaa, 2021, p. 290). Thus, the term "feminism" is more directly directed at the women's movement. Feminists are united by the idea that women's position in society is not the same as that of men. Society is structured to provide a pathway that is advantageous for men both politically, socially, and economically compared to women.

One of the YouTube channels that discusses gender equality is TED, which has a video entitled "What Islam Really Says About Women" with speaker Alaa Murabit. In the 12-minute video, Alaa Murabit talks about the problem of society mixing religion and culture and then using religion as an argument to prohibit things for women. But she made it clear that this is not the vision of Islamic women. Despite what the media says, Alaa Murabit is living proof of what a Muslim woman should be inspiring, strong, and intelligent. She started his talk by talking about his education. She received a fair education, and no distinction was made between Alaa and her brother.

The TED Talks YouTube Channel provides various video seminars by presenting inspirational speakers. Usually, the speakers on this channel are experts in their fields. Videos at TED itself are generally 18 minutes or more

long and contain discussion material on technology, entertainment, global issues, design, science, business, art, and others. TED is a non-profit organization that aims to share and spread ideas to inspire people. According to Tira (2022, pp. 36–43), TED started in 1984 as a conference for technology, entertainment, and design. The name TED itself is taken from the acronym Technology, Entertainment, and Design.

In Alaa Murabit's talk, she intended to change the perspective of society, especially the views of men towards women, by showing that role of women is very noble, as has been well explained in Islam. For this reason, the researcher wants to analyze comments from video viewers because these comments show the reality of the theory of society's evaluation of Islam and women. Researcher use appraisal theory which consists of attitude, engagement and graduation. By using this theory, researcher can evaluate the audience's language to express the meaning and feelings of the audience in the comments.

## **1.2 Problem Statements**

Since this research focuses on viewer comments responding to an Alaa Murabit video in the TED Youtube channel, the question formulated in this study is:

1. What kind of appraisal systems are used in Alaa Murabit talk in TED Youtube channel?
2. How attitude, engagement and graduation are realized on Alaa Murabit talk in TED Youtube channel?



### **1.3 Objective of Study**

The purpose of this study is to identify the types of appraisal theory used by the audience in Alaa Murabit's talk comments and to describe the appraisal theory used in the viewers' comments.

### **1.4 Significances of Study**

The significance of this study is to understand the evaluation of viewers' language in their comments and to know how viewers stances and feelings about Muslims, women, gender, and Alaa Murabit personally. This study can give the additional source for other researcher who are interested in evaluating language by using appraisal theory.

### **1.5 Literature Review**

This study focuses on analyzing the attitude of viewers' toward expressing their meaning in comments. The researcher has same previous studies in relation to appraisal analysis. These prior studies can help the researcher doing this research.

The first study is about analysis of two Pakistani online newspapers, The News and Dawn, alternative newspapers (mainstream newspapers), written by Saira A, and Siti N.F, entitled "Attitude realization in news report: An Interpretation Through An Appraisal Analysis (2021)". The researcher analyzes to determine the attitudes of two online newspapers in Pakistan, specifically the tendency of newspapers to be recognized by their language. To find out the

newspaper's statement on appraisal theory by Martin and White (2005) by compiling Attitude Analysis used on good news reports consisting of the word '5013' in the Speech of Prime Minister Imran Khan at the 74th session of the United Nations with with the theory of Critical Discourse Analysis (CDA) by Norman Fairclough (1995). The findings in the two newspapers indirectly influence attitudes by laying an evaluative basis as outlined in the quoted text. According to news reports and his experience as a significant social actor in the formulation of Pakistan's current issues, Pakistan's Prime Minister Imran Khan is an "Appraiser".

With the help of world leaders and the United Nations, it is hoped that the Kashmir conflict between Pakistan and India, climate change and eradication of Islamic phobia will soon be resolved for the sake of peace and prosperity in the region. It was found that Imran Khan used a lot of rhetorical devices to support the portrayal of the news reports of the two newspapers in a positive attitude. The two newspapers also express the feelings of the writer and speaker and can be attributed to the authority communicated in Martin's & White, 2005 theory.

