

**A YOUNG INFLUENCER'S APPRAISALS IN VIRTUAL
WORLD: The Discourse Analysis of Rich Brian's Tweet**

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

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WORLD: The Discourse Analysis of Rich Brian’s Tweet**

THESIS

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2021

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Malang, 23 June 2021
The researcher



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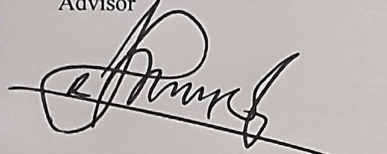
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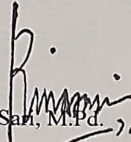
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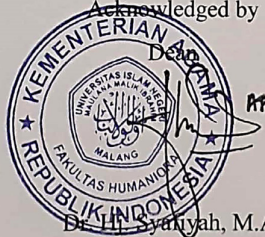
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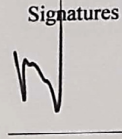
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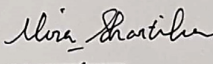
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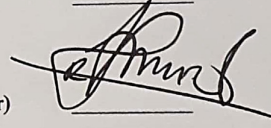
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MOTTO

وَلَا تَقْفُ مَا لَيْسَ لَكَ بِهِ عِلْمٌ إِنَّ السَّمْعَ وَالْبَصَرَ وَالْفُؤَادَ كُلُّ أُولَئِكَ كَانَ عَنْهُ مَسْءُولًا ﴿٣٦﴾

And do not pursue that of which you have no knowledge. Indeed, the hearing, the sight and the heart - about all those [one] will be questioned

[Q.S. Al-Isra: 36]

“Attitude is a little thing that makes a big difference.” — Winston S.

Churchill

DEDICATION

I humbly dedicate this thesis to my life,

My beloved late mother, Asih, and great father, Tohari.

They have become my source of love, inspiration, and supporting system.

Thank to my brother, Bachrul Naba.

Also, I want to give a million thanks to myself who would still try and survive.

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First of all, praise for the Almighty, the Most Merciful, Allah SWT, for the wonderful blessings and graces upon me in finishing this thesis entitled “A Young Influencer’s Appraisals in the Virtual World: A Case Study of Rich Brian’s Tweets”. Secondly, *shalawat* and *salam* may always be addressed to our Great Prophet Muhammad SAW.

I would like to extend my deepest gratitude to Mr. Ribut Wahyudi, M.Ed., Ph. D, for his critical insights and time during the process of accomplishing this thesis. I am also grateful for his constructive feedbacks which help to improve the quality of this thesis. Also, I deliver my gratitude and appreciation to my former academic advisor, Mr. Miftahul Huda, S.Hum., M.Pd., and to all lecturers at department of English Literature. I also want to acknowledge Mr. H. Basri, M.A, Ph.D. and Mrs. Mira Shartika, M.A. as the thesis examiners who have delivered several positive suggestions for refining this thesis.

Primarily, my deepest gratitude goes to my beloved parents and family for their pray, love, and support during my study. Also, I want to thank my cousin-sister, Ilma and Sifa, for their care and boost. Then, I would express my gratitude to my friend under the same supervision; Tsalist, Anwar, and Umi, who always support each other, have fought together, and shared many things to do our thesis till the end of the project. Abundant love I give to my dearest friend, *Ning Aidati*, Zana, Uci,

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I realize that this thesis is still far from being perfect. Nevertheless, it expected to be beneficial for the readers and contribute a new insight on linguistics discipline. Thus, critics and suggestion are welcomed.

Malang, 23 June 2021

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ABSTRACT

Fadhillah, Nuri. 2021. *A Young Influencer's Appraisals in the Virtual World: A Case Study of Rich Brian's Tweets*. Minor Thesis (*Skripsi*) English Literature Department, Humanities Faculty, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

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Keywords : Appraisal Theory, Attitude, Social Media, Language in Media, Twitter

The economic and social sector are experiencing a slump due to the Coronavirus outbreak. Human must survive by doing all activities from home. This phenomenon causes the emergence of Twitter user in social existence that amount over 4 million all worldwide. For this reason, someone's attitude in conversing online is interesting to be studied. In this regard, several studies which focuses on the attitudinal assessment have been carried out at various field, such as political discourse, narrative discourses, media discourses, and in academic genres. However, none of the previous researcher has investigated the discourse generated by an influencer so far. Therefore, this research is crucial to be studied.

The research uses qualitative method under the Discourse Analysis (DA) approach. Additionally, this study operates social media Twitter as the data source. The data of this research is obtained from the official Twitter account of an influencer, Rich Brian, during the Coronavirus disaster counted from February to December 2020. By using the analytical framework of Martin & White (2005), so-called Appraisal Theory, the researcher intends to identify an appraisal system construed by Rich Brian's tweet. In addition, this study aims to elucidate the Appraisal system used by Rich Brian in tweeting.

The results of this study indicate that Rich Brian used all Appraisal devices starting from **attitude**, **graduation**, and **engagement** without any 'expansion' aspect since Brian regularly used an informal expression through his tweet. In general, Rich Brian's attitude in communicating online through his Twitter account is valued positive (shows positivity) with some negative attitudes (shows negativity) regarding to the use of words. This is expected due to the social and geographical factors. Thus, considering from the **attitude system**, Brian more frequently used 'affect' for reacting his followers on Twitter. In the aspect of **graduation system**, Brian uses several types of word like *maximisers*, *interjections*, and *modal of usuality*. In addition, the **engagement system** is also used by Brian to 'concur' and 'counter' others' opinion or point of view. To point out, from the discourses that Rich Brian has been produced on Twitter represent himself as a figure of influencer who has the personality of *influence*, *dominance*, and *compliance*.

ABSTRAK

Fadhillah, Nuri. 2021. *Analisis Appraisal Influencer Muda di Dunia Virtual: Studi Kasus Kumpulan Tweet dari Rich Brian*. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Ribut Wahyudi, M. Ed., Ph. D

Keywords : Teori Appraisal, Sikap, Influencer Media Sosial, Bahasa dalam Media, Twitter

Sektor sosial dan ekonomi saat ini sedang mengalami keterpurukan akan wabah virus Corona. Manusia harus tetap bertahan dengan melakukan seluruh aktivitas dari dalam rumah. Fenomena ini menyebabkan bermunculannya pengguna Twitter dalam kehidupan sosial yang lebih dari 4 juta pengguna dari seluruh dunia. Oleh karena itu, sikap seseorang dalam berkomunikasi secara daring sangat menarik untuk dikaji. Dalam hal ini, beberapa penelitian yang berfokus pada penilaian sikap telah banyak dilakukan di berbagai bidang, seperti analisis pada wacana politik, wacana naratif, pada beberapa media (News, YouTube, Twitter), dan bidang keilmuan. Akan tetapi, belum ada satu pun peneliti sebelumnya yang menginvestigasi wacana yang dihasilkan oleh seorang influencer. Oleh karena itu, penelitian ini menjadi penting untuk dilakukan.

Penelitian ini menggunakan metode kualitatif dengan pendekatan Analisis Wacana (DA). Selain itu, penelitian ini menggunakan sosial media Twitter sebagai sumber data. Data dalam penelitian ini diambil dari akun Twitter pribadi seorang influencer, Rich Brian, selama pandemi Virus Corona tercatat dari bulan Februari hingga Desember 2020. Dengan menggunakan teori analisis dari Martin & White (2005), Teori Appraisal, peneliti bermaksud untuk mengidentifikasi sistem penilaian sifat yang dapat ditafsirkan dari tweet Rich Brian. Selain itu, studi ini bertujuan untuk menjelaskan aspek-aspek Appraisal yang digunakan oleh Rich Brian saat mengunggah beberapa cuitan dalam akun Twitternya.

Hasil penelitian ini menunjukkan bahwa Rich Brian menggunakan seluruh sistem Appraisal yaitu *attitude*, *graduation*, dan *engagement* tanpa ada aspek "*expansion*". Hal ini dikarenakan oleh seringnya Rich Brian menggunakan kalimat informal dalam postingan di Twitternya. Secara umum, sikap Rich Brian dalam berkomunikasi online di Twitter menunjukkan nilai positif (*positivity*) dengan beberapa sikap negatif (*negativity*) dalam pemilihan kata. Hal ini sangat mungkin disebabkan oleh faktor lingkungan dan geografis. Sehingga, dilihat dari aspek *Attitude*, Brian lebih sering menggunakan bentuk *affect* untuk merespon cuitan pengikutnya di sosial media. Dalam aspek *graduation*, Brian menggunakan beberapa jenis tanda seperti pemaksimal kata (*maximiser*), kata seru (*interjection*), kata bantu kebiasaan (*modal of usuality*). Selain itu, aspek *engagement* juga digunakan oleh Rich Brian untuk menyetujui dan menentang pandangan atau opini pengikutnya. Berdasarkan wacana yang diproduksi Rich Brian dalam akun Twitternya menunjukkan bahwa Rich Brian adalah seorang *influencer* yang memiliki kepribadian berpengaruh (*influence*), mendominasi (*dominance*), dan bertanggung jawab (*compliance*).

مستخلص البحث

فضيلة، نور. 2021. تقييمات أحد المؤثرين الشباب في عالم الافتراض: دراسة حالة لتغريدات ريتش بريان. بحث جامعي. قسم الآداب الإنجليزية، كلية العلوم الإنسانية، جامعة موٲنا مالك إبراهيم الإسلامية الحكومية ماٲنج.

مشرف : ريبوت وحيودي، الماجستير.

الكلمات المفتاحية : نظرية التقييم، سلوك، مؤثرو التواصل ٲاجتماعي، اللغة والتواصل ٲاجتماعي، تويتز.

انخفاض العالم بسبب فيروس كورونا. يجب على الناس أن يعيش بأداء جميع العمليات داخل المنزل. يؤدي ذلك الأمر إلى ارتفاع مستخدمي تويتز. وهذه الحالة أصبح سلوك الشخص في ٲانصال عبر الإنترنت مضيافا لدراسته. وفي هذا الأمر، ركز البحث إلى تقييم السلوك الذي قام به العديد في عدة المجالات، مثل خطاب السياسة، إنشاء القصة، تحليل الخطاب في التواصل، وفي مجال العلوم. لكن، ٲ يوجد أية البحوث السابقة التي تتحرى الخطاب المنتج من قبل المؤثر. ولذلك، يهتم أداء هذا البحث.

استخدم هذا البحث التواصل ٲاجتماعي تويتز كمرجع البيانات حيث كانت بيانات هذا البحث مأخوذة من حساب الشخص المؤثر، ريتش بريان، طوال أزمة فيروس كورونا. باستخدام نظرية التحليل من مارتين وويت (2005)، نظرية التقييم، قصد الباحث إلى تحديد نظام تقييم الصفة التي يمكن تفسيرها من تويت ريتش بريان خلال تحميل التويت في حسابه.

تدل نتيجة هذا البحث إلى أن ريتش بريان استخدم جميع نظم التقييم بدء من السلوك، التخرج، والتشابك دون وجود مجال "ٲنسياط". بشكل عام، يدل سلوك بريان في حسابه إلى القيم الإيجابية بوجود بعض السلوك السلي في اختيار الكلمات. وهذا يسببه العامل البيئي والجغرافي. وإذا نرى من مجال السلوك، استخدم بريان كثيرا شكل ٲادعاء ليعطي ٲنعكاس إلى متبعيه في التواصل ٲاجتماعي. في مجال التخرج، استخدم بريان بعض العلامات مثل الضابط، الحشر وشكل المعتاد. إضافة إلى ذلك، استخدم بريان مجال التشابك للموافقة، معارضة الرأي من متبعيه. ومن نتيجة هذه الدراسة، يمكن ٲاستنتاج أن ريتش بريان هو الشخص الذي يستحق بأن يسمى بالمؤثر بشخصية التأثير، السيادة، والمسؤولية.

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ABBREVIATION AND ACRONYM

ABC	Australian Broadcast Corporation
AFL	Australian Football League
ASAP	As Soon As Possible
COVID19	Coronavirus Disease
DM	Direct Message
EFL	English as Foreign Language
ELF	English as Lingua Franca
EP	Extended Play
IMO	In My Opinion
LA	Los Angeles
LMAO	Laugh My Ass Off
LOL	Laugh Out loud
OMG	Oh My God
PM	Private Messages
SL	Source Language
SMI	Social Media Influencer
TL	Target Language
WHO	World Health Organization

CHAPTER I

INTRODUCTION

This chapter outlines background of the study, research question, objective of the study, significant of the study, scope and limitation, definition of key term, and previous studies. Furthermore, it also includes the research design, research instrument, data and data source, data collection, and data analysis.

