Appraisal Analysis of Music Reviewed in @Ybrap's Instagram Account

Satrio Janthono Mukti Nugroho[1]

[1]*Universitas PGRI Madiun, Madiun*
Corresponding Author: satriojanthonomn@gmail.com

ABSTRACT

This article discusses attitudes in comments uploaded by Reza Oktovian's Instagram account which features the video clip for the song "Lathi" from Weird Genius. This research is a qualitative research, using appraisal theory as the method of analysis. In this study, researchers collected data by taking a number of comments from posts on the @ybrap Instagram account entitled "LATHI". For initial data, we collected twenty-two comments. Our data criteria include (1) reliable words with attitude, and (2) positive meaning in comments. After that, we took screenshots of the comments for data analysis. The data that has been collected is entered into a checklist according to the type of data. This research is engaged in analyzing data using the flow analysis method. Where the data can be reduced first then the data will be presented in a clear description. After that, finally the writer will draw conclusions from this research according to the data and data analysis that has been done. This study aims to describe the forms of attitude as one aspect of the appraisal theory. And to describe the appraisal analysis used by listeners in the comments column on posts on the @ybrap Instagram account. Finally, the data collected using Appraisal analysis reveals that there is a total of 100% of the data which includes positive values, which is higher compared to negative values with a total of 0% so that the song is clearly set with positive emotional values. with a passing average.

1. INTRODUCTION

Social media has a big role in people's daily life. This is because social media platforms provide their users with many features, such as the ability to post pictures, write statuses and read news. According to Jenny L. Davis (2019 : 2) Social media can be broadly defined as the set of interactive Internet applications that facilitate (collaborative or individual) creation, curation, and sharing of user-generated content. Examples of social media platforms are numerous and varied. They include Facebook, Friendster, Wikipedia, dating sites, Craigslist, recipe sharing sites (e.g. allrecipes.com), YouTube, and Instagram. During the Covid-19 pandemic, social media served as a health communication medium. In addition, for the younger generation, one of the most convenient features of social media is the freedom for its users to identify and express themselves. Many Instagram users in Indonesia currently choose to interact through anonymous accounts which allow them to comment anonymously. However, many posts invite criticism from other users, so they use the comments column to praise, support, sometimes ridicule, and curse the things being discussed in the post.

Recently, one of the most controversial conversations raised by these accounts is the teaser of the song "LATHI" which was posted on the Instagram account @ybrap. The upload received mixed reactions from Instagram users. The song entitled "LATHI" is sung by Weird Genius, a band from Indonesia which consists of three members namely Reza Oktovian, Eka Gustiwana and Gerald Liu. According to Wikipedia, Some of Weird Genius' fantastic achievements with their song "LATHI" in 2020 include: #1 on Spotify Indonesia Top 50, #2 on Spotify Viral Top 50 Global, #1 on Spotify Viral Top 50 Indonesia, #1 on iTunes Indonesia Top 200, #1 on Deezer Indonesia Top 300, #1 on JOOX Indonesia Top 100, #1 on Resso Top 30 Global, #1 on Resso Indonesia Top 20, #1 on TikTok Global

20, on #1 Shazam Chart Indonesia and topped the song dates on several well-known radio stations in major cities in Indonesia. On June 30, 2020, Spotify released a press release that the song "Lathi" had broken a new record as a local song that occupied the #1 chart for the longest time, namely for 6 consecutive weeks in the Top 50 Chart of Spotify Indonesia.

Regarding this song, one of the members, Reza Oktovian, who owns the Instagram account @ybrap, is the most important because he wrote the song "LATHI". When asked about the meaning of the song, Reza Oktovian answered about Toxic relationship. However, the singer's perspective on the song may not be the same as the listener's. Therefore, in my study, I will describe the forms of attitude as one aspect of the appraisal theory and to describe the appraisal analysis used by listeners in the comments column on posts on the @ybrap Instagram account. To find out the research problem that has been formulated above, the researcher makes boundaries. In this study, researchers focused on 22 comments contained in an Instagram account upload entitled "LATHI". This study will analyze attitudes in comments uploaded to the Instagram account @ybrap using appraisal theory based on Martin and White (2005: 33), especially in terms of affect, appraisal, and appreciation. The theory of Appraisal by Martin and White (2005: 33) focuses on one of the metafunctions of language, namely interpersonal meaning. The researcher chose this theory because in the comments there are several comments that contain affect, judgment, and appreciation.

