

Abstract

The objective of this study was to find out how people who viewed Ari Aster's movies *Hereditary* (2018) and *Midsommar* (2019) talked about what they thought in the feedback section, including their thoughts, feelings, and the online community. This study looks at 100 comments in English on RogerEbert.com from 2019 to 2024. The study looks at changes in mood (declarative, interrogative, and imperative) using Systemic Functional Linguistics (SFL).

The results showed that most of the conversation consisted of from declarative statements, which are important for making decisions and expressing feelings. Imperatives tell people what to do, while interrogative moods frequently contribute to group interpretation. Epistemological phrases like "maybe" or "definitely" inform people state how sure they are and how they feel about something. Deontic modals like "must" or "should" tell people to follow rules or agree with what others think.

These language features reveal how fans understood things, dealt with influence, and made friends in online communities. By looking at these interactions, this study contributes to the fields of applied linguistics and fan language research, particularly in how language choices reflect emotional and social interaction in online viewer comments. It helped us better understand how language affects online groups that talk about their feelings and ideas.

Keywords: *Community Building, Viewer Commentary, Horror films, Mood, Online Comments, Systemic Functional Linguistics.*

Abstrak

Penelitian ini mengkaji bagaimana penonton film mengekspresikan opini, emosi, dan rasa kebersamaan melalui bahasa dalam komentar terhadap film *Hereditary* (2018) dan *Midsommar* (2019) karya Ari Aster. Dengan menganalisis 100 komentar berbahasa Inggris yang diposting di RogerEbert.com antara tahun 2019 hingga 2024, penelitian ini menggunakan pendekatan Linguistik Fungsional Sistemik (Systemic Functional Linguistics/SFL), dengan fokus pada aspek mood (deklaratif, interogatif, imperatif). Temuan menunjukkan bahwa klausa deklaratif mendominasi, berfungsi sebagai sarana untuk mengekspresikan reaksi emosional dan penilaian evaluatif. Mood interogatif digunakan untuk mengundang interpretasi bersama, sementara bentuk imperatif sering digunakan untuk menegaskan norma perilaku dalam komunitas penggemar.

Modalitas, khususnya epistemik dan deontik, memainkan peran penting dalam bagaimana komentator mengelola tingkat kepastian, memberi saran, atau menegaskan otoritas interpretatif. Ekspresi epistemik seperti “mungkin” atau “pasti” membantu menegosiasikan sikap emosional, pilihan bahasa ini menunjukkan bagaimana para penggemar secara kolektif membangun makna dan identitas kelompok di ruang digital. Dengan mengeksplorasi dinamika interpersonal ini, penelitian ini memberikan kontribusi bagi bidang linguistik terapan, studi wacana, dan kajian budaya penggemar, serta menawarkan wawasan tentang bagaimana bahasa sehari-hari membentuk komunitas emosional dan interpretatif secara daring.

Kata kunci: Linguistik Fungsional Sistemik, mood, film horor, wacana penggemar, komentar daring, identitas, pembangunan komunitas