A. Background of the Study

In the era of accelerated globalization, the development of technology has been raised and profoundly affected many aspects of life. Zappavigna (2012) argues that social web nowadays moves its main function of being “the informational network become interpersonal resources” (p. 2). It was also reported that people prefer to use microblogging services (Twitter, Facebook, etc.) for sharing their experiences and making relationship rather than telling the routine activities which more concern on the communal fact in the popular press like Web. In other words, it is about utilizing internet to engage relationship rather than sharing information. Not to be surprised, many platforms of social media have been developed in order to support online interaction of sharing experience of people such as: Facebook, Instagram, WhatsApp, Twitter, etc.

Social media platforms offer the users various features to express their presence on Net. They are allowed to publish several information or even personal feeling at the same time in the form of words, photos, video, or just emoticons.

Then, other users are also able to leave any comments on one's post - either just to put a simple reaction or disprove what was posted. In this regard, people should give more attention to the learning context by considering the situations around the use of signs as well as to the roles and moods of its users. People live in different contexts, have different moods, and make sense of their relations in a variety of ways (Bouchets, 2010). The content of the posts is varied. It may reflect their happiness, security, anxiety, fear, sorrow, fact, and the overall feeling in confronting various kinds of situations.

For the most compelling evidence, the macro pandemic, Coronavirus, has left an appalling global condition since February 2020. Life is supposed to be experienced in distinctive ways. News report and media have massively reported the dreadful worldwide situation. Such consequence generates people to deal with the regular task, work, physical condition, and also mental health. The outbreak has had a serious effect on the whole aspect of life – from economic to psychological matter. For the most part, daily conversation is restricted by the space. Regarding to lock down regulation which forbids public to socialize with others in a direct way, daring communication is developed into a new phenomenon as habit. Social media then turn into a medium for capturing individual emotions reflected by the content of the posts on webs especially under the topic of Coronavirus. Accordingly, the data of this study was obtained from the tweet of Rich Brian during Coronavirus disease, counted from February to December 2020.

Surprisingly, Coronavirus turned out to be in flames on several platforms like Twitter. Being developed in 2006, Twitter gives authority to all users to post

messages namely tweets and offers the column for other users leaving some comments as the online communication takes place. Providing personal activities, people are able to monitor and enact conversation by commenting into its online interaction. The dialogue which is created during microblogging may be quite limited depending on the kind of constructed relationship (Zappavigna, 2012). It frequently involves two main avenues; creating contact with the Twitter's user and maintaining special contact at important dates, such as birthdays.

Large numbers of information or even daily routine may be presented though the real-time. In social media, especially microblogging, the language is under significant interpersonal strain. Instead, it is used in modality where "interpersonal meaning must be expressed via other means" (Zappavigna, 2012, p. 12). By leaving comments or tweets, it may present different identity and attitude of the users through its awareness (Ladmiral and Lipiansky, 1989). As its occurrence, understanding human's current emotions in online environment is worth to do for analysing the content of their post. Therefore, people are capable to manage their attitude as well in conversing online.

I choose Twitter for the medium on gaining data because of the content in Twitter is explicitly public, unlike Instagram which the feed is only presented as it is frequently open. To some extent, it is accessible for people in worldwide. In addition, the data on Twitter facilitates a large-scale data and it is encoded in a single format. By utilizing the provided features, such as photos, emoticon, or self-commenting on micro-post (tweets), it might be useful for making the attitudes

more obvious. In spite of the character limitations imposed on micro-post which is only for 140 characters.

In addition, there was a remarkable evolution of Twitter users who tweets about Coronavirus. Counted from 11th to 30th March, 2020, more than 4 million tweets a day have been captured mentioning the word Coronavirus/Covid19 (Rathi et al., 2020). Due to the disease, the emotional amounts of texts are growing rapidly. It associates with user's opinion, emotions, and attitudes towards the condition at that time. For this reason, Appraisal Theory (Martin & White, 2005) can assist identifying attitudes in written text including the concealed emotive content of discourse performed on the tweets during Covid19 disease. Those tweets will be categorized into positive and negative attitudes. To some extent, human personality can also be undertaken through the appraisals besides the evaluation. Thus, it has been pretty obvious that there is something special about virtually text expression.

In social media, users create an online profile for being easily spotted by others. In this case, having great number of followers may embed the self-branding of influencers as the appreciation of their actions. By the time, the term of Social Media Influencer (SMI) will raise in line with the increased number of followers. Being called as SMI makes a highlight that every move or utterance will be monitored and meant a lot by their followers.

Therefore, I choose one of the Young Influencers in Indonesia (@**richbrian**) who already made a great attainment on his own after undergoing the ups and downs of life. Known as the controversial artist in hip hop, Rich Chigga has grown up in Indonesia (coworking.com). Thus, his first language is Bahasa

Indonesia. As he never had a formal education, he pushed himself to learn English by watching some videos on YouTube and listening to rap music. Being addicted to internet, he could level up his English proficiency both speaking and writing. He was born in 1999 and started his career in social media in 2010 when he was 11 years old. By becoming a video content creator on YouTube, it triggers him to deepen his competence in music. Therefore, he succeeded to write his first own rap song in 2014 (m.liputan6.com).

Brian has been actively writing hip hop song since he was young and became more popular after his debut of his hip hop song. The foremost song of his is titled "Living Dream" followed by "Dat \$tick" which then raised his name internationally. In other words, he succeeded to carry the name of Indonesia to the global scene because of his work that is placed on the top stage in iTunes. He becomes the first young Indonesian rapper who can compete with the other musicians around the world. By the age of 16, he successfully made some achievements like holding a concert on LA, promotion on Times square in AS, listed on Forbes Magazine, and many more as far as now (Time.com).

Henceforth, Brian has a bright career in the United States. He already made a collaboration with some popular rapper from America, XXXTentacion, Keith Ape from South Korea and so forth. For this reason, the president of Indonesia, Joko Widodo stated that Brian is the young Indonesian who makes proud of his nation (Bbc.com). Above all, the former US ambassador have told conversely on his official twitter account. He considered that Brian is not an appropriate role model

of teenager in Indonesia as Brian frequently used rough and rude diction in his Tweets such as: *mother fuckers, asshole, dumb, shit, etc.* (Bbc.com).

Since Brian actively shares activities and opinions on Twitter, Brian is labelled as influencer. The way he verbalizes his thought, attitudes, and the viewpoints can change fans/followers' convictions (Poulopoulos, 2018). Therefore, this work is developed for evaluating Brian's emotions throughout his tweet during Coronavirus disease and exploring the Appraisal devices which is used in expressing his current feeling. Furthermore, based on Rich Brian's tweets, it argues that he demonstrates the personality of a little bit dominance, influence, patience, and persistence in spite of applying an informal language. As a matter of fact, such kind of language features of Brian was affected by the geographical and social factors as he lives in US for the extended time.

Given those points, the issue of attitudinal assessment in online media has caught the researcher's interest. Thus, a number of inquiries have been conducted under the same topic and frameworks which will be elaborated further in the Section (G) page 11. Number of studies have applied on the most widespread academic genres; argumentative writing (Mckinley, 2018; Xinghua & Thompson, 2009), grant proposal (Pascual, 2010), medical context (Gallardo & Ferrari, 2010; Perales-escudero et al., 2021). In addition, the theory are also used for assessing narrative discourses (Fitriati et al., 2018; Page, 2003; Painter, 2003; Rahimi et al., 2019), under the political topic (Khoo, 2012; Ross & Caldwell, 2020), media discourses like on radio journalist news report (Caldwell, 2009; Firdaus & Shartika, 2021; Sabao, 2016); YouTube (Chusna & Wahyudi, 2015); translation (Suryaningtyas et

al., 2019); and Twitter media (Rathi et al., 2020) . Accordingly, those states of the arts will be elaborated further in the Section (G) (p. 11).

Conversing online becomes a communal activity in pandemic period. Moreover, for teenagers who stick out with the social media. Living in two dimensions at the same time seems to have different self-representations – what we say shows who we are. According to this, Judith Donath (2008) also argues that people is contextualized within web of social ties by social media which its social ties also present some clues on how a profile is read. Indeed, the attitudes in texting online are worth to be well managed. When people should show positivity and in turn the negativity. Understanding the hidden emotion will help us to have good engagement with other users on net. Thus, that is the way for construing Rich Brian’s attitudinal pattern during Covid19 who is so called as an influencer. in addition, the evaluation of the text will represent Brian’s personality as well as in real life.

For the most part, this thesis will show the strategies that Rich Brian used in tweeting during Covid19 disease. In addition, this work will identify the appraisal devices which construed by him. At the same time, it will present the personality of Brian as an influencer. Actually, the issue of attitudinal evaluation in the virtual world has grabbed the researcher’s attention since the phenomena of doing everything from home has been raised on all platform of social media. Another key point, this condition has brought people down in various aspects of life. Nevertheless, a number of studies under the same topic have been conducted mostly on sentiment analysis (Khoo, 2012; Ross & Caldwell, 2020; Rajput et al., 2020,

etc.) or focusing on certain types of Appraisals only like Engagement (Watkins, 2016), attitude only (Bednarek, 2009; Rahimi, et al., 2019).

B. Research Question

Based on the background of the study explained above, the developed research questions are:

1. What are the appraisals strategies in Rich Brian's tweets?
2. How are the appraisal strategies applied in Rich Brian's tweets?

C. Objectives of the Study

Based on the problem of the study which are formulated above, the objectives of the study are:

1. To identify the appraisal devices construed by Rich Brian on Twitter
2. To elucidate the appraisal strategies revealed in Rich Brian's tweet.

D. Significance of the Study

The findings of the research are expected to give the contribution of both theoretical and practical use. Practically, the researcher expects that it can offer the understanding on how influencers behave and present their attitude in their virtual life. Therefore, they are able to suppress the high expectation of their audience. In turn, the audience can build the awareness on both online or offline living in harmony with someone vary emotion or expression. For further researcher, this study will aid them to be their additional reference or empirical data to the study about language and media as there will improve someone's insight of attitudes and personae on Net. In addition, students can also utilize this study to increase their

understanding about the potential role of social media platforms in viewing one's interpersonal meaning and attitude.

E. Scope and Limitation

This study has several scopes in terms of the object, the data and the focus of study. The object of this study is several tweets by one of the Indonesian young influencers. Defined as a person or figure who has power to affect the purchasing decisions of others, Social Media Influencers (SMI) built their reputation by their authority, knowledge, position or relationship with their audience. Thus, Freberg, K., Graham, K., McGaughey, K., & Freberg, L. (2011) postulated SMI was viewed as verbal, smart, ambitious, productive, and poised. Under those prototype, Indonesian young influencer's account was considered to be the source for gaining data. Well-knowing as Rich Brian, Brian Immanuel Soewarno has 1.8M followers. In terms of data, it will be in the form of text which includes words, phrases, or sentences regarding to the tweet calculated from February to December 2020. In case of the focus of study, it concerns on investigating the attitudinal assessment of Rich Brian over his tweets. Meanwhile, everything which could not be covered in this study is regarded as the limitation of the study.

F. Definition of the Key Term

1. Appraisal Theory : One of the main discourse semantic systems (along with negotiation and involvement) which construes an

interpersonal meaning. It comprises attitude, engagement, and graduation.

2. Attitude : A system of meaning which relies on people's feeling including emotion, ethic and aesthetics.
3. Virtual world : Virtual worlds are simulated environments with digital resemblance of animated actors and their physical surroundings where they can engage in interactive activities through computer-generated tools.
4. Social Media Influencer : Called also "the digital influencer" is the social media user who has a persuasive power in delivering certain content to audiences on social media platforms and produce income by cooperating with some brands.
5. Twitter : A social media platform that allows the user to broadcast a short post called tweet. The members are also able to attach photo, video, or link in it. Furthermore, twitter members are capable to mutually follow other user and engage with other platforms and devices.

G. Previous Studies

Research on written discourse has been largely conducted on various issues. Concerning on Appraisal, I would like to suggest several adequate studies. Within the framework, number of studies have applied most on the widespread academic genres (Badklang & Srinon, 2018; Gallardo & Ferrari, 2010; Hood & Forey, 2005; Mckinley, 2018; Perales-escudero et al., 2021; Pascual, 2010; Xinghua & Thompson, 2009), political dimension (Khoo, 2012; Ross & Caldwell, 2020), narrative discourses (Fitriati et al., 2018; Page, 2003; Painter, 2003; Rahimi et al., 2019), and media discourses (Caldwell, 2009; Chusna & Wahyudi, 2015; Firdaus & Shartika, 2021; Rathi et al., 2020; Sabao, 2016; Suryaningtyas et al., 2019).

Several investigations focused on Appraisal academic discourses is done on various fields. Mckinley (2018) and Xinghua & Thompson (2009) worked with the argumentative writing of EFL undergraduate students. In this case, Xinghua & Thompson (2009) found that EFL students proposed the necessity of having multiple linguistic and socio-cultural perspective by applying the JUDGEMENT (*It is **reasonable**, the high **incomes**, they will **earn**, they **squander**, etc*) and APPRECIATION (***squalid** lives, with the **amazingly** fast, is now **enjoying**, etc.*) instead of AFFECT (*to **enjoy**, for their **beloved**, it is not **ensured**, etc.*) on their writing.