The findings of this study does not support "Three Round Posters: Analysis of Rating Negative Comments on Twitter" by (Nadiyah Zulfa and Indah Kurnia Herliani, 2023). this researcher found that people express their negative feelings with various sources of judgment starting from adjectives, nouns, verbs, modals, and interjections. Most people choose to criticize the morality, unconventional actions, and abilities of the poster creators because they are seen as inconsistent with their identity as a woman, a student, and someone who wears the hijab. There are similarities and differences, of course, in the paper entitled "APRAISAL ANALYSIS OF MUSIC REVIEWED IN YB RAP'S INSTAGRAM ACCOUNT". In terms of selecting the researcher, they both chose some comments and ignored some comments also from the Instagram account @ybrap to really get an analysis pattern that is definitely more accurate and very specific.

2. RESEARCH METHOD

According to Sugiyono (2006: 15) a qualitative research method is a research method based on the philosophy of postpositivism, used to examine the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument. Sampling of data sources was carried out purposively and snowball, the collection technique was triangulation (combined), data analysis was inductive/qualitative in nature, and the results of qualitative research emphasized meaning rather than generalization.

Lincoln and Guba (1985:39) use the term Naturalistic Inquiry because the salient feature of this research is the way the observation and data collection is carried out in a natural setting, meaning without manipulating the subjects studied (as their nature is). Naturalistic inquiry is classified into a qualitative approach/research to differentiate it from quantitative research. Another difference lies in the paradigm used in seeing reality or something that is the object of study. Paragidma itself is nothing but a conceptual representation of something, or a view of something. In other words, a paradigm is a way of understanding reality. In research, this includes beliefs about the nature of reality (which is observed), the relationship between people who are trying to know something (researchers) and what they are trying to know (what is being studied), the role/influence of values (which are held by researchers). and other similar variables.

The research method above was used in this study because it has several considerations. First, adapting qualitative methods is easier when dealing with multiple realities. Second, this method presents directly the nature of the relationship between researchers and respondents. Third, this method is more sensitive and can adapt to many sharpening of shared influence on the patterns of values encountered (Moleong 2006:10). Related to this type of research, the researcher tries to enter into the conceptual world of the subjects studied in such a way that they understand what and how an understanding is developed by them around events in their daily lives. So by using this approach it is hoped that the use of social media as a medium to develop students' creative thinking abilities.

Qualitative research data sources in the form of words and actions, the rest is additional data such as documents and others (Nasution, 2003:9), such as archives, interviews, and direct observation. In this study, the researchers observed directly in the comments column uploaded to the Instagram account from @ybrap which was uploaded on March 26 2020. For data collection techniques used in this study is documentation, Documents can take a variety of forms from simple written to more complete and complex, and can even take the form of other objects. The technique of recording documents according to Yin (Quoted by Sutopo, 2006: 81), which is often referred to as content analysis, suggests that to carry out this technique researchers must be aware that it is not just recording the important contents expressed in documents or archives, but also about their implied meaning. In this study the researcher collect the data by taking few number of comments from posts on the @ybrap Instagram account entitled "LATHI". For initial data, we collected twenty-two comments. Our data criteria include (1) reliable with attitude words, and (2) the positive meaning in comments.

3. RESULTS AND ANALYSIS

In this chapter, the researcher will display the data obtained from comments on posts on the Instagram account @ybrap which were uploaded on March 26 2020 by means of transcription. Attitude data is in the form of comments on the post.

3.1. Affect analysis

In this section the researcher will analyze the affect of attitude in ybrap instagram account.

Table 1.2. The data analysis of affect

Data	Code	Value						Source/ Engagement		Target
		Positive			Negative					
		L	M	H	L	M	H	Mo	Ht	
@astiwidyanurza : @ybrap kwalitas international gilaakk ! *Bangga bgt* 😄	01.AF.			V				V		Karya
@aldasilviaa_ : Congrats bang *bangga bangetttttt* lagunya trending dmn manaaaaa 🔥🔥🔥🔥 manteeeppp apapun karya dari kmu sukses selalu ❤️	02.AF.			V				V		Lagunya trending
@maelanisindy : keren banget bang karya" WG poko ny *bangga indonesia* ❤️❤️	03.AF.	V						V		Karya
@juanda_erwin : Akhir y ada sesuatu yg bikin gue *respect* sm lo rap..	04.AF.	V						V		Arap
@naya_hanifa : Gilaaakkkkk thank u telinga gue *bahagia*😭	05.AF.		V					V		Telinga
@sitinrhayti : Telat bgt baru tauuu kalo ini karya anak indoooo huhu, *so proud!!!!!*😊	06.AF.		V					V		Anak Indo
@nunu_pradita : Mantep masbrooo, aku *seneng* karo lagu.e iku😍😍😍 mantulpolll 👍👍👍	07.AF.	V						V		Lagu
@rzm_flo : waktu pertama denger gw pikir lagunya agnez bang, ternyata ini punya lo ya ampun merinding, *bangga sihh*. keren banget	08.AF.		V					V		Karya
@itsminot_ : ini tu *kereeeen banget* dan gobloknya aku baru tau kalau ada bang arap 😂	09.AF.		V					V		Karya
@kintantsya : Kenapa w baru tau ini lagu bang. Sorry bang w tau nya telat😭 *but i love it i love it*😍😍❤️	10.AF.		V					V		Karya
@refawm : Ngga tau kenapa *suka bgt bgt bgt ngga bosen bosen dengerinnya* ❤️😭😭 keren bgt dah pokoknya	11.AF.		V					V		Lagu Lathi

