

**TEMPORAL ANALYSIS OF AUDIENCE ATTITUDES TOWARD
IRAN'S RETALIATORY ATTACK ON ISRAEL NEWS THROUGH
YOUTUBE COMMENTS: A CASE STUDY OF APPRAISAL ANALYSIS**

GRADUATING PAPER

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



By:

Oppie Aditya Anggraeni

21101050001

ENGLISH DEPARTMENT

FACULTY OF ADAB AND CULTURAL SCIENCES

STATE ISLAMIC UNIVERSITY SUNAN KALIJAGA

YOGYAKARTA

2025

NOTA DINAS



KEMENTERIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA
FAKULTAS ADAB DAN ILMU BUDAYA
Jl. Marsda Adi Sucipto, Yogyakarta, 55281, Telp./Fax. (0274) 513949
Web: <http://adab.uin-suka.ac.id> Email: adab@uin-suka.ac.id

NOTA DINAS

Hal: Skripsi
a.n. Oppie Aditya Anggraeni

Yth.
Dekan Fakultas Adab dan Ilmu Budaya
UIN Sunan Kalijaga
Di Yogyakarta

Assalamu'alaikum Wr. Wb

Setelah memeriksa, meneliti, dan memberikan arahan untuk perbaikan atas skripsi saudara:

Nama : Oppie Aditya Anggraeni
NIM : 21101050001
Prodi : Sastra Inggris
Fakultas : Adab dan Ilmu Budaya
Judul : TEMPORAL ANALYSIS OF AUDIENCE ATTITUDE TOWARD IRAN'S RETALIATORY ATTACK ON ISRAEL NEWS THROUGH YOUTUBE COMMENTS: A CASE STUDY OF APPRAISAL ANALYSIS

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.

Wassalamu'alaikum Wr. Wb

Yogyakarta, 04/03/2025
Pembimbing

Dr. Arif Budiman, S.S., M.A
NIP: 197803092011011003



PENGESAHAN TUGAS AKHIR

Nomor : B-478/Un.02/DA/PP.00.9/03/2025

Tugas Akhir dengan judul : TEMPORAL ANALYSIS OF AUDIENCE ATTITUDES TOWARD IRAN'S RETALIATORY ATTACK ON ISRAEL NEWS THROUGH YOUTUBE COMMENTS: A CASE STUDY OF APPRAISAL ANALYSIS

yang dipersiapkan dan disusun oleh:

Nama : OPPIE ADITYA ANGGRAENI
Nomor Induk Mahasiswa : 21101050001
Telah diujikan pada : Jumat, 07 Maret 2025
Nilai ujian Tugas Akhir : A

dinyatakan telah diterima oleh Fakultas Adab dan Ilmu Budaya UIN Sunan Kalijaga Yogyakarta

TIM UJIAN TUGAS AKHIR



Ketua Sidang

Dr. Arif Budiman, S.S., M.A
SIGNED

Valid ID: 67d24a5fe7616



Penguji I

Dr. Dwi Margo Yuwono, M.Hum.
SIGNED

Valid ID: 67d237b0534f3



Penguji II

Aninda Aji Siwi, S.Pd., M.Pd.
SIGNED

Valid ID: 67d11756838e8



Yogyakarta, 07 Maret 2025

UIN Sunan Kalijaga
Dekan Fakultas Adab dan Ilmu Budaya

Prof. Dr. Nurdin, S.Ag., S.S., M.A.
SIGNED

Valid ID: 67d251594ead8

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, 03/05/2025

The signature,



Oppie Aditya Anggraeni
NIM: 21101050001



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

MOTTO

*“It is good to view things as familiar or unfamiliar,
rather than as difficult or easy.”*



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

DEDICATION

With deep gratitude and pleasure, I dedicate this graduating paper to:

1. My beloved parents, Supardi Hasan and Nina, have always supported me with love, prayers, and sacrifices. Thank you for all the advice, patience, and hard work that has brought me to this point. All these achievements would not have been realized without your support and trust. Hopefully, this can be a small step to repay all the kindness you have shown.
2. For my beloved sister, Cheryl Agustina Supardi, who has become one of my strongest motivations to keep going and trying. Hopefully, every step we take will be much more enjoyable in the future.
3. For my friends in the English Literature class of 2021, as well as friends outside this department. The people who are willing to accept me with all the differences I brought when I first set foot here and want to be my friend until now.
4. And for myself who was not defeated by the feelings of fear and doubt that piled up in my head. Thank you for fighting back and changing, thank you for fixing what was wrong, and thank you for not losing the spark in your life.

ACKNOWLEDGEMENT

First of all, thanks to Allah for every kindness, happiness, gratitude, and blessings in my life. Without his will, I would not have finished this research and survive till now.

Secondly, my deepest thanks for the support and encouragement of:

1. Prof. Dr. Nurdin, S.Ag., S.S., M.A., as the Dean of the Faculty of Adab and Cultural Science.
2. Dr. Ulyati Retno Sari, S.S. M.Hum., as my academic advisor.
3. Dr. Ulyati Retno Sari, S.S. M.Hum., as the head of English Department.
4. Dr. Dwi Margo Yuwono, M.Hum., as the secretary of English Department.
5. Dr. Arif Budiman, S.S., M.A., as my paper advisor.
6. All the lecturers of English Department who taught me, guided me, and support me during my academic journey. Big thanks for all the kindness and support.
7. My beloved little family, my mom Nina, my dad Supardi Hasan, and my little sister Cheryl Agustina Supardi. Thank you for being my number 1 supporters.
8. My lovely, kind, and beloved friend, Alia Zahra Ar Viani, who want to be my friend, always help me and take care of me when I was sick.
9. To my beautiful Jogja friend, Karina Rinai Pertiwi, who introduced me to many things when I first came to this city.