To some extent, Mckinley (2018) attempted to challenge the Appraisal Theory with joint the Linguistic Operation analysis by Clark and Ivanič (1997) for analyzing EFL writer identity. Whereas those two theories present different

levels on semantic and social role, its classifications can be combined to generate the precise analysis of EFL writer's identity. Ultimately, the finding showed that the modification of those two frameworks derived two advantages on research and pedagogy. Initially, Appraisal theory is useful for written text analysis, providing a focus on language in use and the lexical and grammatical choices can be utilized for increasing understanding to convey meaning. While, the pedagogical advantages covered two cases also; providing students the appropriate lexical and grammatical choices for the useful writer identities and giving some effective feedbacks for students.

On the same point, Pascual (2010) also worked on academic written discourse focusing on the grant proposal. The study investigated the way writers on chemistry and physics discipline position themselves relating to the key obligatory stages of grant proposal by Connor & Mauranen (1999). The texts were gained from the two-voluntary teacher/researchers who wrote grant proposal. For the most part, the finding showed that there are a variety of ENGAGEMENT (*are **believed to**, it **appears that**, it is **known that**, it is **believed that**, it has also been **suggested that**, etc.*) resources which indicated the authors prefer to invite rather than challenge the audiences' perspectives. In either case, these results may aid author to use the interpersonal resources to position themselves and affiliate their audience when composing grant proposals.

In the light of written discourse, Fitriati et al. (2018), Rahimi et al. (2019), Page (2003), and Painter (2003) investigated attitude in narrative writings. Fitriati et al. (2018)'s study displayed the dominant subsystem of attitude for

conveying event and characters' feeling was **affect** (*He never **wanted**, Joko Tarub was very **sad**, Jonggrang felt so **worried**, he was **sorry**, etc.*). In particular, the EFL students used the basic English appraising items and employed a repetition of the words.

Unlike Fitriati et al. (2018), Rahimi et al. (2019) worked on a novel by Sir Arthur Conan Doyle. They discussed about interpersonal meaning applied by the main character of *A Study in Scarlet* and the pedagogical implication to English education. In this case, the main character generated mostly on 'happiness' of **affect** (*sad*) followed by 'negative capacity' and 'normality' of **judgement** (*special power, a **powerful** king, you **kindness**, etc.*) and 'positive reaction' of **appreciation** (*He become a **rich**, a very **beautiful** woman, You are a **useless**, etc.*). Rahimi et al. (2019) suggested that appraising items could be functioned in the classroom to enhance students' interpersonal skills in communication and the mutual understanding.

Comparatively, Page (2003) and Painter (2003) analyzed a narrative experiences in relation to children. Page (2003) investigated people in narrating the experience of childbirth in relation to gender. The study implied that men and woman had relative portion of **affect** (*I was **euphoric**, I **loved**, I **feared**, etc.*) and **appreciation** (***superb** sandy, **vibrant** recourses, **special** magnetism, etc.*). As a result, women's narratives were considered to be more personalized as showing a higher degree of interpersonal engagement. Furthermore, the gender here was considered to be culturally shaped relating to the contextual issues. To put it another way, a particular identity for some forthcoming father was

depicted through the expressions of **judgement**. It suggested that gender was also significant for understanding speakers' self-representation.

On the other hand, Painter (2003) was evaluated the early child language. Several studies were already discussed that the basic expression used by preschool was *like* (**affect**). Correspondingly, the study revealed that the development of an extensive glossaries of the children are appraised on the subsystem of **affect** and **judgement**. Given the sharing of books, most of children construed an **affect** items of 'un/happiness' (*I got some lollies, he doesn't play with me, he is crying*), 'in/security' (*daddy coming soon, monster coming*), and 'dis/satisfaction' (*I'm busy, not hold Mummy's hand*). By all means, the children express their own feeling – the children feeling sad at tiger in the picture – along with verbalize the picture on the books. Equally, **judgement** was also repeatedly implied – yet it was negativity – when they were reading a picture book (*too tired, I'm too small, naughty mummy*). Then, this can be considered for several children to develop their vocabularies by means of the given literacies.

In the meantime, online media is also emerged as the medium to do research. Here, Gallardo & Ferrari (2010) and Perales-escudo et al. (2021) conducted a study on scientific article under the medical field.

By this way, Gallardo & Ferrari (2010) investigated an informal online discussion of Spanish-speaking doctors which related to health. Exploring the perspective of doctors about health and professional practice, the study revealed that the doctors express different attitudes on practicing their profession. There

was an obvious alteration on **affect** from more subjective reaction become more objective positions. For instance, when the attitudinal lexis places the affect position (*Your life is **incredible***), it scales more subjective. While then the lexis places on the appreciation (*You live an **incredible** life*), then it changed to be more objective. It shows that they have an enormous awareness of the risks and problems in doing their profession.

Perales-escudero et al. (2021) was working on EFL undergraduate students who majoring Health Science. The study attempted to describe the learners' ideology regarding to the different appraisal patterns in scientific texts. It showed that most of students chose the personal choice of subject (first person: we) instead of the impersonal one (the third person: "this paper"). In case of the frequency of attitude created by students, that was evaluated as 'valuation' and 'complexity'.

In contrast to written research article, the spoken academic discourse may connect speakers and audiences with immediate context which suggests more pressure as having an immediacy of audience in time and in a place (Hood & Forey, 2005). Across the varied contexts of spoken academic discourse, Hood's & Forey's (2005) exploration was on spoken conference presentations, while Badklang & Srinon (2018) was on classroom talk in Thai University. Nonetheless, both of them made a record and transcript the discourse.

Since the presentation of paper remains infrequent to research, Hood & Forey (2005) evaluated gestures, interpersonal meaning which integrated attention to stage act, attitude expressions, and co-expression of attitudinal

language and gesture at academic conference. Certain stages of discourse foreground an interpersonal meaning over the ideational meaning. To illustrate, 'Attitude' resources was represented by the gestures of full smile as the response of audience's **laugh**. 'Graduation' items (*because a lot of the issues*) were corresponded with the gesture of looking down once. Then, in employing the 'Engagement' devices (*I have to confess*), the speaker moved his head up and raises his eyebrow. As results, resources of all Appraisal items represented the speaker's position since it opened to negotiation in line with the gesture that can encourage an audience's alignment with the speaker.

Likewise, Badklang & Srinon (2018) positive attitudes were construed by both teacher and undergraduate students more than negativities. At this point, **judgement** resources reach the highest portion to be applied. During lecturing process, the teacher employed some evaluative feedbacks (*excellent, good, yes, and okay*) which exposed as the foremost style of feedback applied in foreign language classroom (Gattulo, 2000). Furthermore, the use of informal language or colloquial conversation (*guys, dude, bruh*) throughout the teaching learning process established an interpersonal relation among teacher and students. Henceforth, both speaker in conference and teacher in classroom situation were negotiated a sense of solidarity through attitude and values which built up a congruent relation with the audiences.

As a matter of fact, appraisal theory is also applied for analyzing political discourse (Khoo, 2012; Ross & Caldwell, 2020). At this point, Ross & Caldwell (2020) explored some selection tweets of President Donald Trump over his

rhetorical political strategy. Besides, Khoo (2012) evaluated a sentiment analysis of political news texts of 'Iraq and economic policies of George W. Bush and Mahmoud Ahmadinejad'. Regarding to the economic issue, a positive bias construed on their policies. Yet, they revealed a negative bias toward others (*He is a weak* and *He is a liar*). At some point, both of them primarily expressed a negative sentiment. But, the appraisal items of Bush were more balance with showing more positivity on appraising himself while Ahmadinejad is on the appraiser.

Equally, Ross & Caldwell (2020) was concerned on language evaluation of Donald Trump's tweets during his election. The investigation showed that Trump functioned masses negative items as the strategy for confronting and destabilizing his political adversary. Then, it drawn out the interpersonal feature of Trump's tweet which supported his negativity on Twitter. In particular, Trump regularly deliver his negative judgements of his opponent explicitly. Then, he was used to combine his negativity with ALL CAPS strategy. The CAPS items were specifically employed for emphasizing his negativity towards Hillary (*Clinton has been a DISASTER on foreign policy*; Original tweet of Trump). In order to intensify his judgements, Trump utilized an exclamation mark and sub-modifying adverb to intensify his judgements (*SO CORRUPT!* and *So CROOKED!*). Consequently, the study revealed that Trump's Appraisal evaluation on "impropriety" on Twitter was functioned for the representation of his de-professionalized authenticity as politician (Enli, 2016). In spite of showing negativity on political discourse, the tourism information media more

concern on delivering the positivity. In this case, Suryaningtyas et al. (2019) attempted to observe how the translators position themselves in text. As the translation deals with two languages, the different meaning will appear as well as having the different Appraisal resources. However, the shift of Appraisal system in this bilingual tourism media was found small as the translator followed several strategies and techniques regarding to transfer the values of source language (SL) into the target language (TL). Indeed, in identifying the Appraisal change, Suryaningtyas et al. (2019) used hand-in-hand translation analysis. Along the lines, there is a minor occurrence of Appraisal types of TL over the SL.

Correspondingly, Suyaningtyas et al. (2019) suggested that the exact purpose of tourism information media is to promote tourism object of Indonesia, the Appraisal resources of “appreciation” was counted a lot. The positive attitudinal items were regularly construed as the appreciation of some object (*an ambience of **quietness**, an **ideal** base, a **unique** place*). Furthermore, the “affect of judgement” (*sense of **hospitality**, the people are **nice***) was employed to represent the citizen of Indonesia. Generally, Appraisal system which construed on the text was specifically have a purpose of promotion. Therefore, the positive attitude was utilized for emphasizing and persuading the reader to visit the objects of the text.

In line with the preceding investigation, Caldwell (2009) has also observed the interpersonal language development but in different subject and context. Formerly, he worked on media discourse which explored on the language used

by AFL (Australian Football League) footballer. By the post-match interviews on radio broadcast, the result showed that both footballers and journalist opposed the negativity with positivity. They employed more on “soften” **Graduation** (*sort of, just, a little bit*) and **Engagement** of ‘entertain’ (*supposed, might, think*) which reinforced to neutral attitude. In general, AFL football players response the journalist’s questions with the same portion of negative and positive attitudes as being restrained by the culture of Australian team sport. Correspondingly, the journalist did not present an interpersonal threat towards the responses.

Correspondingly, the journalist report of news is need to be evaluated its objectivity rather than the subjectivity. Regarding to this concern, Sabao (2016) attempted to evaluate the way journalist positioned themselves and how lexical choices deceive their ideological position and construed attitudes. A comparative analysis was used in two news report. Then, the NewsDay report revealed the objectivity by means of having low probabilities of ‘reporter voice’ (Martin & White, 2005). This can be concluded that the journalist attempted to present the neutrality and objectivity in their news report.

Accordingly, Firdaus & Shartika (2021) have currently investigated the metadiscourse in several news reports posted on BBC news’ YouTube channel. The researchers undertook the study with two objectives in which inspecting the concept of interpersonal metadiscourse developed as the main concern of the study besides the concept of appraisal. In accordance, the study revealed the occurrence of the feature of interpersonal metadiscourse marker such as transition markers (*and, but*), frame markers (*first of all*), evidential (*President*

Xi says), code glosses (*for example*), hedges (*maybe*), boosters (*obviously*), attitude markers (*confident*), self-mention (*I*), and engagement markers (*us*). Moreover, the particular interpersonal metadiscourse categories were bordered on evidential, hedges, boosters, attitude markers, and self-mention are contributed to the framework of appraisal. The features of interpersonal metadiscourse marker were operated for delivering the argument whereas it simultaneously depicted the speaker's feeling during the pandemic.

With attention to the media discourse specifically on one of Indonesian TV program, Chusna & Wahyudi (2015) also did research on the medium of YouTube. Evaluating the commentaries of the X Factor judges, it discovered that the judges exposed different Appraisal strategy toward the contestant. The **Graduation** devices was highly operated by judges over the subtype of **Attitude**. Generally, the graduation item was used alongside the judgement (*i.e. You are always [grad] smart [+jud] to search ...*). Besides assessing good performance of the contestants, the utilization of positive evaluation may also aim for the profit motive in case of the TV-rating. By all means, the attitude evaluation comprises broader context and circumstances.

Rajput et al. (2020) conducted research under the sentiment analysis on Twitter during the outbreak of Coronavirus. The data resulted that the amount of Twitter user tweeting about Covid-19 was increasing promptly. The highest words that occur under this topic were Coronavirus, Covid19 and Wuhan (Rajput et al., 2020). Accordingly, the positive sentiments tweets were found more on

the messages of WHO, and it was discovered to be neutral of the general public. Nevertheless, the negative sentiment is also found in least number.

