

# THE REALIZATION OF ATTITUDE IN ONLINE NEWS ARTICLE: AN APPRAISAL ANALYSIS

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**Abstract:** The development of mass media from time to time cannot be stopped. In the past, mass media was still in print or commonly referred to as print media. Print media emerged as a means to provide information or news to the public or readers about what is happening in the midst of society. In the past few decades, this media has played a very important role in exploring events or things and issues inherent in society, ranging from political, educational and economic problems. Even today, print media is still a tool of social control for the community and will continue to survive in accordance with the function of the print media itself. Furthermore, how do we news readers respond to every thing that is news online that is still not known to be true. Therefore, the author will examine the attitude towards online reporting.

**Keywords:** Attitude Relation, Online News, Appraisal Theory

## INTRODUCTION

The digital era and the development of information systems and technology require this print-based mass media to be able to convert it into digital or electronic form so that people from various parts of the region (most of whom are in big cities with adequate infrastructure) can easily access information and news. the most current without having to wait some time to get it.

On the other hand, the efficiency of this transfer is very influential on various things, including changes in the context of use. The birth of websites, social media and chat-based applications and the like is one of the effects of changes in the context of use from the transfer of the form/packaging of media in conveying information and this can shift the function that was previously the media only as a means to provide information. or news, become a means for exchanging ideas, interacting between users and even marketing a product.

Social media such as Facebook, Path, Instagram and the like are the fruit of the development of the media itself. With the birth of media like this, it certainly facilitates one's interaction with other people and of course this two-way interaction will take place without any boundaries of space and time. Instagram is one of the many social media where users are very active in interacting. The function of this social media basically only satisfies the desire of its users who have a hobby of showing off the photos they take or just exist, so that Instagram users who see photos from one or several other Instagram users will respond in the form of comments, or similar reactions written by Instagram users. Thus, the interactions built by each individual or social media user will be more varied.

This study examines the use of appraisal in the "Really-Really Happens" rubric based on the reasons 1) a person's sensitivity to language phenomena in SST, 2) the existence of such language phenomena, a person's foresight arises to assess the language used in SST. SST, whose existence remains in the *Kedaulatan Rakyat* newspaper, which is published daily and even in weekly editions, shows that its presence is liked by the readers and this condition is interesting to know its peculiarities, especially from the point of view of appraisal system theory (a system of interpretation theory with an assessment). In essence, this research in addition to examining the appraisal system also examines the function of language, because in a language assessment in SST discourse, it must have a certain language function. For example, in the "affect" appraisal system, there is a personal language function because the speech is directly related to the speaker himself.

### **APPRAISAL THEORY**

Appraisal theory is a theory developed by Martin and White in researching the use of language. Martin and White (2005) divide the appraisal aspect into three parts, namely:

- 1) Attitude, refers to the negative or positive expression of the reader or listener towards the writer.
- 2) Engagement, refers to a clause or type of clause that shows the closeness of the writer and the reader or the speaker and the listener.
- 3) Graduation refers to a shift in a meaning expressed by the reader or listener which is marked by the use of special stress on a phrase. For example, the use of a bit in the word difficult makes a different meaning.

### **Attitude, Affect, Judgement and Appreciation**

Attitude, as explained above, is a form of positive and negative attitude towards the writer or speaker by the reader or listener. Attitude itself is divided into three parts, namely. (Martin, 2005, 42)

- 1) Affect is concerned with registering positive and negative feelings: do we feel happy or sad, confident or anxious, interested or bored?
- 2) Judgement deals with attitudes towards behaviour, which we admire or criticise, praise or condemn
- 3) Appreciation involves evaluations of semiotic and natural phenomena, according to the ways in which they are valued or not in a given field

Appraisal is concerned with linguistic formulations of conveying emotions and opinions, how writers align their authorial personae with the stance of others, and how they manipulate their writings to convey a greater or lesser degree of strength and conviction in their propositions.

Appraisal theory provides analytical tools to make it easier for readers to understand issues related to evaluative resources and negotiating intersubjective positions, and opens up new areas of interpersonal understanding. Martin explained that a) evaluative vocabulary states the opinions of speakers and writers on positive/negative parameters, b) assessment theory is an entire selection system that is commonly used to describe potential areas of understanding in a context of language use. Thus, it can be concluded that the evaluative language theory is an analysis of a language or speech in the form of positive or negative things about something being discussed.

In oral/written communication, there are discourse participants which in the appraisal system theory are called appraisers and appraised. As an evaluative language, in its analysis of linguistic phenomena, there are discourse participants who carry out assessments, called appraisers. Meanwhile, the phenomenon that is assessed is referred to as appraised. The phenomena assessed can be in the form of an attitude consisting of affect, judgment, and appreciation. In addition, there are aspects of graduation and engagement.

- 1) Appraiser.

Martin, 1996; Martin & Rose, 2003; White, 2001 (in Wiedarti, 2006: 3) suggests that the appraiser is an appraiser or speaker of something to talk about. For example: "Wulan is tasting the food his mother who turned out to be salty." In that context, Wulan acts as appraiser, where after Wulan tasted her mother's cooking it tastes salty.

- 2) Appraised

Martin, 1996; Martin & Rose, 2003; White, 2001 (via Wiedarti, 2006: 3), argues that appraised is an assessment of something that is

spoken of, can be oneself, other people, or things. Example: "Wulan is tasting her mother's cooking which turns out to be salty." Context In this case, "her mother's cooking" acts as appraised or something is wrong judged, namely his mother's cooking which tastes salty.