10. All of my friends in “A” Class, Season, deep gratitude for giving me good memories.
11. All of my kind and cool friends of Class 21 of English Literature, you guys are rock!
12. My beloved high school best friends, Anandha Masyhurah Syukur, Astin Rihadatul Aisy, and Muh. Rezky Ramadhan Sarif, thank you for being my friends and always waiting for me to come back.
13. Big thanks to L-1485 and it’s solar system for being one of my biggest emotional supports and place to runaway from reality.
14. My deepest gratitude for Strawberry, who always be the home, my best-friend, partner, and supporter for every unwanted state of me. May Allah ease every step in your life and make it easy for us to meet again in our best versions.

At the end, I realize that my graduating paper is not perfect. Hopefully, the readers may give me some advice and suggestion so that I can make an improvement for my research in the future.

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

Yogyakarta, 26th January 2025

The researcher



Oppie Aditya Anggraeni

Student ID. 21101050001

TABLE OF CONTENTS

NOTA DINAS	i
FINAL PROJECT STATEMENT	iii
MOTTO	iv
DEDICATION	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	xi
TABLE OF FIGURES	xii
LIST OF APPENDICES	xiii
LIST OF ABBREVIATIONS	xv
ABSTRACT	xvi
ABSTRAK	xvii
CHAPTER I	1
INTRODUCTION	1
1.1. BACKGROUND OF STUDY	1
1.2. RESEARCH QUESTION	4
1.3. OBJECTIVES OF RESEARCH	4
1.4. SIGNIFICANCE OF STUDY	5
1.4.1 Theoretical Significance	5
1.4.2 Methodological Significance	5
1.5. LITERATURE REVIEW	6

1.6. THEORETICAL FRAMEWORK.....	8
1.7 RESEARCH METHOD	9
1.7.2 Data Sources	11
1.7.3 Data Collection Technique	13
1.7.4 Data Analysis Technique	14
1.8 PAPER ORGANIZATION	15
CHAPTER II	17
THEORETICAL FRAMEWORK.....	17
2.1 Systemic Functional Linguistic.....	17
2.1.1 Ideational.....	18
b. Marked Topical Theme.....	18
2.1.2 Interpersonal.....	19
2.1.3 Textual.....	19
2.2 Appraisal Theory.....	20
2.2.1 Attitude.....	21
a. Affect.....	22
c. Appreciation.....	26
2.3 Ideology.....	27
2.3.1 Protagonist and Antagonist.....	28
2.3.2 Left and Right.....	28
CHAPTER III	30
FINDINGS AND DISCUSSIONS.....	30
3.1 Findings.....	30

3.2 Attitude	31
3.2.1 Affect	32
3.2.2 Judgement	35
3.3.3 Appreciation	38
a. The Details of Appreciation Distribution	39
3.3 Ideology	40
3.4 Discussion	41
3.4.1 Affect	41
a. The First Period	42
b. The Second Period	45
3.4.2 Judgement	48
a. The First Period	48
b. The Second Period	51
3.4.3 Appreciation	53
a. The First Period	53
b. The Second Period	54
3.3 Ideology	57
CHAPTER IV	60
CONCLUSIONS AND SUGGESTIONS	60
4.1 CONCLUSIONS	60
4.2 SUGGESTIONS	61
REFERENCES	63
APPENDICES	66

LIST OF TABLES

Table 2. 1 The System of Affect.....	23
Table 2. 2 The Judgement System - Social Esteem	25
Table 2. 3 The Judgement System - Social Sanction	25
Table 2. 4 The System of Appreciation.....	26
Table 3. 1 The Total Frequency Of Affect.....	32
Table 3. 4 The Details of Affect Utilization.....	33
Table 3. 2 The Frequency Of Judgement.....	35
Table 3. 5 The Details of Judgement Utilization.....	36
Table 3. 3 The Frequency of Appreciation.....	38
Table 3. 6 The Details of Appreciation Utilization.....	39

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

TABLE OF FIGURES

Figure 2. 1 The Appraisal System	21
Figure 2. 2 The System of Ideology Tension by Martin (1992).....	28
Figure 3. 1 The Attitude Usage Rate Within The Period.....	31
Figure 3. 2 The Ideology Distribution.....	40
Figure 3. 3 The Separation of Responders' Biases	57



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

LIST OF APPENDICES

APPENDICES 1. 1 TRANSCRIPT OF COMMENTS	66
Table 1. 1 Transcript of The First Period (P1)	66
Table 1. 2 Transcript of The Second Period (P2)	69
APPENDICES 1. 2 ATTITUDE ANALYSIS OF THE FIRST PERIOD (P1)	72
Table 1. 3 The Inscribed Affect	72
Table 1. 4 The Invoked Affect	72
Table 1. 5 The Inscribed Judgement	73
Table 1. 6 The Invoked Judgement	73
Table 1. 7 The Inscribed Appreciation	76
Table 1. 8 The Invoked Appreciation	76
APPENDICES 1. 3 ATTITUDE ANALYSIS OF THE SECOND PERIOD (P2) 77	
Table 1. 9 The Inscribed Affect	77
Table 1. 10 The Invoked Affect	78
Table 1. 11 The Inscribed Judgement	79
Table 1. 12 The Invoked Judgement	80
Table 1. 13 The Inscribed Appreciation	82
Table 1. 14 The Invoked Appreciation	83
APPENDICES 1. 4 THE IDEOLOGY ANALYSIS OF THE FIRTS PERIOD (P1)	
.....	84
Table 1. 15 The First Period	84