The second study is about analysis of Jhon F. Kennedy speech written by Yan Tan (2021), entitled "A Study of the Inaugural Address of John F. Kennedy From the Perspective of Appraisal Theory." In this paper, appraisal theory is used as the theoretical framework to analyze Kennedy's Inaugural Address from the attitude, engagement and graduation systems. Through the analysis, the author has the following findings: firstly, under the framework of appraisal theory, the judgment resources in the attitude system are highlighted, expressing

rich emotions. Through analysis, the author believes that Kennedy's inaugural address makes full use of adjectives and adverbs as resources for appreciation and judgment to convey his views on the current situation. Secondly, in the engagement system, the dialogic construction resources in the heterogloss system stand out, and the speaker is more inclined to show the right and establish a stable relationship with the audience, and the author believes that President Kennedy makes great use of monogloss and heterogloss measures to regulate the responsibility and obligation of his speech or to enhance the credibility of his words, so that the words appear objective and fair, persuasive, straightforward. Finally, in the graduation system, the “force” is on strength, and the speaker uses more gestures to increase the intensity of the discourse. Therefore, it is found that President Kennedy used various prose structures, repetition and other rhetorical devices in his speech to strengthen the force of speech and enhance the effect of expression, thus making the speech one of the most successful political speeches in history.

The third study is Published by Journal of Language and Linguistic (2022), authored by Jawaher Abdulaziz A and Hesham Sulaeiman A, entitled “Attitude In Political Discourse: An Appraisal Analysis Of Attitude In Donald Trump And Joe Biden’s Interviews On 60 Minutes.” This study employed Martin and White’s (2005) appraisal framework to explore evaluative language within political discourse. The study utilized a mixed-method research design to examine the features of the three types of attitude: affect, judgement and appreciation employed by Donald Trump, Joe Biden, Leslie Stahl and Norah

O'Donnell in four political interviews on 60 Minutes during the 2020. The analysis revealed that Trump and Stahl employed more attitude resources of affect in their interviews, whereas Biden and O'Donnell used more attitude resources of appreciation. The findings also highlighted the power of attitudinal items, especially those of judgement, in political discourse as a tactic to attack and discredit political rivals. Moreover, the study provides insights into how attitude is expressed in political media by demonstrating how two prominent journalists in the American media, Stahl and O'Donnell, expressed their evaluations during the 60 Minutes political interviews they host, which have become an election-year tradition anticipated by viewers locally and internationally.

The analysis of Stahl's employment of attitude during the interviews reveals that interviewers in political interviews may not always remain objective and unemotional. Finally, the findings indicate that the overall atmosphere of the interviews was highly affected by the attitudinal exchange between the interviewer and interviewee.

The fourth study is about the phenomenon of women in the Global Conference on Women and Entrepreneurship written by Aprilian R.A and M. Hasbi, entitled "Women's Speech: A Call for Economic Empowerment: An Appraisal Analysis (2022)." Najwa Shihab gave an energizing keynote address. It is very important to look at the speech's content from a linguistic perspective because Najwa Shihab's speech elicited a lot of responses from the audiences.

Through critical discourse analysis, the study sought to understand the spoken text in Najwa Shihab's speech. Specifically, the appraisal framework was used for this research. The study concentrated on the relationship between attitude and feelings, reactions, and judgments of Najwa Shihab's speech about entrepreneurship and women. The study was both descriptive and qualitative in design. According to the research, the speech contained 55 clauses, 27 of which were judgmental (33%), 10 of which were affective (49%), and 18 of which were of appreciation (18%). Each clause-complex had a personality.

Using affect the percentage of attitudes predominated. Additionally, this speech urged women to take three actions: dare to transform clichés and stereotypes into strengths, dare to participate in the national and international economy to guarantee that women's voices and perspectives are heard in every discussion and decision-making process, and dare to support one another and create a community that can empower other women.

The fifth study is about Joe Biden speech, written by Bagas Alfajri, Zanuwar H.A and Galant Nanta A (2022), entitled "An Appraisal Analysis on Joe Biden's Rhetoric of Gun Control." This study aims to understand and thoroughly comprehend Biden's speech using appraisal analysis, in which the elements of appraisal are used to classify the terms within Biden's speech, Biden delivered a public speech that addressed about the recurring gun violence in the U.S. This research uses qualitative methods, and it is concluded that it is clear from the performed research and supplementary data in the preceding sentence that Biden's speech contains a total of 37 evaluative items.