By addressing the aforementioned inquiries, the gap of this study is to uncover one of controversial influencer's appraisals in the virtual world. It concerns on the attitude evaluation which particularly portrayed on the tweets during Coronavirus pandemic. The data were purposely selected because the researcher wanted to emphasize more on real emotional reflection – instead of song lyrics – as they were close to the lifespan of such influencer in undertaking the pandemic. Hence, this study aims to identify the appraisal devices construed by Rich Brian on Twitter and evaluate its devices which are revealed on the tweets during the pandemic era.

H. Research Design

This research will use discourse analysis approach which concerns on the written communication under the platform of Twitter. The data of this research will be in form of text. It is going to be selected tweets of Indonesian young influencers (@**richbrian**). The final data will be evaluated through Appraisal Theory by Martin & White (2005).

1. Instrument

The research instrument of the study is the researcher herself. Correspondingly, Creswell (2014) mentioned that the one who collect data and being the main instrument is the researcher himself.

2. Data and data source

The data of this research will be in form of text which will be gained by selection of tweets under the Twitter account of **@richbrian**. Then, the data source will be based on the selected comments/tweets on ones' account post on Twitter.

3. Data collection

There are some procedures will be done in order to gain richer data. Formerly, the researcher will use the Twitter Apps to obtain data. Then, it will be a selection of some Indonesian young influencers' Twitter accounts (**@richbrian**). Then, the researcher will scroll down to find the relevant tweets. Then, its tweets will be captured as the selected data. Finally, the researcher will analyze and arrange the data to get the appropriate compositions.

4. Data analysis

The data of this research will be taken from the tweets or replays on one's Twitter post. The data of this research will be analyzed by the following steps: First, the words will be quantitatively analyzed due to calculate the frequency of appraisal items of each type. Then, the items which have been classified will be analyzed qualitatively through all procedures of Appraisal Theory (Martin & White, 2005). The Attitudinal items will offer two main issues; first, activating attitudes into positive and negative assessment. Afterwards, it will be identified along with proposing three resources; **Attitude**, **Engagement**, and **Graduation**. Finally, the data of each category will be presented, analyzed and concluded.

CHAPTER II

LITERATURE REVIEW

This chapter outlines the literature review used to enrich the understanding of the study. Furthermore, this point assists the researcher to elucidate several topics including Appraisal theory of Martin & White (2005), language in social media, Social Media Influencer (SMI), and attitude. Further explanations about the relevant theories are discussed below.

A. Appraisal Theory

Conducted by Martin & White (2005), Appraisal is a theory which proposed for recognizing the assessment of a language. The concept of appraisal is utilized to assess the meaning of a text which construed positive or negative. Martin (2000) said that it is prompted by the intensity and directness of the utterances which are weakened or strengthen. Martin (2000) complemented that “the semantic resources used to negotiate emotions, judgements and valuations, alongside resources for amplifying and engaging with these evaluations” (p. 145). Thus, this deals with the utterer’s and writer’s personal and the evaluative attachment within the articulated text relied on the phenomena which occur (White, 2015).

The appraisal devices co-work with the interpersonal system model which it is communicative resources to expose the language for responding and commanding. Moreover, it also works with the system of meaning to indicate the degrees of engagement conveyed by the utterer with the receiver.

Accordingly, it comprised three majors of devices; ATTITUDE, GRADUATION, and ENGAGEMENT (Martin & White, 2005).

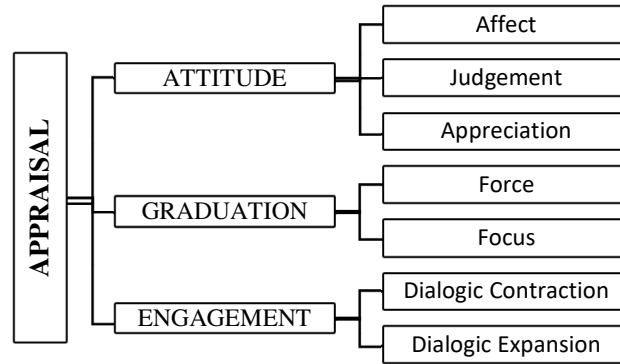


Figure 1. An Overview of Appraisal Theory (Martin & White, 2005, p. 38)

Initially, ATTITUDE itself elucidates the evaluation of feeling. It involves **affect** (the emotional reaction), **judgement** (judgement of behaviour), and **appreciation** (the evaluation of entities). Referring to those aforesaid dimensions, this system concerns on emotion, ethics, and aesthetics (Martin & White, 2005).

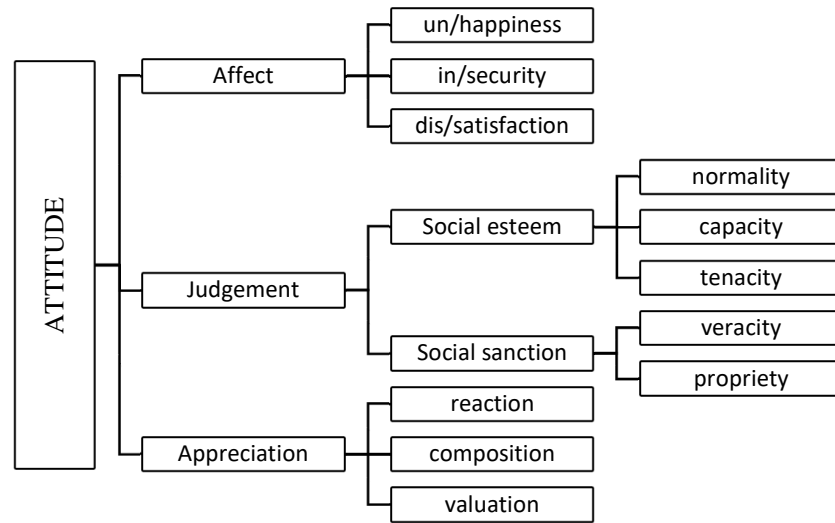


Figure 2. An Overview of Attitude Resources (Martin & White, 2005, p. 49)

Affect refers to the emotion in reacting to something or phenomena whether it will be registered ‘negative’ (*sad, cry*, etc.) or ‘positive’ (*happy, laugh*, etc.). In this way, Martin & White (2005) classified emotions into four types as a system of opposition; happiness or unhappiness, security or insecurity, and satisfaction or dissatisfaction. Hereby, ‘Un/happiness’ comprises emotions which focus on affairs of the heart (*sad/happy, dis/like, hate/love*, etc.). ‘In/security’ deals with the emotion which concerned with the feeling of peace and anxiety namely eco-social well-being (*anxious/confident, uneasy/calm, shaking/steady*, etc). ‘Dis/Satisfaction’ deals with the feeling of “achievement and frustration relating to the activities we are engaged” (Martin & White, 2005, p. 50) (*dis/pleasure, bored/involved, un/impressed*, etc.). In this way, people place double roles as the participants and spectators.

Coming up with **Appreciation**, it deals with how people evaluate things/phenomena (*e.g.: That was lovely hair*). Generally, the terms of

Appreciation can be classified into three sub-types which are: ‘reaction’, ‘composition’, and ‘valuation’.

	Positive	Negative
<u>Reaction:</u> impact ‘did it grab me?’	arresting, captivating, engaging ...; fascinating, exciting, moving ...; lively, dramatic, intense ...; remarkable, notable, sensational ...	dull, boring, tedious ...; dry, ascetic, uninviting ...; flat, predictable, monotonous: unremarkable, pedestrian ...
<u>Reaction:</u> quality ‘did I like it?’	okay, fine, good ... lovely, beautiful, splendid ...; appealing, enchanting, welcome ...	bad, yuk, nasty ...; plain, ugly, grotesque ...; repulsive, revolting, off-putting ...;
<u>Composition:</u> balance ‘did it hang together?’	balanced, harmonious, unified, symmetrical, proportioned ...; consistent, considered, logical ...; shapely, curvaceous, willowy ...	unbalanced, discordant, irregular, uneven, flawed ...; contradictory, disorganised ...; shapeless, amorphous, distorted ...
<u>Composition:</u> Complexity ‘was it hard to follow?’	simple, pure, elegant ...; lucid, clear, precise ...; intricate, rich, detailed, precise ...	ornate, extravagant, byzantine.; arcane, unclear, woolly ...; plain, monolithic, simplistic ...
<u>Valuation:</u> ‘was it worthwhile?’	penetrating, profound, deep ...; innovative, original, creative ...; timely, long awaited, landmark ...; inimitable, exceptional, unique ...; authentic, real, genuine ...; valuable, priceless, worthwhile ...; appropriate, helpful, effective ...	shallow, reductive, insignificant...; derivative, conventional, prosaic.; dated, overdue, untimely ...; dime-a-dozen, every day, common ...; fake, bogus, glitzy ...; worthless, shoddy, pricey ...; ineffective, useless, write-off ...

Table 1. Types of appreciation (Martin & White, 2005, p. 56)

This type leads to construe the meaning on evaluating ‘things’ particularly on a performance including the natural phenomena which was valued. Generally, classifications of **appreciation** are based on the ‘reactions’ to some things, the ‘compositions’ of such things, and its ‘value’ (Martin & White, 2005). Accordingly, the explicatory realization for **appreciation** is displayed in above Table 1. Here, ‘reaction’ concerns on the affection on something which it involves personal significance.

I am weeping → “affect”

A weepy rendition of the song → “appreciation”

Clearly, it is not about construing someone's emotion, yet attributing the power to generate such emotion to the things (p. 58)

Moreover, based on the mental process, 'composition' relies on personal view of order. It is associated with perception which is related to textual organization. The range of meaning of 'composition' is based on the complexity (*e.g.: was it hard to open?*) and balance (*e.g.: did it hang together?*). Later, 'valuation' covers our opinion about its value. The item of 'valuation' is grammatically related to cognition which it might be interpreted to be ideational worth. The attitudinal lexis of negative and positive 'valuations' of thing denotes also the value of 'capacity' on **judgements**. Alongside this correspondence, ascribing an attitude to a thing is considered as **appreciation**, whereby the lexis is the targets of thing.

In turn, ascribing the attitude toward people's behaviour as a relational attributive process is considered as **judgement**. On the other word, it is about "a judgement for the person or of a person to do something" (Martin & White, 2005, p. 59). This section deals with construing the attitudes to someone in measuring their character to behave. **Judgement** is normally divided into two general sub-types: 'social esteem' which tends to be regulated orally (chat, jokes, gossip, etc.) and 'social sanction' is more organized in writing (rules, regulations, announcements, etc.) which relates to the penalty and punishment. In details, **Judgement** of 'esteem' is broken down into three types; 'normality' (how uncommon someone is), 'capacity' (how capable someone is) and 'tenacity' (how definite someone is). Meanwhile, Social sanction has to do with

‘veracity’ which deals with how honest someone is and ‘propriety’ which deals with how ethical they are.

Alongside the category, ATTITUDE is possible to be compared and intensified which then it involves gradable meaning on each item. In other words, an item or feeling which might be conceivably interpreted somewhat have depth. This aspect of attitudinal meaning subsequently deals with GRADUATION system.

GRADUATION works on scaling the feeling of someone or something (Martin & Rose, 2007). This operates across couple cuts of grade. GRADUATION involves an inherent assessment of size, extent, proximity, clines of positivity/negativity, and so forth (Martin & White, 2005). It deals with two major sub-categories called ‘Force’ and ‘Focus’. This feature can be distributed on “grading **attitudinal meaning** and **engagement value**” (p. 136).

	Low degree		High degree	
Judgement	Reasonably good player	Good player	Brilliant player	
affect	Slightly upset	Somewhat upset	Extremely upset	
appreciation	A bit untidy	Very untidy	Completely untidy	

Table 2. The Gradability of Attitudinal Meaning (Martin & White, 2005, p. 136)

	Low degree		High degree	
entertain	possibly she betrayed us	probably she betrayed us	definitely she betrayed us	
attribute	She suggested that I had cheated	She stated that I had heated	She insisted that I had cheated	
pronounce	I'd say he's the man for the job	I contend he's the man for the job	I insist that he's the man for the job	

Concur	Admittedly he is technically proficient, but	Certainly, he is technically proficient, but
disclaim	I didn't hurt him	I never hurt him

Table 3. *The Gradability of Engagement Values (Martin & White, 2005, p. 136)*

The first type, 'force', concerns on the assessment of grading based on the intensity which operates on the quality 'intensification' (i.e. *completely forgot, relatively good, clearer sense, very bummed, very happy, very bad, etc.*). It turns on the up-scaling/down-scaling whereby it performed on 'isolating' and 'infusing' (Martin & White, 2005). The 'isolating' are typified through several attainment:

[Up/down-scaling of qualities]

a bit miserable, somewhat ..., relatively ..., (pre-modification of adjective)

fairly abruptly, quite ..., (pre-modification of adverb)

[Up/down-scaling of qualities]

this upset me slightly, ... a bit, (adverbially modified verbal group)

[Up/down-scaling of modalities]

just possible, somewhat ..., quite ..., very ..., reasonably ..., quite ..., very ..., extremely ...