APPENDICES 1. 5 THE IDEOLOGY ANALYSIS OF THE SECOND PERIOD

(P2)..... 91

Table 1. 16 The Second Period..... 91



LIST OF ABBREVIATIONS

ABBREVIATION	EXPLANATION
Incl	Inclination
Hap	Happiness
Sec	Security
Ver	Veracity
Prop	Propriety
Norm	Normality
Ten	Tenacity
Cap	Capacity
Comp	Composition
Reac	Reaction
Val	Valuation
(+)	Positive
(-)	Negative
P1	The first period
P2	The second period
Neg	Negotiate/ed

TEMPORAL ANALYSIS OF AUDIENCE ATTITUDES TOWARD IRAN'S RETALIATORY ATTACK ON ISRAEL NEWS THROUGH YOUTUBE COMMENTS: A CASE STUDY OF APPRAISAL ANALYSIS

By Oppie Aditya Anggraeni

ABSTRACT

This study explores the attitudes and ideological positions of news viewers who viewed the news that Iran initiated retaliatory strikes against Israel by launching more than 100 drones on NBC News' YouTube channel. The study employs the theory of the appraisal attitude system to examine how viewers of the video conveyed their assessment of the conflict by looking at the use of affect, judgment, and appreciation. The study's research process was explained through the use of a qualitative descriptive method. The results of this study indicate that the majority of the public cast criticism on the actors involved in the conflict, as evidenced by the elevated use of negative appraisal and the predominance of right-wing ideology. Conversely, the augmented use of affection and appreciation in the second period signifies heightened emotional engagement and an evolving evaluative stance among viewers. These outcomes underscore the role of social media as a conduit for diverse audience responses, which in turn influence their ideological perspectives on political conflicts.

Keywords: Appraisal Theory, YouTube, Attitude Analysis, Ideological positioning

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

TEMPORAL ANALYSIS OF AUDIENCE ATTITUDES TOWARD IRAN'S RETALIATORY ATTACK ON ISRAEL NEWS THROUGH YOUTUBE COMMENTS: A CASE STUDY OF APPRAISAL ANALYSIS

Oleh Oppie Aditya Anggraeni

ABSTRAK

Penelitian ini mengeksplorasi sikap dan posisi ideologis penonton berita Iran memulai serangan balasan terhadap Israel dengan meluncurkan lebih dari 100 pesawat tak berawak di kanal YouTube NBC News. Dengan menggunakan teori sistem sikap penilaian, penelitian ini meneliti bagaimana penonton video tersebut menyampaikan penilaian mereka terhadap konflik tersebut dengan melihat penggunaan afek, penilaian, dan apresiasi. Dalam menjelaskan detail proses penelitian, penelitian ini menggunakan metode deskriptif kualitatif. Temuan dari penelitian ini menunjukkan bahwa mayoritas masyarakat mengkritik aktor-aktor yang terlibat dalam konflik yang ditunjukkan dengan semakin tingginya penggunaan penilaian negatif dan dengan ideologi sayap kanan yang lebih dominan. Selain itu, peningkatan penggunaan afeksi dan apresiasi pada periode kedua menunjukkan adanya keterlibatan emosional dan sikap evaluatif yang berkembang di antara para penonton. Hasil ini menyoroti bagaimana media sosial menjadi wadah bagi berbagai respon dari audiens yang kemudian membentuk ideologi mereka terhadap isu konflik politik.

Kata kunci: Teori Penilaian, YouTube, Analisis Sikap, Posisi Ideologi

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

CHAPTER I

INTRODUCTION

1.1. BACKGROUND OF STUDY

The term "social media" describes a digital platform that enables users to engage in a range of activities, including interaction, entertainment, content sharing, and virtual interaction with other users. Besides that, social media is pivotal in disseminating news. The evolution of accelerated information dissemination on social media affords its users direct access to newly broadcast news (Lalehparvaran, 2018). The freedom afforded to the users allow them to debate and differentiate opinions in the comments section of news broadcasts. Consequently, these digital consumers are free to engage in any activity they desire, including the dissemination of information or interaction with fellow community members (Widiarti et al., 2024). Through social media, audiences can also construct and present their identities, market themselves, conduct business, or engage in other activities that can influence their identity formation (Wulansari et al., 2024). These perspectives can subsequently be expressed in a positive or negative manner on social media (Abdidizaji et al., 2024).

The issue of conflicts between countries in the Middle East such as Palestine and Israel or Iran and Israel has been one of the most talked about and searched topics on social media throughout the year (Google Trend, n.d.). In recent months, the media has been preoccupied with the ongoing conflict between

Palestine and Israel in the Middle East. After all, the media provide further reports on Israeli military action against the Iranian consulate in Damascus. This attack resulted in the deaths of numerous individuals, including several prominent figures in the Iranian political landscape (detikNews, 2024). One of the news entitled *Iran Begins Retaliatory Attack Against Israel With Launch Of More Than 100 Drones* uploaded by NBC News on their YouTube channel. The news reports Iran's missile attacks on Israel, which are widely believed to be retaliation for strikes on top Iranian commanders allegedly by Israel.

The news prompts a spectrum of reactions from YouTube community members who perceived it as a potential threat to the stability of both countries and the broader international community. The responses in this comment section are incredibly varied, including supporting the attack, against the attack, and also some of them being neutral. Effective use of social media facilitates the rapid dissemination of political messages, influencing societal attitudes and decisions (Alvinto et al., 2023). In the comment section of the YouTube video, people give their diverse opinions, such as *iran is running hamas. its not defense. only people with no common sense will think iran is just retaliating*, *Iran has the right to defence themselves*, and *War is failure of the human species. It's not human nature. It's sick*.