19 of these appraising items are positive, while 18 are negative. 19 of these appraising items are positive. This study found 12 findings for each of the appraisal parts of affect and appreciation, 7 findings of Judgment-social esteem and 6 findings of judgment-social sanction. Upon analyzing, it is found that Biden's speech contains numerous meanings, some of which are how he is saddened by the unfortunate event, and subsequently advocates transformation on gun regulation in the future years. In conclusion, Biden's position on gun issues as president of the U.S. is that the owner and the regulation, not the gun, are the issue.

The sixth study is about Joko Widodo Speech written by Faido Marudut, (2022), entitled "President Joko Widodo Speech Text Through Appraisal Analysis." The purpose of the study is to analyze and explain how appraisal system can be described in terms of attitude in the text of Jokowi's presidential speech. The data of the research is a transcription of President JW's speech text in 2015. The text document was collected in 2015. This study use the Appraisal Theory Martin and White (2005) and focus on the analysis of the Attitude system. Moreover, this prioritizes the discussion of the choice of attitudes that are utilized in the speech. The study was showed that the appraisal system in terms of attitude in the text of Jokowi's presidential speech in 2015 shows that there are 138 attitudes in the speech text. There are 92 positiv items and 46 negative items. All kinds of attitudes are spread almost evenly; Affect, Judgment, and Appreciation. This means President JW dares to express his evaluation not only through judgments and appreciations which were



disseminated in the text but also expresses his own feelings proved by the affect. The most dominant attitude system portrayed in JW's speech text in 2015 is propriety [+] and valuation [+].

The seventh study is about Al-Sayyab's response to women in his poetry written by Ghayda Ali and Siti Noor, entitled "Appraisal Analysis of Al-Sayyab's Attitude towards Women in "The Blind Prostitute (2022)." The purpose of this paper is to analyze the poem and examine Al-Sayyab's attitude towards women in one of his longest poems by applying the appraisal theory framework to see if his attitude is influenced by ideological tendencies in his country and how Al-Sayyab evaluates women positively and negatively. Understanding of poetry, poets, and the influence of context. Mixed analysis method that integrates quantitative and qualitative methods, assisted by appraisal theory by Martin and White (2005), has three domains: attitude, engagement, and graduation, and systemic functional linguistics (SFL), designed by Halliday (1960).

SFL emphasizes the three meta-functional meanings of a language: ideational meaning, interpersonal meaning, and textual meaning. Appraisal is an interpersonal meaning that sees the clause as the message's representative and focuses on semantic evaluation in linguistic choices. The researcher finds that the application of this theory confirms that Al-Sayyab was a poet who adhered to realism when he evaluated women and that he believed that the salvation of his country could only be achieved by liberation from the exploitation of



colonialism and then by creating an educated and cultured society, both in the city and in the countryside.

Those prior studies above have some differences and similarities. The similarity is that this research uses the same theoretical approach as the four types of research above: appraisal theory by J.R. Martin and P.R. White. However, the first, fifth, and last studies above just focused on attitude systems, and it should be clarified that this research has different material objects from all of those prior studies.

### **1.6 Theoretical Approach**

The researcher uses appraisal theory for analysis. This theory is used to undertake close readings at the level of detail by interpreting the viewers' language as it unfolds. Appraisal theory is a development of Systemic Functional Linguistics (SFL), especially in interpersonal function (Martin & White, 2005, p. 1). The purpose of developing an appraisal theory was to expand traditional accounts regarding issues of language evaluation, certainty, commitment, and knowledge, as well as to consider how the speaker or writer positions their language in the discourse (Martin & White, 2005, p. 9). The appraisal theory provides for evaluating language by which text convey positive or negative emotion, called as attitude or kinds of feeling, how speaker or writer engage their language called engagement, and the intensity of speaker or writer utterances is strengthened or weakened known as graduation.

Attitude has three sub-systems: including affect which deals with how emotions are expressed (happiness, fear, worry, etc.). Judgment has to do with a moral evaluation of a behavior (honesty, goodness, evil, etc.). Appreciation has to do with aesthetic perception (smoothness, beauty, etc.). Engagement is a way for a speaker or writer to situate themselves in the language.

This method relates to who renders opinions in the text, whether it be just one voice or multiple from the speaker or writer. There are two sub-systems of engagement: monogloss and heterogloss. The final subsystem in the appraisal theory is graduation, which has to do with attitude strength or focus it has to do with whether a position is strengthened or weakened, veiled or sharpened (Martin & White, 2005, p. 100). The detail information about this theory will be explained in chapter two of this research.