As indicated, the 'infusion' is conveyed as a single term like *happy, contented* (quantity), *this startled me* (process), and *possible* (modality). Semantically, the scale of intensity is construed as an individual locutor.

Also, ‘force’ also deals with the quantity ‘quantification’ (i.e. many people, a million views, any of that knowledge, all day, whole day). To point out, the quantification characteristically operates the isolated items which positions as modifier of entity (the underlined word). Yet, the formulation of infusion in quantification is carried out through the use of noun head.

[number]

a throng of digital imaging products vs Many digital imaging products

mass – size]

a mountain of a man vs he’s a large man

[*extent*]

paucity of talent

According to prototypicality, ‘Focus’ operates most on amount which applies in scalable clines (Martin & White, 2005). This subtype explicated in grading the items “by reference to the degree of a semantic category” (p. 137). Based on the experiential point of view, this type is split into ‘sharpen’ and ‘soften’. The ‘sharpening’ items is indicated to has strong position as there is a maximal investment conveyed by the speaker. For example: *the real father, a true friend*. Most of the attitudinal items of ‘sharpening’ has positive value rather than ‘softening’. While ‘soften’ item which is regularly contributed as negative, has the least investment of the utterer. It is directed to peacemaking gesture to the contrary view (eg. *Kind of pretty, kind of marvelous, etc*). Particularly, the positive value of ‘shofter’ occur whilst the assessment is potentially debatable for the solidarity of the writer and reader.

Ultimately, the ENGAGEMENT reveals the personal emotions comprising the emotional reaction, judgement of behaviour, and the evaluation of things

(Martin & White, 2005). It simply means that ENGAGEMENT is relied on the several statements which position the utterer/writer toward the former utterances. The concrete utterances on the same scope have created shared value among utterers. It leads to assist speakers/writers in responding the presented value position – likely to be standing with, against, questioned, resisted or rejected. (Martin & White, 2005).

This resource offers the way to exemplify an interpersonal style of the speaker/writer. Also, it provides rhetorical strategies of perspective and voices which is created toward the text/utterance in communicative context. The selection of locutions is assigned based on the ‘engagement’ which covers the term of intersubjective positioning associated with the given meaning. As indicated, this resource covers two broad categories called “dialogic contraction” and “dialogic expansion”. These categories are divided according to the intersubjective functionality. The utterances are detected with different targets whereby it is directed to formulate allowance of the alternate locution and voice (dialogic contraction), or proceeded to constrain the range of such voice instead (dialogic expansion).

During the sub-type of ‘dialogic contraction’, it comprises ‘disclaim’ and ‘proclaim’. Here, ‘disclaim’ (*i.e. no, never, not*) states the textual voice as the rejection or contrary position:

[counter] *Although I ate too much calories, I still lost weight.*

[deny] *You don't need to workout everyday*

Countering is equal to denying, yet the statement construes an expectation and belief. Additionally, counter is somewhat frequently aligning instead of dis-aligning.

Then, ‘proclaim’ (*i.e. of course, certainly, yes*) formulates an action to restrain the domain of dialogistic alternative rather than promptly rejecting the voice. It represents the higher proposition to the textual voice where it locates the items to against or suppresses with reliable, valid, and compelling locutions:

[pronounce] *It can be no doubt that ..., the truth is ... etc.*

[concur] *Obviously, of course, naturally, clearly, etc.*

[endorse] *He demonstrates that ..., he shows that ... etc.*

The ‘concurrence’ involves an agreement of something which construed through such locutions. While ‘endorsement’ refers to validity, correctness and undeniable voice. This is attained by nominalized equivalent or verbal process like *show, demonstrate, find, and point out* (Halliday, 1994).

Lastly, the sub-type of ‘dialogic expansion’ contains ‘entertain’ and ‘attribute’. At this point, ‘entertain’ overtly reported the subjective proposition which indicates an authorial voice. This sub-type involves semantic sphere which is concealed under the ‘evidentiality’ and ‘epistemic modality’ (Halliday, 1994):

It seems ..., it suggests ..., apparently ...

Perhaps, maybe, in my opinion, I believe that ..., may/must/will,

Chiefly, ‘entertain’ embodies meaning by evaluating through modal adjunct, auxiliaries, attributes, circumstances, and mental verb/attribute (Martin &

White, 2005). At this point, the writer/speaker can construe a strong commitment to his own perspective by conveying an explicit value position of truth. While ‘attribute’ represents an external voice of the subjective proposition in a range of possible positions:

[distance] *He claims that ...*,

[acknowledge] *He said that ..., according to ..., he believes that ...*

This heading deals with the formulation of direct and indirect speech and thought (Martin & White, 2005) through bordering the proposition of communicative process verb (*said*) or reference mental process verb (*believes*). This value shows an external voice of the speaker/writer contrasting to ‘entertain’ which present the internal expression.

B. Social Media Influencer (SMI)

During the twentieth century, the celebrity culture expanded in accordance to the development of internet and social media (Turner, 2015). “Micro-celebrity” was offered by Senft (2008) as the practice of developing an online public persona and an audience for economic purposes. Besides, Marwick (2013a) emphasized that being online as the “micro-celebrity” was complex. The social media users should frequently be aware of their public personas and the potential effects of their acts. Therefore, one’s online identity will be maintained as a good branding as others expectation (Senft, 2008). In academic domain, digital media scholars remain to investigate the cultural significance of micro-celebrities and influencer in self branding which permeate online and offline social life (Hund, 2019).

In the digital era, pop culture was linked to the commercial web. Thus, there will be “seeking attention” as a primary activity of the digital era. In this case, the “self-brands” or people’s public persona is beneficial to the advertising and technology industries (Hearn, 2010). Due to the nature and content of online information has changed into “self-brands” or personal image as a quantified product (Marwick, 2015), social media have assisted an industry to guide the internet social and economic market and spread out the cultural production (Hund, 2019).

Hund (2019) suggested that a social media influencer typically derives from the number of followers, the engagement and click-through rates, and the profile visit. As such, influencers begin to improve their capability on how to enact some posts effectively. By the time, the term of “blogger” was replaced by “digital influencer” to portray those who create a digital content and possess the significant social media influence (Hund, 2019). Influencers nowadays become a medium of sorting information with the content they present such as reviewing some products or brands. They offer a significant way of obtaining messages to public with positioning themselves as helping digital producers earn money from the projects. Thus, the concept of “microcelebrity” appears to design the form of celebrity as good branded with the expectation that others will follow (Senft, 2008).

Being called as Social Media Influencer (SMI) is the representation of a new type of individual who endorse and shape the attitudes of the audience through social media (Fredberg, 2011). However, it is undeniable that people’s

capability in expressing themselves fully is restricted by the rules and norms of social life (Lingel, 2017). Social media influencer is an individual who operated the social media account which provide new information in certain topic (Ezzat, 2020). Therefore, the authenticity of such influencers turns to be significant to be posed in online media (Marwick, 2013b).

In the meantime, people can identify a person as SMIs based on the number of followers they had, a number of times their post was shared, and how they frequently hit on some platforms. As we know that SMI in Indonesia is going to grow since it becomes popular as a marketing media. Moreover, some companies in Indonesia had allocated their marketing finance for SMI higher than previous year (Drolet, 2016). As its conditions, we can assume that social media would make a huge impact toward our society; how people represent themselves to others and how people control their current emotions on something performed in virtual world. Consequently, individuals attempt to seek information each other online through their profiles and the content they shared (Goffman, 1959).

It is important to realize that individuals' personality may be inferred through their language used, emojis and the photos they posted and shared. What is interesting about social media is we could connect with people even we do not know then they represent as an audience to our online activity. This situation was profitable for the SMIs. Being the one who will be monitored by their online audiences or fans, the influencers use several tactics to present their authenticity. Typically, influencers determined some topics with avoiding

racism to present and post the original of them or it could be covering other's content.

Borchers (2019) assumed that being social media influencers is tough – they have to traverse the traditional boundaries and fluctuate between authenticity and business, privacy and publicity. Afterward, they finally combine different roles at the same occasion which initiate new chances for strategic communication. SMIs can influence the organizational stakeholders through the production and distribution of the content, interface, and the personal manifestation on social media (Zerfass, Verčič, Nothhaft, & Werder, 2018). Strategic communication offers social media influencers to use various content formats and platforms, e.g.: Blog (text), Instagram (pictures), YouTube (videos) which cooperating SMIs in a long-term basis than the real activity.

Additionally, SMIs regularly use Instagram or Facebook stories to engage with their fans as it has a live and immediate nature (Duffy & Wissinger, 2017; Marwick, 2013b). Most of influencers attempt to emphasize the positive aspects of their lives. By considering that SMIs may develop high expectations of their fans and maintain their images in sight of their audience. Moreover, it triggers the ascent of followers and increases their engagement over social media accounts. Yet, some of them also stated that there are some aspects of personality that are downplayed and hidden. This means that, what appears on the screen is not 100% real as there is something hidden (Marwick & Boyd, 2011). Therefore, investigating the attitude of the influencers is essential to be

done as it may influence other people and mean a lot over the audience/followers.

C. Language in Social Media

We need to aware that social media offers various types of services and functions. It may cause some different ways of communication over the purpose of their interactions (Chen, 2016). Conversely, when online communication takes place on online game, it tends to be a lot faster as it uses the real time. Basically, the conversation of the gamers naturally run as well as their existing emotion during playing the game. The players are difficult to manage their words as they put more focus on the screen operating their avatar. Throwing back to the online chat, people nowadays frequently converse in social media as their second life. Various platforms of social media already be presented in daily basis to give services for human needs, keeping in touch with the further one.

Facebook, Instagram, Twitter allow public to reach some posts of its users. They are able to post some texts or pictures which allow broader audience to access their accounts by leaving comment on its post. Furthermore, by utilizing the feature of Private Messengers (PM) or Direct Message (DM) each user may establish more personal type of communication. Yet, both platforms have each different characteristic. Twitter is frequently used for a quick reading and writing messages as it provides limited space of characters. While Facebook can type much longer messages thus it reaches a different degree of depth.

Those kinds of limitation may directly affect the manners in addressing themselves.

Besides the above-mentioned social media platforms, YouTube is primarily a video media site. It provides a message board-style comment system also yet has no limitations on the length of comments. In this case, different users carry out a discussion about the content of the video which collaborated with the creator in which the video is made. In addition, there is also the role of users who engage the discussion about different subjects or personal interests. In essence, those sites (Facebook & Twitter) allow content from other services - YouTube - to be either linked or shared on other social media. As many people from different countries may reach those posts, therefore, many different cultural backgrounds will gather as each of them brings their own background culture (Boyd & Ellison, 2007; Holmes & Pietikäinen, 2012).

With such a global user basis, social media becomes a melting pot of languages used for different purposes and in different contexts. This may result the creation of an alternate dialect that favours real-time communication (Zappavigna, 2012). For instance, the acronyms which are naturally used during instant messages. Such expression like *LOL* which stands for *Laugh Out Loud* is often conveyed in the message to express happiness. The number of acronyms in communication may emerge as it becomes new lifestyle in online communication. The culture of shortening some expressions may simply use due to the desire of chatting is needed to give express responses. Yet at the

same time, personal chat services were gaining more use in mainstream communications, which increased the popularity of its use.

Likewise, many other groups of language also create their own acronyms to express the same meaning as *LOL*. Recently, Indonesians use “*awokawok*” or “*wkwkwk*” to signify laughter, while Japanese use two or more “*w*” and Russian use *XAXA* and *JAJAJA* in Spanish speaking countries (Zappavigna, 2012). In some linguistic contexts, people abandon the use of the alphabet altogether, such as in Thailand where *555* is used for expressing amusement (Carter et al., 2013; Holmes & Pietikäinen, 2012). Online language usage is full of these types of acronyms, along other methods to address a subject or call attention to something. Another example of the phenomenon is Hashtagging (Zappavigna, 2012). By using the symbol of “#”, it is used to draw the attention to an action or subject which people think that it needs more attention on social media. By Hashtagging an image or a reference to an event, people actually succeed in creating trends on social media. Because it uses a symbol rather than a shortening of a sentence, hashtagging tends to be used in the same manner in various languages. These types of phenomena create a sort of dialectic comprehension among users along the lines of a *Lingua Franca*.