Dealing with emotion and various responses, appraisal theory is an appropriate theory to use as part of analysis. Martin & White (2005:42) put forward the attitude system of appraisal theory, which is concerned with the evaluation of positive or negative emotional responses (Orts Llopis, 2017, p. 614).

The system of attitude consist of three subsystem: Affect, which is concerned with emotional responses; judgement, which deals with moral evaluations of behavior; and appreciation, which focuses on the aesthetic evaluation of entities and processes (Martin & White, 2005, p. 43-44).

In this research, the selection of the Attitude subsystem bases on the premise that emphasizes the evaluative dimension of social representations, which implies that alterations in attitudes may indicate a change in evaluative perspectives (Moliner & Tafani, 1997). Other than that, Martin (1992) states that a text has mixed perspective or meaning but is covered by the dominant meaning. His ideology theory reveals a real meaning behind a text and shows the position and pattern change of the object toward the issues during a certain period. This theory accompanies the attitude system of appraisal theory to analyze how online users' expressions reflect their ideological stances and how these attitudes shift over time in response to the news.

Furthermore, This paper examines the news because it is a socio-political issue that is a sensitive issue for all countries considering that it is related to the political identity of each individual (Désilets, 2020). Additionally, the paper bases the use of comments as an object of the study on the rationale that understanding the pivotal role of public opinion is crucial in the evolution of the digital era. The framing of news also bears significant importance; the specific word choices and presentation styles used can evoke disparate emotional responses, thereby influencing audience attitudes (Patrick, 2024). Other than that, these theories offer

a comprehensive understanding of how ideological perspectives are communicated, challenged, or reinforced in terms of online discourse.

1.2. RESEARCH QUESTION

The research question is the first step or a starting point of research, which gives limitations of the main problem and proves how important the topic is (Rasyid, 2022, p. 23-30). In this research, there are several main questions leading this research:

1. What expressions do participants in the comment section most commonly use to convey attitude through the attitude system?
2. How does the use of attitude types reflect the ideology of their comments?

1.3. OBJECTIVES OF RESEARCH

A research objective is a statement that describes what the research is trying to achieve and a brief explanation of why the researcher is pursuing it (Ryan, 2022). In this research, there are a few objectives following the problem of the study:

1. Apply the attitude system to identify the most commonly used attitude types by the viewers in the comment sections, providing a detailed understanding of how these attitude types reveal audience ideology.
2. To analyze the ideology of social media users in news comment sections during two specific periods, the first month of airing and the past month,

and explore how the identified attitude types reflect their underlying ideology.

1.4. SIGNIFICANCE OF STUDY

A significance study is a part of research that contains a statement about why your research is needed and the importance of the work to the research field (Yusuf, 2023). This research has two types of significance: (1) theoretical significance; and (2) methodological significance.

1.4.1 Theoretical Significance

This research expects to contribute to the advancement of the study of appraisal theory and ideology analysis in terms of observing changes in audience attitudes towards geopolitical news. In other words, this research projects to give an advance discussion and complement to the previous studies related to appraisal and ideology theory, which particularly focus on applying the theory of attitude of appraisal and Martin's ideology theory in changing attitudes in social media users towards political news.

1.4.2 Methodological Significance

This research provides a temporal analysis approach in conducting the research. This approach is designed and utilized to examine the attitudes and ideologies present in the news comment section. The application unveils the dynamic shifts in ideology and audience attitudes, thereby facilitating a deeper analysis process. This approach also provides a tool to uncover patterns of social

bias over time toward political news coverage. Moreover, the comparison of the two determined periods using this approach introduces a way to look at the evolution.

1.5. LITERATURE REVIEW

One of the previous studies about the attitude of appraisal by Mintah (2024) utilized articles from Ghanaian newspapers regarding the death and burial of Queen Elizabeth II as their data source. There are a total of 15 newspaper samples and several radio broadcasts were used as the source material for this study. The study concludes that Ghana, and by extension, other African Anglophone countries, demonstrate less hostility towards the former colonial authority. In elaborating the appraisal choices made in the newspaper and radio broadcast, the researcher used the descriptive-qualitative method. Additionally, this study found that the use of affect, judgment, and appreciation presented the British monarch and his affiliates as good. The study then concludes that Ghanaians display low hostility towards former colonial rulers.

Zulfa et al. (2023) applied appraisal theory with an attitude system to examine data in the form of random tweets about the *Tiga Ronde* post. The findings of this study indicate that a considerable number of users or anonymous accounts engaged in evaluating the conduct of the *Tiga Ronde* poster rather than expressing appreciation or sentiments regarding it. 10 data points were randomly taken within the discourse of the *Tiga Ronde* poster. The researcher used these Twitter users' quotations of the *Tiga Ronde* poster image, where many people

gave their negative judgement through attitude choices in their quotations rather than appreciating the poster or expressing their feelings about the phenomenon.

Auliya (2024) in her research applied an attitude system to analyze data derived from social media X with the hashtag *#bullying #bullyingcilacap*. The objective of the research is to ascertain how Indonesian netizens perceive bullying in a broader context, specifically on social media via the X platform. The findings of this study indicate that posts related to bullying cases in Indonesia are characterized by negative judgement, accompanied by affect and appreciation. It suggests that the author or netizen is experiencing negative emotions, such as anger and worry, in response to immoral acts, such as bullying. However, some responses were positive, with netizens expressing sympathy and concern for the victims of bullying.

Yulianti (2023) in her research collected public assessments related to the M. Kece Islamic blasphemy case from the Twitter platform. They employed the attitude system with descriptive qualitative methods and found that judgement was the most dominant category used in this attitude analysis, accounting for approximately 54% of the total. This indicates that Twitter users express greater judgements about the actions and content of M. Kece.