## **1.7 Method of Research**

### **1.7.1 Type of Research**

This study uses descriptive-qualitative research as a type of research. Descriptive-qualitative is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Raco, 2018, p. 118). Qualitative research involves empirical material case studies such as personal experience, introspective, life story interviews, observational, historical, and interactional. Hence, it means the method aims to understand some aspect of social life by using general words as data for analysis (Raco, 2018, p. 120). According to Patricia (2017, p. 14), qualitative research is

generally characterized by an inductive approach to constructing knowledge that aims to produce meaning. Based on the explanation above, this study explains descriptively the various stances of the language used by the viewers' in their comments.

### **1.7.2 Data Sources**

There are two types of data: primary and secondary. The type of data used in this research is primary data. Primary data is data that is new and is being collected for the first time, so it is original (Kothari, 2004, p. 95). This study uses viewers comments as data to be analyzed using Martin and White's judgment theory.

The data was obtained from a YouTube video entitled "What Islam Really Says About Women." On the TED YouTube channel, the video was uploaded on July 22, 2015, and it has been viewed 3.956,351 times. Videos can be accessed via the YouTube link: <https://youtu.be/FETryXMpDl8>. Data collection was carried out on 23-24 December, 2022. The researcher took comments from the first week of the last 3 years, after publication because she felt that the speculation issue continued to be a popular topic during that week. Then researcher went through and reviewed some 20.000 comments left by viewers, and researcher selected comments from the first publication date to the next year. Then the researcher selects 47 comments, takes the top viewers and comments on the video, which are the primary data in this study.

### 1.7.3 Data Collection Technique

The method of collecting data in this research is the documentation technique. According to Raco (2018, pp. 31–32), the documentation technique is the use of examining and interpreting text to elicit meaning, gain understanding, and develop knowledge. The data collected both in the form of writing and pictures are described in the form of descriptions according to the phenomena that occur. In this research, the author uses a qualitative research approach that is descriptive in nature. Then the data generated from the document is used to evaluate the language of the audience.

The sampling technique used in this study was purposive sampling. Purposive sampling is a sampling technique with certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied (Sugiyono, 2013, p. 47). According to Sugiono (2016, p. 85), the state that reason for using purposive sampling is because it is suitable for use in quantitative research, or research that does not generalize. There are some steps for the data collection technique:

The first step is data collection from TED youtube channel of Alaa Murabit's video "What Islam Really Says About Women." to collect the documents. Researcher then went through and reviewed 20,000 comments left by viewers before writing the researcher selected the most recent comments from the following years: 2020, 2021, and 2022.

The researcher conducted the research by selecting only the comments showing the expressions of adjectives, adverbs, verbs, emotions (mental

processes), and modalities. Then the data is limited by selecting comments on Alaa Murabit's video. Data limitations are intended so that this research becomes directed, and can solve the problem in depth. Then can describe how the type of appraisal system in Alaa Murabit's video comments works to display various language functions. Thus, the main issues can be centralized and thoroughly discussed. After collecting 150 samples from the last 3 years, the researcher reduced it to 47 comments by looking for those that were relevant to the assessment theme. Meanwhile the three sub-chapters can be examined and drawing the conclusions using appraisal theory.

