

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Language can be used to express the writer's/speaker's opinion on people things and situations. Appraisal is developed by Peter White and Jim Martin during 1990s. Appraisal is concerned with evaluation the kinds of attitudes that are negotiated in a text, the strength of the feelings involved and the ways in which values are sourced and readers aligned. Appraisal is a system of interpersonal meanings. We use the resources of appraisal for negotiating our social relationship. As one kind of appraisal resources, attitude plays an important role in the expression of interpersonal meanings of language. Attitudes have to do with evaluating things, people's character and their feelings. Such evaluations can be more or less intense, that is they may be more or less amplified. The attitude may be the writer's own or it may be attributed to some other source. There are three aspects of appraisal (attitudes) main types of attitude: expressing emotion, judging character and valuing the worth of things. This research refers to Martin (2007) in page 29 to 41 that in kinds of attitude there are three kinds of attitude. They are: affect (expressing our feelings), judgement (judging people's character), and appreciation (appreciating things).

Nowadays, television shows are the favourite entertaining program for people around the world, in Indonesia also. There are many kind of television shows, such as talk show, reality show, drama, film, talent show, etc. Among the

talent shows, singing competition has been a phenomenon in Indonesia with its atmosphere of competition, audition, skill-showing, the music show, and also the euphoria of all those aspects. There are many successful singers produced by a talent show, Indonesian Idol has produced most of those successful singers. This information shows that Indonesian Idol has given important contribution to Indonesian entertainment industry.

In Indonesia, specially for young generation, talent show being one of choice for entertainment, and Indonesian Idol is the most favorite talent show for young generation in Indonesia. Indonesian Idol singing competition has been one of the most popular television programs in Indonesia for more than ten years. Its existence in Indonesia is a phenomenon and it started the trend of talent show in Indonesian television. That is being the strong reason why the researcher want to chosen Indonesian Idol as the object of observation. In Indonesian idol, there are the host, the finalists, the audience, and the judges. The researcher found that the judges in Indonesian idol are using some appraisal (attitudes) in the communication during the show. In the talent show, the most exciting session is the grand final session. Because in grand final session, there are the determination session of who is become the winner of the talent show.

Several researchers have carried out to investigate the phenomenon of attitude used in conversation, language study and so on. Chusna and Wahyudi (2015) about Appraisal Devices on the “X Factor Indonesia” Commentaries, the researchers investigates the existence of ‘appraisal theory’ on X-Factor judges’ commentaries. This study reveals the judges frequently use the attitude system. It

may denote the judges tend to more frequently assess the behavioral aspect than expressing the personal emotion (affect) and the quality (appreciation).

Furthermore, another investigation about attitude was done by Haristyanti (2015) in her paper about Appraisal in the 2013 Inaugural Address of President Barack Obama reveals that President Barack Obama used all of the types of Attitude elements in his 2013 inaugural address, which are, Affect, Judgement, and Appreciation. The most dominant type of Attitude is Judgement, the second is Appreciation, and the least is Affect. Judgement of positive capacity is the expression that is often found in Obama's inaugural address. In Appreciation, Obama mostly used positive reaction in his speech.

Next, Natalia (2017) in her thesis about Attitudinal Analysis of Appraisal System in Kick Andy Talk Show found that there are three types of attitude used in the talk show. They are Affect, Judgement and Appreciation. In Kick Andy Talk Show more attitudes occur in the category of appreciation rather than judgment and affect. Appreciation contains values, which express both aesthetic and non-aesthetic categories of social valuation, and it includes meanings such as significance and harmfulness.

In the grand final season of Indonesian idol 2018, when the judges give their comment to the participant, one of the judges states “ ... *karena kamu gak terlalu teriak-teriak, gak terlalu tekhnik tapi kamu dapet...*”( ... because you are not too screaming, not too technical, but you can...)

The preliminary data above was found when the judge commented to the contestant after singing a song. From the preliminary datum above, the data above

be a misunderstanding what is actually the attitude goal of the statements. Is this a judgment or an appreciation for the contestant?

That is why the writer will focus to analyze the use of appraisal attitudes by the judges on the Indonesian Idol grand final session.

### **1.2 The Problems of the Study**

Based on the background above, the research problem of this study are:

1. What types of attitude are shown by the judges in Indonesian Idol grand final session?
2. How are the attitudes level of the judges shown in Indonesian Idol grand final session?
3. Why are the attitudes shown in the ways they do in Indonesian Idol grand final session?

### **1.3 The Objectives of the Study**

1. To describe the types of attitude shown by the judges in Indonesian idol grand final session.
2. To explain the attitudes levels of the judges shown in Indonesian idol grand final session.
3. To describe the reason why the attitude shown in the way they do in Indonesian Idol grand final session.

#### **1.4 The Scope of the Study**

The scope of this study is limited to the subject matter of attitude as the branch of appraisal. The utterances uttered by judges of Indonesian idol 2018 grand final session in commenting the participant relates to attitudes.

#### **1.5 The Significant of the Research**

This study is expected to be useful practically and theoretically. As the following:

- 1) Theoretically, this study is expected to give good contribution to the development of knowledge related to the critical discourse analysis.
- 2) Practically, this research will be useful for the readers. They can enhance their knowledge by reading this research mainly to the knowledge of critical discourse analysis. For the other researchers, they can conduct further research since this study is useful as a trigger and the grounds in conducting further research related to critical discourse analysis.

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