Cavasso & Taboada (2021) applied the attitude system of appraisal theory to examine comments on a variety of opinion articles from an English-language newspaper, namely The Globe and Mail, which are accessible via the Internet. The findings of this study indicate that the comments were predominantly

negative and frequently used two distinct types of attitude: judgement and appreciation. The results also demonstrated that highly opinionated language was expressed as opinions (judgement and appreciation) rather than as emotional reactions (affect).

While previous studies have mostly focused on the analysis of informative texts and online reactions to social issues analyzed using an attitude rating system. Whereas, in this study, the researcher uses the concept of temporal research to look at the patterns generated from the responses of news video viewers of *Iran begins retaliatory attack against Israel with launch of more than 100 drones* video on the NBC News YouTube channel and to expand the current understanding of audience attitudes beyond static sentiment classification. This study uses Martin's (1992) attitude system and ideology theory to look at patterns of response and provide a more nuanced exploration of shifting ideologies and patterns of engagement in online discourse.

1.6. THEORETICAL FRAMEWORK

Martin (1992) had put forward his ideology theory in the linguistic field. This theory is concerned with how ideology is embedded in the use of words. Martin's Ideology Theory has two analysis axes: protagonist/antagonist and left/right, and these axes aim to map the ideological position of any party in a certain debate or issue (Martin, 1992, p. 582). This research will use the left/right system due to its aim to analyze ideological responses and how those responses

are expressed through the comment section. Other than that, this axe helps researcher understand the direction of ideological change.

Furthermore, to accompany the first theory, the researcher will use appraisal theory. As proposed by Martin & White (2005), appraisal theory represents a distinct theoretical perspective. This is linguistic theory that addressed the linguistic representation of emotions and opinions, the processes through which individuals adapt their personal views to align with those of others, and the ways in which they utilize writing as a means of articulating their sentiments or beliefs in the form of a statement. This theory provides analytical tools that facilitate a deeper comprehension of evaluative resources and intersubjective perspectives, thereby enhancing interpersonal understanding (Marpaung, 2022, p. 98). In appraisal theory, the framework is comprised of three subsystems that operate in parallel (Martin & White, 2005, p. 35). The three subsystems are as follows: (1) attitude; (2) engagement; and (3) graduation. In this study, the subsystem that will be utilized is the subsystem of attitude. This subsystem comprises several frameworks that collectively constitute the analytical process. These frameworks are structured around three core elements: (1) affect, (2) judgement, and (3) appreciation.

1.7 RESEARCH METHOD

1.7.1 Type of Research

In the research field, there are 3 kinds of research types: 1) qualitative; 2) quantitative; and 3) mixed-method. A qualitative method is a word- or sentence-

based method that focuses on participant ideology, experience, and understanding of life, so it is not only from one point of view but also from many points of view (Rasyid, 2022, p. 56). While quantitative is a method that focuses on parts and phenomena or the causality of their relationship, this research is also defined as a systematic investigation of phenomena by collecting data that can be measured using statistical, mathematical, or computational methods (Abdullah, 2021, p. 1). This research method is used when a research problem is clear and the problem is shown through data from research results or documentation (Sembiring, 2024). Mixed-method is a type of method that focuses on combining qualitative and quantitative methods, and this method involves philosophical assumptions, the application of qualitative and quantitative approaches, and combining both approaches in research (Pane et al., 2021, p. 2).

That means the research conducted in this paper leans towards qualitative research methods. This method is suitable for the research because of its ability to give a deep and detailed explanation of the online responses under investigation. Furthermore, descriptive-qualitative research in this research involves a few steps: (1) collecting online responses from the news comment section; (2) selecting responses based on the requirements; (3) analyzing data due to three types of attitudes throughout the responses; and (4) taking conclusions. The percentage of changes in the use of Attitude's type from the comment section will be presented in the form of a percentage diagram. Then, the frequency of using the attitude type will be displayed in the table.

The use of numbers or percentages in this research is only as a support for the results of the analysis and is explained using certain predicates from the theory used. Online comments or responses are then classified and the attitude elements that comprise them are identified. The use of the descriptive analysis method in the study of online responses to the news will facilitate a deeper understanding of the role of the attitude system in social issues in the digital world. Furthermore, this research can contribute to the development of insights that will be useful for future research on social responses in the digital world.

1.7.2 Data Sources

Data is a collection of accurate facts obtained through a measurement so that it can produce a good decision or conclusion (Aditya, 2013. p. 1). Based on the data used, the type of research is divided into 2, namely primary and secondary research. Hikmawati (2020) explains that primary research is research that uses data from the first source, or what is often called responders. Meanwhile, secondary data is research that uses data that is not from the first source or is often referred to as research using literature studies.

From the explanation above, this research uses news video's comment section as its data source, while the video used is a news video entitled *Iran begins retaliatory attack against Israel with launch of more than 100 drones* taken from the NBC News YouTube channel. This video was uploaded on April 14, 2024, and has been viewed 1,837,113 times and received around 3,774 comments.

The video's narrative details Iran's retaliatory attack against Israel's initial assault on the Iranian consulate general in Damascus.

The primary data taken from this data source are comments or responses of the viewers to the news. The comments to be included in the data are those direct reactions toward the news, not comments that respond to other comments or those that are not related to the news. Subsequently, the comments or responses are divided into two different periods: the initial period of the broadcast (April 14, 2024) and the subsequent period (19, April 2024 - 16 November 2024). The number of comments taken amounted to 100 comments that have been through the selection phase due to this research's data requirements. The selection of this time period is based on observations of the data that has been collected, which shows that the enthusiasm or level of activity of social media users in the comments column is highest at the beginning of the publication, and at the end of the predetermined time, the response to the news has decreased.