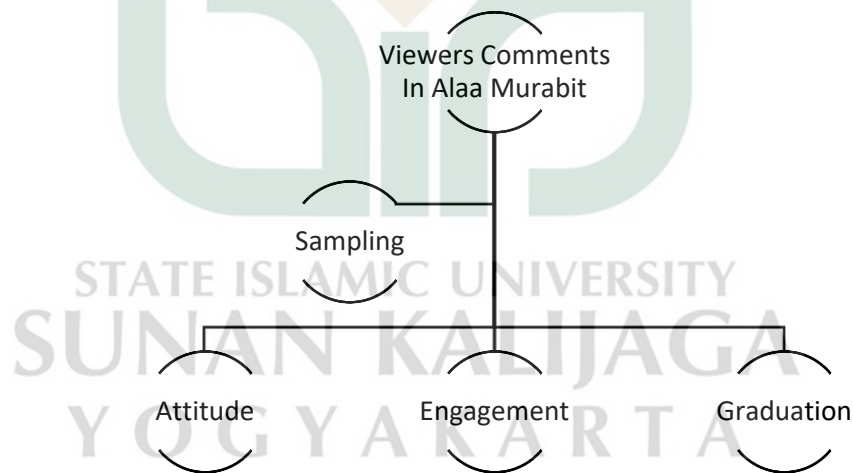
#### **1.7.4 Data Analysis Technique**

According to Raco (2018, p. 122), analysis and interpretation always go hand in hand. Analysis entails processing and arranging the data, dividing it into smaller parts, and looking for recurring themes and patterns. The goal of the research, according to Sugiono (2016, p. 89), is to locate, create, and validate data. There are two types of data analysis techniques, known as identity and distribution methods (Zaim, 2014, pp. 98–99). First, the identification method is a method used to determine the identity of a particular language by using determinants from outside the language itself. Based on its determinants, the identity method is divided into several sub-methods, namely first is referential identity method, second is phonetic counter method, third is orthographic sub-method, fourth is translational sub-method, last is pragmatic sub-method. While

distributional methods are methods whose determinants are part of the language itself, such as syntax.

The researcher employs the referential identity method for data analysis. A referential identity approach refers to the real world when identifying objects, activities, traits, states, and numbers, and mark the letters a, b, and c to indicate if there are two appraisal sub-items in one sentence. Then, indicating each item in the comments, such as words or clauses that use the appraisal theory after the researcher has analyzed the item and put it in the subcategory of each appraisal. The latter briefly explains the intent of the appraisal theory by which viewers show their attitude towards the video.

#### 1.7.5 The Steps of Study



## 1.8 Paper Organization

This paper consists of four chapters. The first chapter is an introduction, which discusses the background, problem statement, objective of the study, significance of the study, literature review, theoretical approach, method of research, and paper organization. The second chapter contains of an exploration of the theory and the way the researcher uses the theory in this research. The third chapter contains of findings and a discussions of the data. The last chapter is the conclusions and suggestions.



## CHAPTER IV

### CONCLUSIONS AND SUGESTIONS

#### 4.1 Conclusions

This study applies the theory of J.R Martin and P.R.R White to reveal the meaning of audience comments in Alaa Murabit's talk in the TED YouTube channel. The text chosen was to highlight the audience's reaction in assessing Alaa Murabit and the content of the talk delivered which was marked with various positive and negative comments. Based on the analysis, there are three items used by the audience to interpret audience attitudes in comments, they are attitude, engagement, and graduation, each tool has its own sub-system to help researcher carry out careful and detailed analysis and read comments written by audiences. In Attitude analysis on audience comments the researcher found 55 positive items and 45 negative items. Then the researcher found many comments using positive items, namely 55 items from the audience. This means that many viewers gave positive comments to Alaa Murabit for her attitude and words. This make Alaa even more enthusiastic in fighting for women's human rights and provide many benefits for others. In negative comments, only 45 comments were found, but this did not become an obstacle for Alaa Murabit in continuing his mission. This can also be seen if only some viewers do not like Alaa, his mission, or Alaa Murabit's thoughts.

In the engagement item, 6 viewers use the monogloss item to formulate their comments as something that is considered normal for readers or other

viewers. This means that they do not involve any sources in writing their comments. On the other hand, there were 17 heterogloss items that the researcher found. In heterogloss items, engagement is the most widely used. It means that even though the audience writes comments, their nature, ideas, opinions and responses are interpreted by external information as contractive and expansive. The researcher found all the ways in order to use external information used by viewers in giving comments.

The last item is graduation. In the graduation items, viewers use 31 items which show an increase and decrease in intensification. Found 17 items, this intensification item is the most widely used in graduation. That is, the audience assesses the level of intensification, especially on the quality of Alaa Murabit. In general, the conclusion of this study is to provide information about how viewers express their feelings, their position statements, and their feelings to a greater or lesser degree in their comments. Therefore, the audience gives and uses different Attitude devices in each of their comments, which depend on the intent and meaning they want to convey to other readers.

#### **4.2 Suggestions**

After completing this research using appraisal theory, the researcher recommends for future researcher, understand in depth about appraisal theory, look for many sources from journals and books, do not use the previous researcher's graduating paper. Then, the suggestions for future researcher is to apply this theory more broadly by using the theory of ideology, or genre to

explain in more detail for instance “An Appraisal of Salma's Idol Attitudinal Positioning in Shaping his Authorial Voice.” It should be noted that the interpretation of the meaning of the text must pay attention to the context. In this study, researcher used viewer comments as text in Alaa murabit's talk. Therefore, the researcher hopes that future study can use poetry, videos on Tiktok, and songs, for the analysis.



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