Acronyms are predominantly bound to written languages as it less auditory features of spoken dialog. Therefore, during the technological advancement, new services offer online voice chat and video cameras call for face to face dialogue, such as Skype and Discord. Nevertheless, the majority of online interactions take place in a written context. By the time, Carter, S, et al. (2013)

conclude that word or character limitations, acronyms and other various referencing methods are increasing in their numbers and usage in online communication. Lots of user prefer to use acronym like *lmao (laugh my ass off)*, *OMG (Oh My God)*, *asap (as soon as possible)*, and so forth.

According to above-mentioned, acronyms are habitually used in online communications. When it comes to ELF interactions in social media, people will more likely associate with the acronyms that are used in their own language during the conversations they will establish. It will also affect their capacity of perceiving the message across interlocutors, rely on the misunderstandings that can emerge due to the wrong use of acronyms (Berns, 2012). It frequently occurs when using social media in real-time conversations (during online games). In this case, communication takes place at a high speed, resulting the need for users in rapidly summarise their thoughts. Holmes & Pietikäinen, (2012) summaries that positive outcome of the interactions will be relied on the command of the English language.

D. Attitude

Besides the online personae, online communication also reveals the user's attitudes toward the social media. Attitudes denote to manners, feeling, mind tendency or orientation (Mahadi, et al., 2016). As it is influenced by social situation, attitude in social media will not be stable. They tend to be changed depend on the user communication and behaviour at a time. we can say that attitude is the outcome of direct condition of self. For example, the enduring attitude may arise by its utterance when they are in a pressure. The attitude of

each individual may be developed differently. Attitudes of persons may be formed by the current feeling of its individual. Yet, most of children obtain their attitudes by modelling their parents or people they mostly interact with (Mahadi, et al., 2006).

The activity in social media has raised and it brought the linguistic phenomena. Within its context, the growth of description and understanding about the aspect of language (interpersonal functionality) by social media user constructs their individual personae/identity and address attitude (Zienkowski, et al., 2011). Attitude theory explains that ‘attitude is defined as the subjective evaluation of behaviour’ (Dijst, et al., 2008) which arranges the certain action/behaviour of an individual. In the daily basis, the outcome of attitude can be managed by its individual – whether it is intended to be performed or not.

As social media becomes popular, the internet user is being more productive in create and distribute content. Therefore, the attitude and value of social media user have been in inserted to the main variable in developing the internet engagement besides the inequalities of skills, access, and the use of internet pattern (Dutton & Reisdorf, 2019). Number of studies have been conducted under the subject of attitude, such as: the attitudinal factors to the typology of internet and social media use (Brandtzæg, 2010; Reisdorf & Grosej, 2015; Lüders & Brandtzæg, 2017), attitudes and beliefs of the different cultures of internet user (Castells, 2010; Dutton & Blank, 2013; Dutton & Reisdorf, 2019), etc.

Each internet user may have different attitudes toward social media. Younger people more comfortable in utilising internet as they grow in the digital era (Palfrey & Gasser, 2008). Therefore, the different attitude among people will be produced because of diverse comfort and skills level of the internet user (Helsper & Eynon, 2010). Therefore, to investigate the attitude of the Twitter user of **@richbrian**, the researcher aims to use the Attitudinal assessment addressed by Martin & White (2003). The researcher uses this model of assessment with couple consideration; first, it precisely relates to the topic of the study, which investigates attitude; and it works on the the same object of study which is a text or discourses.

This attitudinal assesment by Martin & White (2003) offers two main issues; first, the nature of attitudes which is about how texts are activated into positive and negative assesment and the second is how texts assume a stance to the assesment and linked to the evaluative meaning, and how it is negotiated with the intersubjectivity. The activation of positive and negative positioning is used to identify the additional modes of affectual or attitudinal meaning. Specifically, it can be grouped into three general semantic domain; affect, judgement, and appreciation. This study reveals the proposition of Twitter user' attitudes produced by Influencers, **@richbrian**. More importantly, the finding of the study will enable other influencers to reconsider their roles as the influential agent in cyber world.

CHAPTER III FINDINGS AND DISCUSSION

This chapter outlines findings and discussion. The provided data are the excerpts of Tweet/Retweet of the Twitter user **@richbrian**. In this chapter, the data are taken from 222 tweets counted from January to December 2020. Yet, the researcher is able to present the excerpts of other users as the subordinate data. The data will be examined by Appraisal Theory by Martin & White (2005), while the discussion section of this chapter narrates the analysis which covers the gaps and similarities among the previous studies. The researcher portrays the explanation of ways of feeling undergone by Rich Brian on Net. Therefore, the researcher presents the explanation of each classifications by providing the excerpt tweets in order to accomplish the discussion.

A. Findings

Research analysis was based on 236 tweets which involved 1001 word types. The researcher identified 145 words that reported as the Appraising items. Throughout the total terms of attitude, the most attainment of appraisal devices was ATTITUDE system (67.6%; n = 98), followed by ENGAGEMENT system (16.5%; n = 23), and GRADUATION system (15.9%; n = 23). The calculated statistics for the overall total of Appraisal systems employed by Rich Brian are provided in Table 4.

No.	APPRAISAL SYSTEM	Total	Per (%)
1	ATTITUDE	98	67.6%
2	GRADUATION	23	15.9%
3	ENGAGEMENT	24	16.5%

Total (n) / %	145	100%
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Table 4. The overall total of terms of attitude on Appraisal system

1. Attitude

The subsequent results are based on a total amount of 98 appraisal items which included as **Attitude system**. In particular, *Affect* computed 69.4% (n = 68) of all sub-types consisted of 43.9% (n = 43) positive attribute (+) and 25.6% (n = 25) negative attribute (-); followed by *Appreciation*, 22.4% (n = 22) comprised (+) 15.3% (n = 15) and (-) 7.1% (n = 7); and 8.2% (n = 8) of *Judgement* contained (+) 6.1% (n = 6) positive attribute and (-) 2.0% (n = 2) negative attribute. Therefore, it considered that Rich Brian complete all sub-types of **Attitude**. (See Table 5.)

1	ATTITUDE	Total	Per %
Affect	Positive (+)	43	43.9%
	Negative (-)	25	25.6%
Appreciation	Positive (+)	15	15.3%
	Negative (-)	7	7.1%
Judgement	Positive (+)	6	6.1%
	Negative (-)	2	2.0%
Total (n) / %		98	100%

Table 5. Attitude Evaluation

The above Table 5 presents the amount of expression used in tweets which were ordered into positive and negative. The result shows that the frequency of *affect* was the highest of all subtypes instead of *appreciation* and *judgement*. It denotes that in tweeting, Rich Brian regularly expressed his emotion (*affect*) rather than evaluating behaviour (*judgement*) or appreciating the text/phenomena (*appreciation*). Likewise, the data reveals positive above negative on each sub-type

since the researcher found that 65.3% (n = 64) of the total was considered to be positive attributes.

a. Affect

It refers to the emotion in reacting to something or phenomena. In this way, Martin & White (2005) classified emotions into four types as a system of opposition; inclination or disinclination, happiness or unhappiness, security or insecurity, and satisfaction or dissatisfaction. Furthermore, in doing social interaction or networking, people are not only able to share information but also activity (Zappavigna, 2012). As a Twitter user, Brian also frequently tweets about his personal activity including the current emotion he undergoes. Moreover, during the quarantine caused of Covid-19 Virus, Brian may suffer from the unstable emotion which conveyed positive and negative effect. Hereby, the researcher portrays some excerpt tweet of Rich Brian which exposes each classification.

Excerpt 1:

@richbrian

Hope everyones quarantine is doing **good**, today. I'm **having the ground golden brown chicken** served with **homemade jasmine rice** & a side of **sweet** tomato puree 😊 (A picture inserted)

(March 19th, 2020)

During pandemic, Brian shows his attention to his followers by tweeting a positive surge. He *expected* the communities' life during quarantine is going well. As Brian used *hope* which embodied *expectation*. Even it was considered

as “low valued” and disposed to the “negative effect”, it valued positive in context. He *hopes* for “**the best**” for everyone as he accomplished his sentence with positive attitude “**good**”. Additionally, Rich Brian exposed his activity at that time. As an influencer, he is founded to be ‘productive’ and ‘confident’. The activity of making food and illustrate his cooking result reveal the positive vibes to his followers.

The succeeding Table 6 involves sets of terms of attitude applied by Rich Brian on his tweets. Likewise, these terms were already organized into positive and negative view relied on Martin & White’s (2005) typology of **affect** groups of emotions as follows:

AFFECT	POSSITIVE	NEGATIVE
UN/HAPPINESS	like, love, happy, laugh, good, smile, grown, favourite, proud, cheers, hug, glad, fun,	sad, cry, bald, breaking, broken, crack,
IN/SECURITY	together, caring, chill, important, safe, strong, believe, independent, trust, honest,	crying, confused, surprised,
DIS/SATISFACTION	busy, impressed, pleased, cool, fire, great, beautiful, killed, insane, grateful, excited, perfect, super, funny,	bored, bad, hell, shit, bummed, crazy,

Table 6. Typology of Affect revealed by Rich Brian

- Un/happiness

This variable comprises emotions which focus on “affairs of the heart” (Martin & White, 2005, p. 49). Happiness can be indicated as feeling *cheer, affection, laugh, adore, love, etc.* Conversely, *cry, sad, hate, dislike, abuse, etc.* can be categorised as moods of unhappiness. Being presented on table 2, several positive moods were used by Rich Brian in

the way of expressing his feelings toward the phenomena he faced. The word *like* appears 4 times, *love* 13 times, *happy* 10 times, *laugh* 2 times, *good* 9 times, *smile* 3 times, *grown* 2 times, *proud* 3 times, *cheers*, *hug*, *glad*, and *fun* appear respectively 1 time.

Excerpt 2:

@richbrian

Happy International woman's day I **love** all of you. Yall smell great ♥

(March 9th, 2020)

The above tweet construed positive feeling as the reaction to the momentous day in the world. It was seen by the existence of the word “*love*”. It is indicated as the expression of adore to the woman around the world.

- Reaction to other He loves all women
- Undirected mood He was happy

Basically, **Love** is graded as the higher value based on the scale of intensity by Martin (2005).

- Low value He likes you
- High value He loves you

Grammatically, this feeling is realised more as an internally experienced as the ongoing mental process (*He **loves** all women in the world*) rather than relational (*He **felt** love with the event*). Since the feeling is directly implicated “the Emoter (Carrier) and the Trigger of the emotion

(Attribute)” (Martin & White, 2005, p.47) ‘*I love all of you*’ in the process to an optional circumstantial position (*He’s happy with it/about the event*).

The discourse *I love all of you* emphasizes Brian’s positive emotion which construed the feeling of liking rather than disliking. Finally, it involves the mood of ‘happiness’.

Excerpt 3:

@richbrian

She makes me **happy** (1) af [as fuck] but I am also **happy** (2) af [as fuck] in general so its perfect I think
(June 27th, 2020)

Through the excerpt tweet, it could be clearly perceived that Brian shared a positive mood. It is reflected by use of the word **happy** in order to reveal happiness. Brian employed the word **happy** twice, yet, it has different intention. The first statement, *she makes me happy af*, shows that Brian affirmed ‘*he was pleased by her*’. In this case, her was referred to his girlfriend. Thenceforth, the later statement was the relational states. On the other words, the relational states is where the Emoter and the emotion are asserted as participants (*I am also happy af in general*). Along this line, the Carrier (*I*) and the Attribute (*happy*) stated the same place as participant. *He feels happy as his girlfriend makes him happy*.

Furthermore, Brian attached the acronym “af” following the word **happy**. It is the Adverbial Phrase (AdvP) which stands for “as fuck” functioned for emphasizing the word its follow. Basically, *af* is closely

equal to “incredibly” (Meriam-Webster.com) which is graded as the higher value. In that context, Brian conveyed the positive emotion which construed that he feels *incredibly* **happy** to have her. As the final point, he considered that his life was perfect (... *so its **perfect** I think.*)

Excerpt 4:

@richbrian

Been looking at every single tweet im *so* **glad** yall [you all]

liked it ♥😊

(March 25th, 2020)

Above, the positive affect is conveyed by Brian as presented the word **glad**. He told how he discovered to *be happy*. This emotion is approximately the same with the previous emotion, *happy*. Yet, it has diverse intention as appearing in different contexts. This emotion denotes “gratitude” with his latest achievement. During pandemic, he made and released a new song titled TOKYO DRIFT FREESTYLE. Above all, he obtained good response from his project known from the nice tweets he viewed about the new song (*yall **like** it*). That statement is kind of the final assumption gained after looking every single tweet. By means of, his work was accepted by public. Also, it underscores the positive mood which deals with ‘happiness’.