The first secondary data for this study is the indirect realization system of attitudes, in which the use of ideational meanings in some expressions that do not contain evaluation values or direct attitudinal lexis is still considered to have attitudinal meanings. In this realization analysis process, it is important to consider individual, social subjectivity, and between readers as distinctive readers and communities of readers positioned by specific configurations (Martin & White, 2005, p. 62). Martin & White (1992:62-63) explained that in utilizing the realization system, it is important to specify the reading position, whether one is

reading text compliantly, resistantly, or tactically. Other than that, the second secondary data of this paper is ideology theory of Martin (1992). In addition, the second secondary data source of this paper is Martin's (1992) theory of ideology. Furthermore, in order to separate bias from the ideology of the commentators, the data that has been collected is identified based on the position of the profile within an issue (Martin 1992, p. 584). Even though the developing profiles are of course repeated across a number of issues, it is important to note that as the issues change, so does the role played by the target audience (Martin 1992, p. 584).

1.7.3 Data Collection Technique

In the process of data collection, researcher utilize observation technique. Observation is defined as the systematic observation and recording of the elements that appear in a symptom on the object of research (Widoyoko, 2014, p. 46). In this paper, the observation technique was applied to collect the comments from *Iran begins retaliatory attack against Israel with launch of more than 100 drones* news video comment section. The process involved identification and notation toward comments that reflected ideological stances, and evaluative language or attitudinal words. This technique employed to identify relevant comments for the analysis.

Furthermore, the utilization of purposive sampling allows the researcher to deliberately select data based on specific criteria. This technique involves grouping data by determining samples according to predetermined criteria that align with the research objectives. Sugiyono (2019) defines purposive sampling

as the selection of samples based on specific considerations to ensure the data's relevance to the study.

Additionally, in collecting the data for this research, several steps were undertaken. First, the researcher observed the comment section to identify comments that met with the selection criteria. Second, the selected comments were copied and organized into a sample table using an Excel worksheet. Lastly, the researcher categorized the comments into two distinct time periods: early (14 April 2024) and late (19 April 2024-16 November 2024).

1.7.4 Data Analysis Technique

In this study, the researcher utilized descriptive qualitative methods to facilitate the process of data analysis. The descriptive qualitative technique is a research method that employs qualitative data as a primary source and employs a descriptive approach to analysis. This method is typically utilized to examine an event or social situation. This assertion is also supported by Rusandi et al. (2020), who state that qualitative descriptive methods are a subset of qualitative methods that are employed to analyze an event or phenomenon of social or individual life. Moh Nazir (2003) posits that descriptive methods are employed to examine societal issues, attitudes, and prevailing perspectives on a given phenomenon.

In light of these considerations, this research deploys qualitative descriptive analysis techniques, which are regarded as the optimal approach for elucidating the data during the analytical process. According to Martin & White

(2005), attitude traditionally deals with emotion, ethics, and aesthetics. Therefore, by adopting a descriptive qualitative method, the research provides an depth explanation of how audiences attitudes evolve across different time, providing insights on the interaction between social events and public discourse.

This research utilizes a multi-stage analytical process. The initial stage is the data classification stage, wherein the comments are categorized based on the upload time and selected according to a pre-defined classification scheme. The second stage is to identify the types of attitude usage in the comments that have been collected. The third stage is to analyze the use of attitude types in the comments. The fourth stage is to analyze the data using Martin's ideology theory, which employs left and right axes. During the analysis process, the comments will be divided into several biases, namely Iran supporters, Israel supporters, and conflict resisters. Purposefully, this research divided the comments into two different periods and aims to see the changes during the time, which the grouping system in this research is able to draw the changes in public ideology during the predetermined time through an attitude system perspective.

1.8 PAPER ORGANIZATION

This research is divided into four principal chapters. The initial chapter serves as an introduction, providing a concise overview of the entire research project. It is divided into several sub-chapters, including the following: background, research questions, purpose, literature review, research method, research type, data sources, data collection technique, data analysis technique, and

paper organization. The second chapter presents the theoretical framework, which provides a comprehensive account of the theories employed in the data collection process to inform the conclusions drawn. The third chapter, "Finding and Discussion," provides an in-depth examination of the researcher's processing of online comments and responses as data collected from the news entitled *Iran begins retaliatory attack against Israel with launch of more than 100 drones*. This analysis is based on the attitude system of appraisal theory, as proposed by White & Martin (2005). The final chapter presents the conclusions and recommendations, which synthesize the findings and address the research questions.

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 CONCLUSIONS

During the analysis process within a predetermined period, the researcher found significant changes in the reactions shown through the use of attitude in the comment section. In the first period, the use of judgement led to 37 negative judgements and 12 positive judgements. Then affect with a total of 15 uses, and appreciation with 10 cases of negative appreciation and 3 cases of positive appreciation. This pattern shows the attitude of viewers who tend to evaluate the actions and chaos of the parties involved in the conflict. Meanwhile, in the second period, there was a change where the use of judgement reached 46 cases of negative judgement and 18 cases of positive judgement. Then in affect, there were 35 cases and appreciation reached 19 cases of negative appreciation and 7 cases of positive appreciation. Although judgement still dominantly leads, the increase in the use of affect and appreciation shows an increase in emotionality and evaluation of the overall event in public discourse. This indicates that the viewers are not only judging actors or groups based on their morality and capacity but are also starting to show higher emotional involvement (affect) and evaluate their actions and consequences (appreciation).