The following are some of the results and evidence that I summarize in this study:

Data 1 From 06.AF :

"@sitinrhayti : Telat bgt baru tauuu kalo ini karya anak indoooo huhu, so proud!!!!!😊"

This data is under high degree of positive value and the source is monogloss. The key word 'proud' is described by dictionary meaning as "feeling or showing pride, having or displaying excessive self-esteem, having proper self-respect"

Data 2 From 05.T2.AF. :

"@naya_hanifa : Gilaaakkkkk thank u telinga gue bahagia😭"

This data is under middle degree of positive value and the source is monogloss. The keyword "happy" is described as indicating what makes the person feel that.

3.2. Discussion

The table shows that the positive value (11) of Affect is greater than the negative value (0). On a positive score, social media people used (3) words at a moderate level and (8) words at a high level, and did not use a word at a low

level. On the other hand, under negative values, social media users not use (0). The source is (11) monoglo. This data can be an indication that happy feelings are described in the comments column of the Instagram account @ybrap because there are more positive values from affective attitudes related to feelings or emotions that stand out in the text.

3.3. Judgment analysis

In this chapter, the researcher will display the data obtained from comments on posts on the Instagram account @ybrap which were uploaded on March 26 2020 by means of transcription. Judgment data is in the form of comments in the post.

Data	Code	Value						Source/ Engagement		Target
		Positive			**Negative**					
		L	M	H	L	M	H	Mo	Ht	
@dendy_setiaone : Youtuber old rata² IQ nya di atas rata² dan *skillnya luar biasa...*	01.JU.		V					V		Youtuber old
@dilnfs : Otak reza arap *kreatif bgt* dah 😭 🥲 🤍	02.JU.		V					V		Otak Reza Arap
@putraaexel_ : Ternyata ini gebrakan baru lu rap *goodjob sih... On fire banget* 🔥	03.JU.		V					V		Arap
@radenbachtiar : *Weird genius gila bisa dibilang woooow*	04.JU.	V						V		Weird Genius
@imrubyjane___ : *Ahhh kreatif bgt si tu otakkkkkkk* ❤️ *@ybrap*	05.JU.		V							Otak Reza Arap
@yunikemargarini : *Ganteng dan loveable bgt cowonya* 🥰 ❤️	06.JU.		V					V		Cowonya

Table 1.3. The data analysis of judgment

In this regard, the following are some of the results and evidence that I summarize in this study:
Data 1 02.JU. :

"*@dilnfs : Otak reza arap kreatif bgt dah* 😭 🥲 🤍"

This data is under high degree of positive value and the source is monogloss. The key word "kreatif bgt" is described as as someone who gives birth to something in the form of an idea or real work that has never existed, in a new form or in combination with things that are available.
Data 2 03.JU. :

"*@putraaexel_ : Ternyata ini gebrakan baru lu rap goodjob sih... On fire banget* 🔥"

This data under high degree of positive value and the source is monogloss. The keyword "goodjob sih" is described as "appreciation for the hard work that has been done. Where as "On fire banget" is described as "Enthusiastic; active; enterprising; fiery;" Then the sentences are put together is mean "gratitude to someone who put forth a lot of effort."

3.4. Discussion

The table shows that the positive value (6) is greater than the negative value (0) in the attitude assessment. The positive values are (1) medium quality words, and (5) high quality words used by the social media community. In terms of negative attitudes, speakers also don't use it at all. The source is (6) monogloss. In this section, an indication of the positive attitude towards the target that most people or people tend to show.

3.5. Appreciation analysis

In this chapter, the researcher will display the data obtained from comments on posts on the Instagram account @ybrap which were uploaded on March 26 2020 by means of transcription. Appreciation data is in the form of comments in the post. Next, the researcher will analyze the types of attitude in appreciation aspect contained in the comments.