Above all, Brian’s tweets also covered negative mood like the words presenting the emotion of *alone, sad, breaking, cried, etc.*

Excerpt 5:

@richbrian

Its my first bday *alone* and this shit kinda **sad** can we all listen to EP together right now thank u ahahaha (link attached)
(September 3rd, 2020)

Since he stays in California, Brian goes through the days autonomously whereas his family is in Indonesia. Moreover, Lockdown prevailed everywhere. He is unfortunately stuck and *cannot* go around with friends even just to share his happiness. Under those circumstances, he celebrated his birthday himself this time and surely felt *alone*. Consequently, he construed a negative emotion by applying the word **sad** to express his feeling of ‘unhappiness’. Above all, Brian conventionally invited his followers to collectively listen his new EP (extended play). It is a compilation of songs in which it contained seven tracks of Brian that released by 88 Rising, US-based record label focusing on Asian-American music talents. Hereby, it is called ‘1999’ which he worked on while a quarantine. While attempting to boost his mood on his birthday, Brian, as a musician, faintly did a promotion of his new EP.

Aforementioned, ‘adjective’ is considered to be crucial for attitudinal analysis. Yet, there are supplementary forms of written language which is required to be identified in social media, like emojis or just to put the alphabet altogether (Poulopoulos et al., 2018). In the vein of using *ahahaha* to express pleasure, it was kind of a plot-twisted of the

mood he created beyond unhappiness. Therefore, the situation of the tweet was turning to be amusing.

Excerpt 6:

@richbrian

I remember **breaking** the family computer when I was 9 years old because I tries to install a **cool** computer theme & then I **cried** myself to sleep.

(April 23rd, 2020)

Brian is typically an anti-social person. He approximately never composes his personal life like family or life background as a content to post. It was confirmed by his Tweets which mostly about career. However, as a public figure he cannot detach from people attention that direct him to reveal his personal experience like in Excerpt 6. It turned out once Brian was mentioned by his followers who attached short video when he was kid. It led him to recall his childhood memory.

He establishes negative evaluation of the experience he told. Little Brian was trying to change the computer theme, but he broke the computer instead. Brian narrated “*I remember **breaking** the family computer*”. There is an ‘affective behavioural process’ of the item **breaking**. By all means, the verb ‘**breaking**’ can affect the emotion he suffered changes. **Breaking** places as ‘behavioural process’ which affect his emotion of **sad** that construe by the expression **crying**. Thus, there is an alteration of feeling enthusiasm to miserable. The enthusiasm was exposed by the expectation

of a **cool** work, but it went diversely – he **cried** asleep. Accordingly, the Excerpt 6 is coded as ‘-hap’ for ‘affect: unhappiness’ (Martin & White, 2005).

- In/security

It deals with the emotion which concerned with the feeling of peace and anxiety namely eco-social well-being.

Excerpt 7:

@richbrian

Happy independence day Indonesia. Time to continue to make *each other proud*

(March 9th, 2020)

Being famed in other country does not make him disregard of his personality type. Even some of his fans known him as a White, he never hesitates to reveal the truth. Somehow, he was mentioned by his fans who asked about his nationality. Rich Brian explicitly shared as a response by way of “Retweeting with Quote” tweeted “*I am Indonesian ♥*”. By all means, Brian used “declarative sentence” which clearly showed that there is *no doubt* while **declaring** that truth. This emotion implicitly affects the positive mood of confident.

Correspondingly, the excerpt 7 construes the security type by stating the emotion **proud**. The words “*time to continue make each other proud*” suggests that he confirmed his relationship with his nation. The verb “*continue*” shows that Brian stimulates to commit something great which

will make each other proud. Brian attempted to build “*trust*” in realizing its target – going to with pride. Therefore, “*trust*” was typed as the positive emotion of security or we can code it as ‘+sec’ for security.

Excerpt 8:

@user

I'm **glad** you finally for those singing lessons **@richbrian**.
They seemed to pay off because the album sounds like a bop
♥

The account of **@user** mentioned Rich Brian on his/her tweet in order to share his/her contentment of the singing lesson taken by Brian. On this way, **@user**'s tweet coded as ‘+hap’ for **glad** which classified into ‘affect: happiness’. To point out, ‘judgement’ also attributes ascribing an attitude to the behaviour of *taking a singing lesson*. **@user** make a claim that the music album of Brian *sounds like a bop*. The term ‘**bop**’ here was broadly used online currently. Generally, it is like a slang word headed for expressing an *enjoyable* song which can bring people about to dance (7esl.com). Thus, this kind of attitude was implied ‘+ver’ for ‘judgement: veracity’ which indicates truth.

Instead, the Excerpt 9 was Rich Brian’s tweet with the intention of expressing disagreement to **@user**'s statement (Excerpt 8).

Excerpt 9:

@richbrian

To be **honest** I never took the singing lessons so this is a huge compliment for me thank you 🙏

(August 26th, 2020)

So-called an influencer, Brian has shown his personality type tentatively. Yet, the way he reacts others' statement is also noticed as the representation of his personality. It covers the way he deals with problems and people; communicate and relate with others; and his temperament (Scullard & Baum, 2015). In order to elucidate the fact, Brian generated the statement wisely. He handled his manners smoothly. He managed his words politely even for conveying disagreement about the @user's statement.

Since Brian never took a singing lesson, he tried to clarify that what the @user have reported was wrong. Exclaiming "*To be honest*" was the attempt to build reliance of his followers. The process of *convincing* will be affected to the mood of **trust**. In emphasizing the fact, **honest** was covered to the 'security' which involves deep grade of confidence in sharing the truth. In addition, Brian regarded @user's wrong opinion about him as a compliment he should appreciated (*this is a huge compliment for me*) – by means of his work was highly valued instead of having no experience in singing lesson. In this point, Brian has demonstrated the positive vibe in the way he relates to others and deals with problem.

- Dis/Satisfaction

Finally, dis/satisfaction deals with the feeling of “achievement and frustration relating to the activities we are engaged” (Martin & White, 2005, p.50). In this way, people place double roles as the participants and spectators. This feeling is associated with our role in activity and how we are reacting to it. People are happy with their achievement as a “pleasured participants”, yet others charmed them as “spectators”. Along these lines, Brian attained various attitude towards satisfaction; *fire* and *great* performed 5 times, *beautiful* 4 times, *killed* and *super* 3 times, both *insane* and *perfect* 2 times, and excited once. Furthermore, dissatisfaction moods are also located as feeling *bored*, *bad*, *bumped*, *hell*, *shit*, and *crazy*

Excerpt 10:

@richbrian

Knives Out is **fire** and I want to be friends with Lakeith Stanfield very bad ok that’s all thx [thank].

(May 21st, 2020)

Knives Out was a film directed by Rian Jhonson. It was released on November 27th, 2019 and told about A detective who investigates the mortality of combative family, an eccentric patriarch. Categorised as a Comedy, Crime, Drama, Knives out was nominated for Oscar. This film has attracted Brian attention to watch. In this way, Brian showed his feeling of **pleasure** after watching a movie. The phase of ‘**fire**’ detects an expression of *enthusiastic*, *attractive*, or *excellent* (Merriam-

Webster.com). Based on the context, the suitable term that indicates **fire** is **excellent**. The film successfully *impressed* him.

After all, the disposition of *impressed, excellent, or fire* is popularly perceived as the mood of ‘affect: satisfaction’ (+sat). Accordingly, one of the cast of *Knives Out*, Lakeith, was an actor also a rapper from California. For this reason, Brian yearn for being a friend of Lakeith as employed ‘*I want to be friends with Lakeith Stanfield very bad ok that’s all thx*’.

Excerpt 11:

@richbrian

Im [I am] very **bumped about** this and I hope I see you again soon jakarta, to all my friends and family please stay safe ❤️
(March 2nd, 2020)

Brian was supposed to flight to Jakarta, Indonesia, headed for contributing on a music festival arranged by American label “Heads in The Clouds”. But unfortunately, the festival was delayed regarding the novel coronavirus disease (COVID-19). Countering to the calamity, the above Excerpt 11 presents Brian’s *disillusionment* of the postponed event he will be participated in. For the most part, he verbalized his feeling by ‘*Im very bumped about this*’. Brian implied undirected mood which construed negative highlighted on the attitude of **bumped**. The term **bumped** denotes as an informal expression for *depressed* and *disappointed* (Spares, 2007). To point out, Brian felt *disappointed* about the cancelation of Heads in The Clouds held in Jakarta, Indonesia. By the chance, he will meet his

Indonesian family, fans, moreover his family. As the tweet provided, the elaboration of lexical variations of **disappointed** is opposed to ‘satisfaction’. Which means that it construed (-sat) for negative attitude of ‘satisfaction’ or so-called ‘dissatisfaction’.

b. Appreciation

Coming up with **appreciation**, it deals with how Brian evaluates things/phenomena (e.g.: *That was lovely hair*). Generally, the terms of **appreciation** can be classified into three sub-types which are: ‘reaction’ concerning on the affection on something; ‘composition’ relies on the perception; and ‘valuation’ covers our opinion about its value (Martin & White, 2015). The illustrative attainment for **appreciation** is portrayed in Table 7 for each categorization recognized as positive and negative evaluations.

APPRECIATION	POSITIVE	NEGATIVE
Reaction	beautiful, good, cool, great, nice, cute,	Bad
Composition	Special,	quick, heavy, copyrighted, hard
Valuation	inspiring, real, true important,	

Table 7. Resources of Appreciation obtained in Rich Brian’s tweet

To point out, various positive moods was found: “*beautiful*” appeared 4 times; “*cool*” and “*nice*” 3 times; “*good*” and “*real*” 2 times; “*great*”, “*cute*”, “*special*”, “*inspiring*”, “*true*” and “*important*” are once. While the negative terms were also initiated for the attitude of

appreciation, likewise: “*bad*” was occurred twice, “*quick*”, “*hard*” and “*heavy*” were once.

The appreciation resources ‘reaction’, ‘compositions’, and ‘valuation’ operate within Attitude toward the evaluation of the user’s feelings about the Attitude. Attitude comprises ‘gradable meaning which has the potentials to be compared and intensified’ (Martin & White, 2005, p. 44). Thus, feeling can be interpreted as presenting a tendency to extend and cover a stage of discourse.

Excerpt 12:

@richbrian

This is **so inspiring** 🙏😊 (link attached)

(August 4th, 2020)

Here, Brian expressed his evaluation on a Youtuber’s action. “Chickichu”, a YouTube Channel, created a video of a kilometer run with putting 10 (ten) masks simultaneously in 100°F heat. He also informed that he smoked before he ran. Under those circumstances, this content was created to show that wearing mask will not put people in danger even it is used for powerful activity like running. People has their own way to look at this phenomena – a number of people show their negative response (*e.g.*: *It would be **low key funny** [-comp] if he died 😬*), but numerous users deliver their positive responses (*e.g.*: *here’s a **good video** [+reac] that explain how masks work, **please** [comp] just watch it **no matter what you***

think of [neg + norm] *masks and than decide whether you want to* [+des]
wear a mask or not (do not want) [neg + des].

Hereby, we might think that the action has grabbed Brian's attention. The researcher has indicated that Brian is esteeming an action of the Youtuber as 'inscribed' attitude in terms of "*This is so inspiring*". There, the attitudinal lexis of *inspiring* is used to appreciate as the nominal group is taking a conscious participant (an action of Chikichu) in a complex process. Therefore, we can infer that there is a fervent link between the variable of appreciation 'reaction' and 'affect' which functioned interpersonal (Halliday, 1970). Henceforth, the tweet construed **appreciation** (*this is so inspiring*) of the work of the YouTuber after performing a lot of effort (running with 10 masks). Thus, the positive appreciation of 'reaction' [+reac] is employed as the kind of realization for the action.

Positivity is a neutral use for evaluating others. Discovering a positive comment in any platform is easy to accept instead of the negativity. Yet, the way Brian appraises himself for his achievement is something different. As an influencer, he is perceived as a **poised** character (Freberg). It is exposed by the way he appreciates his own activity as below:

Excerpt 13:

@richbrian

Me when I do a **really cool rap** on the tokyo drift beat but I cant [cannot] put it on streaming services and get money from the streams because it's a **copyrighted** song that will take a **long time** to clear.

(May 3rd, 2020)

In short, positive lexical items were captured on Excerpt 16. It is indicated by the expression of *a really cool rap, copyrighted song*. While *a long time to clear* is conversely construed negativity of 'graduation' will be explicated outside this point. The tweet is about the description of an expression retweeted by Rich Brian – a picture of man who folded his hands for apologizing.

With this in mind, '*a really cool rap*' construed as 'reaction' to his performance on his song titled TOKYO DRIFT BEAT. The items **cool** here conveys a positive sense of rapping. While the adverb '*really*' was used to emphasize the attitudinal item of **cool**. In other words, Brian put the tendency towards the positive reception of having *an excellent performance* (Spears, 2000). Thus, it might be implied that Brian recognized himself *rapping genuinely good* as it is.