Furthermore, this pattern highlights that both ideological positions rely heavily on judgement, particularly negative moral evaluation, in shaping their attitudes toward the conflict. However, the key distinction lies in the specific

targets of their criticism. Users with a leftist ideological bias primarily direct their negative moral judgements toward Israel, framing its actions as unjust and oppressive. This aligns with a broader discourse that underscores power asymmetries and ethically condemns military aggression. In contrast, users with a rightist ideological bias apply negative moral judgement not only to Iran but also to entities perceived as supporting Iran's actions, portraying them as threats to regional stability and security. Additionally, while judgement remains the dominant stance, subtle shifts in affect and appreciation indicate that users not only evaluate the morality of the actors but also respond emotionally to the escalating conflict and assess its broader implications. This suggests that ideological positions influence not only who is morally judged but also how emotions and value-based judgements are integrated into the discourse, potentially reinforcing the ideological divide.

4.2 SUGGESTIONS

This study used the attitude system of appraisal theory to analyze the responses shown through comments. Future research can use the 3 metafunctions of SFL to provide a deeper and broader linguistic study of appraisal discourse on social media related to political issues. Furthermore, the ideology analysis in this research can be expanded on the dataset by extending the observation period so the ideological changes seen will be more varied. Additionally, This research used descriptive qualitative in carrying out the analysis, so future research can conduct research using mixed-methods such as combining appraisal analysis with

interviews or surveys. This technique could provide deeper insights into users' motivations and ideological influences.



REFERENCES

Books

- Pane, I., Hadju, V., Lilis, H., Akbar, M., Suriany, R., Zubaedah, S., Lestari, W., Aulia, U., Galih, P., Wisnu, P., Waluyo, W., & Uslan. (2022). *DESAIN PENELITIAN MIXED METHOD DESAIN PENELITIAN MIXED METHOD* Editor: Nanda Saputra.
- Stubbs, M. (1983). *Discourse Analysis: The Sociolinguistic Analysis of Natural Language*. University of Chicago Press.
- Kamalu, I., & Osisanwo, A. (2015). *DISCOURSE ANALYSIS* (pp. 169–195).
- Widoyoko, Eko Putra. 2014. Teknik penyusunan instrumen penelitian. Yogyakarta: pustaka Pelajar.

Journals

- A corpus analysis of online news comments using the Appraisal framework—Journal of Corpora and Discourse Studies*. (n.d.). Retrieved June 19, 2024, from <https://jcadscardiffuniversitypress.org/articles/10.18573/jcadsc61Abdidizaji>.
- (PDF) *Analyzing X's Web of Influence: Dissecting News Sharing Dynamics through Credibility and Popularity with Transfer Entropy and Multiplex Network Measures (2024) | Sina Abdidizaji*. Retrieved September 17, 2024, from <https://typeset.io/papers/analyzing-x-s-web-of-influence-dissecting-news-sharing-4olzmk6y4>
- Advancing knowledge and society: The crucial role of research and its dissemination* (Vol. 13, Issue 1, pp. 1–3). (2024, January 1). [Video recording]. <https://doi.org/10.4103/jdrysrhuhs.jdrysrhuhs17823>
- Appraisal Theory in Translation Studies—A Systematic Literature Review. (2022). *Pertanika Journal of Social Science and Humanities*, 30(4). <https://doi.org/10.47836/pjssh.30.4.07>
- Attitudes and social representations: A theoretical and experimental approach. (1997). *European Journal of Social Psychology*, 27(6), 687–702. [https://doi.org/10.1002/\(SICI\)1099-0992\(199711/12\)27:6<687::AID-EJSP839>3.0.CO;2-7](https://doi.org/10.1002/(SICI)1099-0992(199711/12)27:6<687::AID-EJSP839>3.0.CO;2-7)
- Expressions of Attitudes in Students' Narrative Writing: An Appraisal Analysis | Lingua Cultura*. (n.d.). Retrieved June 12, 2024, from <https://journal.binus.ac.id/index.php/Lingua/article/view/4789>
- Deng, Z., & Xie, B. (2022). Analysis of Audiences' Attitudes towards Product Placement in Short Videos Based on Appraisal Theory: A Case Study of the Bilibili Platform. *International Journal of Social Science Studies*, 10(4), 83. <https://doi.org/10.11114/ijsss.v10i4.5633>
- Hendrastuti, R. (2019). SIKAP MEDIA ASING DALAM MENYOROTI KASUS PENISTAAN AGAMA AHOK (Foreign Media Attitude to Highlight Ahok's Blasphemy Case). *SAWERIGADING*, 25(2), 75. <https://doi.org/10.26499/sawer.v25i2.596>
- Himmawati, D. R., & Munandar, A. (2022). *Inscribed versus Invoked Attitudes: Appraisal Among Indonesian Teenagers in English Captions on Instagram*.
- Jing, S., & Lihuan, J. (2021). *Attitude Analysis of News Discourse from the Perspective of Appraisal Theory: A Case Study of China Daily's Report on COVID-19*.
- Marpaung, M. A. (2022). THE REALIZATION OF ATTITUDE IN ONLINE NEWS ARTICLE: AN APPRAISAL ANALYSIS. *PENDALAS: Jurnal Penelitian Tindakan*