Data	Code	Value						Source/ Engagement		Target
		Positive			**Negative**					
		L	M	H	L	M	H	Mo	Ht	
@maelanisindy : *keren banget* bang karya" WG poko ny bangga	01.AP.		V					V		Karya WG

indonesia❤️❤️					
@mraffandyi2 : Karya yang *sangat keren* bang arap @ybrap	02.AP.	V		V	Karya bang arap
@novipratiwianes : Waaah gila karya *ter theee besssstt*	03.AP.	V		V	Karya
@fransleonard24 : *Genius* character music @ybrap 🙏👍	04.AP.		V	V	Character Music
@refawm : Ngga tau kenapa suka bgt bgt bgt ngga bosen bosen dengerinnya ❤️😭😭 *keren bgt dah pokoknya*	05.AP.	V		V	Karya
@hello_fenti : Sumpah ini *bagus banget* dan di iringi lagu jawa kuno lathi yg artinya ucapan	06.AP.	V		V	Karya
@ridzaxs.sketch : *Congrats* 100M views 👏👏🎉	07.AP.		V	V	Karya
@aldasilviaa_ : *Congrats bang* bangga bangettttt lagunya trending dmn manaaaaa🔥🔥🔥 manteeeppp apapun karya dari kmu sukses selalu ❤️	08.AP.	V		V	Karya
@rzm_flo : waktu pertama denger gw pikir lagunya agnez bang, ternyata ini punya lo ya ampun merinding, bangga sihh. *keren banget*	09.AP.	V		V	Lagu Lathi
@nunu_pradita : *Mantep masbrooo,* aku seneng karo lagu.e iku😍😍😍 *mantulpolll* 👍👍👍	10.AP	V		V	Lagu.e iku

Table 1.4. The data analysis of appreciation

In this regard, the following are some of the results and evidence that I summarize in this study:
Data 5 From 07.AP. :

"*@ridzaxs.sketch :* **Congrats** *100M views* 👏👏🎉"

This data under middle degree of positive value and the source is monogloss. The keyword "*congrats*", Usually this word is used to congratulate those who are successful or succeed in various things. For example, in this case, the word congrats is used to say to the account owner @ybrap for getting 100M views in youtube channel.

Data 6 From 04.AP*:*

"*@fransleonard24 :* **Genius** *character music @ybrap* 🙏👍"

This data is under middle degree of positive value and the source is monogloss. The keyword "Genius" usually this word is used for someone with above average intelligence capacity, especially as shown in creative and original work. So in this case the meaning of the word "genius" is intended for the @ybrap account owner who has a genius musical character.

3.6. Discussion

The table shows that the positive value (10) is greater than the negative value (0). On a positive value, speakers use (2) medium quality words and (8) high quality words. While the negative value of the attitude of appreciation is also not used. Sourcing or involvement is 100% (10) monogloss. As seen in the data, positive ratings are more prominent in appreciation.

4. CONCLUSION

Generally appraisal theory essentially helps definitely explain the basically positive and kind of negative comments on the song "LATHI" by using influence, judgment, and appreciation in a generally big way. In the

engagement system, this analysis definitely is monoglossy because it refers to the Instagram comments themselves, or so they essentially thought. Listeners definitely have referenced generally other viewpoints, which mostly is quite significant. Before analyzing the comments, I literally think listeners will kind of think it"s a very sad or kind of depressing song, but most of them mentioned that the song particularly is actually motivational, showing how in the engagement system, this analysis for the most part is monoglossy because it refers to the Instagram comments themselves in a kind of big way. In this case, definitely more for all intents and purposes positive emotions specifically are formed and appreciation actually is very fairly high in a really big way. This study also actually shows the listener\'s perspective on the song in a general way.

The findings of this study does not support "Three Round Posters: Analysis of Rating Negative Comments on Twitter" by (Nadiyah Zulfa and Indah Kurnia Herliani, 2023). this researcher found that people express their negative feelings with various sources of judgment starting from adjectives, nouns, verbs, modals, and interjections. Most people choose to criticize the morality, unconventional actions, and abilities of the poster creators because they are seen as inconsistent with their identity as a woman, a student, and someone who wears the hijab.

There are similarities and differences, of course, in the paper entitled "APRAISAL ANALYSIS OF MUSIC REVIEWED IN YB RAP'S INSTAGRAM ACCOUNT". In terms of selecting the researcher, they both chose some comments and ignored some comments also from the Instagram account @ybrap to really get an analysis pattern that is definitely more accurate and very specific. The majority of listeners may not have critical and constructive comments providing a more informative explanation for all intents and purposes of the song, for all intents and purposes further.

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