3) Affect

Affect is a matter of both positive and negative assessments relating to feelings about something that is said or done concerned with the expression of emotions (Martin, 1996; Martin & Rose, 2003; White, 2001, in Wiedarti, 2006: 3). Hope & Read (via Wiedarti, 2006: 4) suggested that affect (feeling) can be divided into inclination/dis (tendency/opposite) in the form of desire and fear, un/happiness (displeasure/pleasure) in the form of feeling happy and sad, in/security (insecurity/security) in the form of confidence and anxiety, dis/satisfaction (dissatisfaction/satisfaction) in the form of feeling disappointed, relieved, satisfied.

4) Judgement

According to Martin, 1996; Martin & Rose, 2003; White, 2001 (in Wiedarti, 2006: 3), judgment is about the assessment, both positive and negative negative related to behavior towards something that is being discussed. Hope & Read (via Wiedarti, 2006: 4) argues that forms of judgment include esteem (good behavior) and sanctions (agree to a statement). Esteem consists of normality (normality) in the form of behavior, capacity (capacity) in the form of strong & weak, while tenacity (resilience) in the form of firm and courageous behavior. Sanction consists of veracity (honesty) in the form of honest or dishonest behavior, and propriety (politeness) of malicious or inappropriate behavior.

5) Appeciation

Martin, 1996; Martin & Rose, 2003; White, 2001 (in Wiedarti, 2006: 3), argues that appreciation is a matter of assessment in the form of appreciation of a thing or object for something that is being discussed. Hope & Read (via Wiedarti, 2006: 4) argues that appreciation consists of positive and negative, including reaction, composition, and valuation. Reaction (reaction) is divided into impact (strong influence) and quality (nature). Impact (influence) is indicated by an exciting reaction or boring, while quality is in the form of positive/negative reactions. Composition is divided into balance and complexity. Balance in the form of a single entity, dispute, while complexity (level complexity) in the form of simplicity. Valuation (assessment) in the form of profound and shallow. It can be concluded that appreciation is a matter of positive positive assessment or negative that is given in the form of a thing

or object to something that was discussed. For example: "Tika got a new bike from her father for going to class." In the context of "getting a new bike" is a positive form of appreciation because of Tika's achievements as indicated by promoted to next grade.

6) Engagement

According to Martin, 1996; Martin & Rose, 2003; White, 2001 (in Wiedarti, 2006: 3), Engagement is an expression of agreeing or disagreeing related to a statement about something being discussed. Hope & Read (via Wiedarti, 2006: 3) suggests that engagement consists of: monogloss and heterogloss. Monogloss is a simple clause without additional modality, whereas if in a sentence there is an attachment related to the attitude of the speaker or writer himself. Heterogloss can be interpreted as a clause that has development meaning by using modalities and descriptions. If in a sentence heterogloss is an attitude that comes from other sources. Based on the statement above, it can be concluded that engagement is an expression of judgment expressed by agreeing/disagreeing with a statement from the speaker / interlocutor against something that discussed. For example: "The child is humble even though the child is rich". The word "though" indicates a form of engagement or a statement that contrary to the situation of the child. Usually the rich kid looks arrogant, while the child in that context shows a rich kid who is not arrogant.

7) Graduation

Martin, 1996; Martin & Rose, 2003; White, 2001 (via Wiedarti, 2006: 3) states that graduation (level) is an assessment related to with how the statement is expressed towards something that discussed either directly or indirectly. Hope & Read (via Wiedarti, 2006: 3) divides graduation into two systems, namely force, focus (focal point) and negation. The statement above can be concluded that graduation is a regarding the assessment of how the statement is expressed in stages either directly or indirectly to something that discussed.(Mulyasa, 2005)

### **Realization Of Attitude In Online News Article Penerapan**

The government through the Communications and Information Technology and the public who care about the unity of Indonesia are increasingly echoing the importance of digital literacy, considering that currently the spread of hoax news is increasingly rampant, especially when it is related to politics and health. Hoax news, or hoaxes, is fake news whose truth must be proven and checked first through existing data

and facts. Seeing the impact that is so dangerous, here are ways you can respond to and overcome hoax news.

"Online media has a very fast working nature, so that news can be quickly duplicated in a matter of seconds. The factor of human ability who is an expert in the field of framing, constructing news and fishing with clickbait titles, facilitates the spread of hoax news, " Always check different sources with the same news. If the domain is not clearly verified, it may not be trustworthy. Use the turnbackhoax data page to check a story. Students also don't hesitate to give rebuttals with the right news if in a social media there is a hoax, "(Purwo, 1990)

News has become mandatory consumption for everyone because through the news you can get various information, both about the latest events and developments. News can be obtained through print, electronic, internet, or just by word of mouth. The variety of types of news that can be read also varies, ranging from various sports news, economics to politics, etc. Therefore, as news readers, we must choose and judge which news is good and quality to read.

## CONCLUSION

Judgment relates to the process of linguistic formation of the conveyance of emotions and opinions, how writers adjust their personal writing to the point of view of others, and how they manipulate their writing to increase or decrease the level of strength and belief in their propositions or proposals. The appraisal theory proposed is understood as an evaluative language, that every person speaks, actually behind it there is an assessment of something conveyed both orally and in writing. Appraisal theory provides analytical tools to make it easier for readers to understand issues related to evaluative resources and negotiating intersubjective positions, and opens up new areas of interpersonal understanding.

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