- Kelas Dan Pengabdian Masyarakat*, 2(2), Article 2.
<https://doi.org/10.47006/pendalas.v2i2.102>
- Mohammad Nazir, A. (2003). *Metode penelitian / Mohammad Nazir*. Universitas Indonesia Library; Ghalia Indonesia. <https://lib.ui.ac.id>
- Mu, Y. (2024). Synergistic Effects of Television News and Social Media Platforms. *Media and Communication Research*, 5(2), 181–186.
<https://doi.org/10.23977/mediacr.2024.050222>
- News Frames Emotion: Analyzing How Audience Are Influenced by News Frames*. (2024, January 3). [Video recording]. <https://doi.org/10.47672/ajashs.1726>
- Orts, M. (2018). The expression of emotion in institutionalized legal opinion. A contrastive Spanish-English pre-translational study. *Revista Española de Lingüística Aplicada*, 30, 611–635. <https://doi.org/10.1075/resla.00009.ort>
- Panggabean, S., & Lestari, F. D. (2017). IMPLEMENTASI APRAISAL DALAM EVALUASI BAHASA: SEBUAH ANCANGAN WACANA FORENSIK (Studi Kasus Pada Artikel Mahasiswa Program Studi Pendidikan Bahasa dan Sastra Indonesia FKIP Universitas HKBP Nommensen). *MELANESIA: Jurnal Ilmiah Kajian Bahasa Dan Sastra, Volume 01, Nomor 02*.
<https://media.neliti.com/media/publications/236300-implementasi-apraisal-dalam-evaluasi-bah-05181ace.pdf>
- Pengaruh Media Sosial terhadap Konstruksi Identitas Mahasiswa Universitas Jember. (2024). *Akademik: Jurnal Mahasiswa Humanis*, 4(2), 336–346.
<https://doi.org/10.37481/jmh.v4i2.768>
- Pengaruh media sosial terhadap pola komunikasi mahasiswa universitas abdurrachman saleh situbondo. (2024). *Jurnal Mahasiswa Entrepreneur*, 3(3), 462–462.
<https://doi.org/10.36841/jme.v3i3.4852>
- Perspective attitudes in cases of bullying on social media x: An appraisal analysis. (2024). *Elite English and Literature Journal*, 11(1), 17–32.
<https://doi.org/10.24252/elite.v11i1.46123>
- Rusandi, M. (n.d.). Merancang Penelitian Kualitatif Dasar/Deskriptif dan Studi Kasus. *Al-Ubudiyah: Jurnal Pendidikan Dan Studi Islam (Journal of Education and Islamic Studies)*. <http://jurnal.staiddimakassar.ac.id/index.php/aujpsi>
- Ryan, E. (2022, July 12). *Research Objectives | Definition & Examples*. Scribbr. <https://www.scribbr.com/research-process/research-objectives/>
- Sosialisasi UU ITE tentang Bersosial Media dengan Benar dan Bahaya Judi Online. (2024). *Muria Jurnal Layanan Masyarakat*, 6(1), 51–55.
<https://doi.org/10.24176/mjlm.v6i1.12898>
- Wiratno, T. (2018). *Pengantar Ringkas Linguistik Sistemik Fungsional*.
<https://digilib.uns.ac.id/dokumen/58234/Pengantar-Ringkas-Linguistik-Sistemik-Fungsional>
- Yajing, Z. (2024). Discourse Analysis of COP28 News Reports from the Perspective of Attitude in Appraisal Theory. *Studies in Linguistics and Literature*, 8, p143.
<https://doi.org/10.22158/sll.v8n2p143>
- Yusuf, D. M. (n.d.). *SIGNIFICANCE OF THE STUDY – Dr. Muchelule Yusuf*. Retrieved October 21, 2024, from <https://drmichelule.com/2023/06/27/significance-of-the-study/>
- Zulfa, N., & Herliani, I. K. (2023). POSTER TIGA RONDE: AN APPRAISAL ANALYSIS OF NEGATIVE COMMENTS ON TWITTER. *UC Journal: ELT, Linguistics and Literature Journal*, 4(1), 13–27.
<https://doi.org/10.24071/uc.v4i1.5888>

Conference Papers

Exploiting temporal topic models in social media retrieval. (2012). 999–999. <https://doi.org/10.1145/2348283.2348423>

Danescu-Niculescu-Mizil, C., Gamon, M., & Dumais, S. (2011). Mark my words! Linguistic style accommodation in social media. *Proceedings of the 20th International Conference on World Wide Web*, 745–754. <https://doi.org/10.1145/1963405.1963509>

Web Pages

Apa itu Purposive Sampling? Arti, Fungsi, Contoh, FAQs 2024 | RevoU. (n.d.). Retrieved October 1, 2024, from <https://revou.co/kosakata/purposive-sampling>

Alvinto, B. (n.d.). (PDF) *The Influence of Social Media on People's Political Behavior (2023)*. Retrieved September 17, 2024, from <https://typeset.io/papers/the-influence-of-social-media-on-people-s-political-behavior-3ikya65lcc>

Attitude System Realization of News Texts in Light of Appraisal Theory. (2022, September 25). SciSpace - Paper. <https://doi.org/10.58803/jclr.v1i1.1>

Google Trends. (n.d.). Google Trends. Retrieved March 9, 2025, from <https://trends.google.co.id/trends/explore?geo=ID&q=%2Fm%2F01k0p4&hl=id>

Lalehparvaran, P. (n.d.). (PDF) *Debunking the Rumor: A Review of Veracity (2018)*. Retrieved September 17, 2024, from <https://typeset.io/papers/debunking-the-rumor-a-review-of-veracity-1bz88g39gz>

Ryan, E. (2022, July 12). *Research Objectives | Definition & Examples.* Scribbr. <https://www.scribbr.com/research-process/research-objectives/>

The Linguistics of Social Media: Communication of - ProQuest. (n.d.). Retrieved September 17, 2024, from <https://www.proquest.com/docview/1875832671?fromopenview=true&pq-origsite=gscholar&sourcetype=Scholarly%20Journals>