Due to the song is still categorized as a **copyrighted** song, Brian used the positive modal "*will*" which is classified in the median cluster (Halliday, 1994). Although the succeeding phrase was valued negative "*a long time to clear*", the use of the positive modal operator denotes that Brian locates himself into a neutral position in delivering his message to his audience (Wahyudi, 2017). At this point, A copyrighted work will not

able to publish on streaming services since it needs the legalization of the authorship. It needs an extended time to obtain. Above all, the word “*copyrighted*” displays negative **appreciation**. In this case, the attitudinal lexis of *copyrighted song* was encoded (-comp, for negative ‘appreciation: composition’).

Excerpt 14:

@richbrian

Hey guys I have an **important** confession to make. When I wrote "Don't Care" I actually cared a little bit.

(September 27th, 2020)

The data suggest that the **appreciation** value occur authorially-sourced. By all mean, Brian conveyed his current emotion while creating a song titled “Don't Care”. In this way, the expression is conveyed positively by the use of item “**important**” which reveals the quality of the act (*confession*). He performed a contradictory statement by repeating the items **Care** which valued negative to positive.

When I wrote "**Don't Care**" [neg, ‘affect: security’]

I actually **cared** [‘graduation’, +sec, ‘affect: security’] a little bit.

In order to avoid negative presumption of his followers towards the production of the song, in short, Brian suggests that this would be ‘*worth to make*’. Grammatically, the item **important** is considered to be ‘valuation’ of appreciation which remarked positive (Martin & White, 2005). It is coded as +val to show social significance.

Similarly, the evaluation of positive or negative valuation denotes a positive or negative judgement of behavior in terms of performing or creating its behavior.

c. **Judgement**

It is useful for **judgement** to ascribe the attitude toward people's behaviour as a relational attributive process. On the other word, it is about 'a judgement for the person or of a person to do something' (Martin & White, 2005, p. 59). This section deals with construing the attitudes of someone in measuring their character to behave. **Judgement** is normally divided into two general sub-types: '**social esteem**' which tends to be regulated orally (chat, jokes, gossip, etc.) and '**social sanction**' is more organized in writing (rules, regulations, announcements, etc.) which relates to the penalty and punishment.

In details, **Judgement of esteem** is broken down into three types; 'normality' (how uncommon someone is), 'capacity' (how capable someone is) and 'tenacity' (how definite someone is). Meanwhile, Social sanction has to do with 'veracity' which deals with how honest someone is and 'propriety' which deals with how ethical they are. To enumerate those classification is distributed to recognize the **Judgement** found on tweets by Rich Brian. As shown below, Brian is merely implied on 'normality' (*beautiful*), 'capacity' (*successful*), and 'propriety' (*good, great, bad*) which there is only one item shows negativity.



JUDGEMENT	POSITIVE	NEGATIVE
Social Esteem	[admire]	[criticize]
Normality	beautiful	-
Capacity	successful	-
Tenacity	-	-
Social Sanction	[praise]	[condemn]
Veracity	-	-
Propriety	good, great	bad

Table 8. Illustrative realizations of Judgement found in Rich Brian's tweet

Public figure cannot avoid from *netizens'* attention. Based on the daily post on social media, people will easily find how a figure behave and appear. As there is an instant medium to connect with each other, social media provide a chance to openly express their opinion to someone either in positive or negative way. Accordingly, one of his followers attached a comment on one of his tweets which appraised negative. Therefore, the excerpt 15 is presented to identify the attitudinal item on the way Brian deal with other people.

Excerpt 15:

@user

his **ugly** feet said   (picture inserted)

@richbrian

My feet are **beautiful** in my opinion and I'm sorry u disagree with that.

(July 2nd, 2020)

The tweet of @user here was commenting on Rich Brian post of a picture of his bare feet. The caption showed the moment of relaxing in his spare - time on a balcony. In a glance, the user seems to allude to body

shaming by using the lexis “*his ugly feet*”. In some ways, considering the distinction between **judgement** of behaviour and evaluation of something (**appreciation**) is useful. It is considered to be **judgement** when it is a judgement for a person, while it is believed to be **appreciation** when it is a consideration of people about something (*I consider it (appreciation)*). To clarify, the tweet of @user was inclined to ‘judge’ (propriety) rather than ‘appreciate’ (*it was **an ugly feet** of him*). The succeeding emoticon of (👉👈) signifies an embarrassment or insecurity of something. At this point, @user insisted that Brian would feel insecure of the appearance of his feet.

Instead of having a feeling of displeasure, Brian reacted the @user’s tweet wisely (*My feet are **beautiful** [app: +reac] in my opinion and I’m sorry [jud: -prop] u disagree with that*). By the tweet of Brian, an ethical matter was taken place here. He shared his opinion about something – part of his body – through **appreciation** as the realisation of self-love and security. Then, he delivered disagreement by establishing positive moral implication by asking forgiveness for having different vision about his appearance. To point out, the way Brian expressed disagreement with other people in text statements show his good personality of an influencer. It is considered so since Brian proves that he has a strong personality by means of an ability to manage others through his temperament and personality (Poulopoulos et al., 2018).

Excerpt 16:

@user

I still can't believe [eng: attribute] **@richbrian** is 21 and being **successful** [jud: +cap]. But here I am with 20years old ass still focused of life

@richbrian

trust me I am just fucking **confused** [app: -comp]

(October 2nd, 2020)

By the age of 16, he successfully made some achievements like holding a concert on LA, promotion on Times square in AS, listed on Forbes Magazine, and many more.

According to those accomplishments, his followers (@user) considered Brian as a successful person. @user felt that he/her experience an extremely different life. With an age which is not much different, Brian seems not to have nothing to worry, especially about career. It was conversely with @user who still needs to focus on his life. With this in mind, @user used uses the relational identifying process “is” to identify Brian as being successful (Wahyudi, 2017). Also, the statement applies the word “*successful*” to represent the capability of Brian in experiencing his life with numerous achievements. Likewise, this item was appraised as ‘capacity’ since it shows the capability of someone (Martin & White, 2005). As it deals with the oral culture through on/offline conversation (Eggins & Slade, 1997), this judgement is oriented to **social esteem**.

In Rich Brian's Twitter timeline, it was found that the Appraisal of **judgement** was frequently employed by other users. Yet, the least of the amount of **judgement** was applied by Brian. See the Excerpt 11.

Excerpt 17:

@richbrian

My parents watching my interview while clapping at the tv 📺

life is **great**.

(August 16th, 2020)

One of the higher gratitude of a child is making their parents happy with their achievements. It is like what Brian feels when seeing his parents giving him applause while he is interviewed on TV. The situation illustrates the praise of Brian's parent over him. The gesture of *clapping at TV* was a form of realisation of happiness, affection and proud. Under the circumstances, Brian expressed his compliment through **judgement**. The item '*great*' was used regarding to the feeling of satisfaction after considering that he already pleased his parent during his life. Therefore, his life seems to be going perfectly and beautifully. Brian construes the positive attitude towards his gratitude by the item of **judgement** of 'normality' (*it is **normal** for him to say so 'life is great'*) (Martin & White, 2005). This is judged to be normal as he gained an abundant amount of happiness that he is supposed to be grateful.

As has been noted, Rich Brian's tweets were appraised more on **affect** rather than **appreciation** and **judgement** of attitude. By the attitudinal item found on his tweet during Corona Virus recorded from February to December 2020, most of the items are considered to the positive appraisal. Then, the attitude is also possible to be evaluated by the work of GRADUATION to reveal the intensification of the meaning and the focus of something.

2. Graduation

Turning to the second type of attitudinal assessment, it is named **Graduation**. This graduation works on scaling the feeling of someone or something (Martin & Rose, 2007). It deals with two major sub-categories called 'Force' and 'Focus'. This feature can be distributed on grading **attitudinal meaning** and **engagement value** (p.136). The first type concerns on the assessment of grading based on the intensity which operates on the quality 'intensification' or amount which operates over the quantity 'quantification'. Then, the second sub-category is Focus. This is divided into 'sharpen' and 'soften'. This is the assessment based on the preciseness by reference to the scale of an experiential condition like less or more precise.

		2		Total		Per (%)	
Force	Intensification		15	23	65%		
	Quantification		8				

Focus	Sharpen	2	4	35%
	Soften	2		
Total (n)/ Per %			27	100%

Table 9. GrTable 6. Graduation totals

Based on Table 9, it can be concluded that the major subtype of Focus state is on the most frequent category applied on Rich Brian's tweet. Reaching the percentage of 65% of total, the intensification attained 15 tokens with repeated items among them [*always (2), very(6), more(4), little (1), absolutely (1), completely (2), cutest (1), clearer (1), deeper (1), constantly (1), definitely (1), a lot (1), relatively (1), really (1), sometimes (1)*] and 8 'Quantification' items [*huge (1), heavy (1), many (1), all (1), any (1), a million (1), whole (2)*]. On the other hand, the sub-category of Focus accomplished 35 % which consisted of two items of 'Sharpen' [*true (1), real [1]*] and two items of 'Soften' [*kinda (1), about to (1)*]. All is listed in Table 10.

GRADUATION	
Intensification	always, very, more, little, absolutely, completely, cutest, deeper, clearer, constantly, definitely, relatively, really, sometimes
Quantification	huge, heavy, many, all, any, a million, whole
Sharpen	true, real
Soften	kinda, about

Table 10. Appraisal Items of Graduation

a. Force

Graduation counter to force is concerned on grading the attitudinal item based on the strength of emotion of attitudes. As indicated, it conceals the evaluation in the function of measuring the intensity (intensification) and the amount (quantification) (Martin & White, 2005).

- Intensification

This sub-category works on measuring mood throughout qualities (*i.e. completely forgot, relatively good, clearer sense, very bummed, very happy, very bad, etc*), processes (*i.e. always wanted, constantly giving*).

Excerpt 18:

@richbrian

All my live ive [I have] always wanted to be with someone who's independent, smart, funny, understanding, caring, beautiful smile, **cutest** laugh & does nice things without expecting in return. Anyway, this is a pict [picture] of me and my girlfriend.

(July 22nd, 2020)

The tweet is about several standards which are required by Brian for his future wife. It is published to confirm that he has found that kind of girl by attaching a photo of his girlfriend and him. In relation to the tweet, Brian exposed that girl on the photo is somewhat independent, smart, funny, understanding, has the cutest laugh, and so forth. As such, Brian used the attitude “cutest laugh” for expressing that his girl has a cute laugh for the most. Under those circumstances, this tweet was used to deliver his admiration to the girl he has who is considered to be perfect for him.

According to Graduation system on Appraisal theory, “cutest laugh” is showing the level of its attitude. The item of ‘**cutest**’ sets the isolated mood which do not set as up-scaling or down-scaling level. The

lexis realises the use of superlative (adj+est: “cute + est”) which regards to the intensity of quality. This isolating realisation is over the up/down-scaling. In this case, the item is graded as the relative scaling. Even grammatically the superlative pronoun of “est” – denoting “the most” – positioned as the highest level over the comparison, it does not consider as up-scaling level. The particular reason is that the highest possible intensity is located value or so-called **maximisers** (Leech & Svartivic, 1985) which is exemplified by the Excerpt 19.

Excerpt 19:

@richbrian

I just found this picture of me as a kid that I **completely** forgot about and wow.

(March 30th, 2020)

The second example of **graduation** assessment is represented by the item “**completely**”. This is distributed on the attitudinal meaning of “forgot” (affect: -security). This item was employed for expressing forgotten moment of the picture he just found. For the most part, he felt startled about the past. This means that this emotion was associated with insecurity.

Provided that **maximisers** (*e.g. definitely, absolutely, completely*) are placed as “the upper-most end of the intensification” (Martin & White, 2005, p.142). Those maximisers are located on the highest

value as well as the modal assessment of usuality (*always, constantly*). This might be stated that “**completely**” is graded up-scaling. Semantically, this represents the rightness of having no idea about the moment. Additionally, Brian also conveyed an interjection (*wow*) after construing the negative **affect** of “security” (*I completely forgot about*).

According to Halliday (1975) and Painter (1998), interjection generates people to the boundaries of the protolanguage which develops the interpersonal meaning. Therefore, such exclamations are possible to connect with the subtype of **attitude** (Jordens, 2002). Herewith, the exclamation of *wow* was construed as **affect**: -sec. This is in line with the previous statement of being forgetful about the past memories which brought him to the insecurities.

Excerpt 20:

@richbrian

Sometimes I b [be] happy and then **sometimes** I be sad

(September 28th, 2020)

The above excerpt is entirely about his feeling at some moment. Brian delivered his random thoughts in the realisation of tweeting randomly. This is because there is no correlation between the previous posts he has tweeted. In lockdown situation, Brian must experience various mood, from miserable to enjoyable moment.

Correspondingly, the term **sometimes** can be graded partially or one aspect of meaning. When the terms are conveyed as a single term (without jointing with other term) it should be compared with semantically related modalities. For example, the term **sometimes** can be stated as the up-scaling if the contradictory term was **rarely**. It works conversely, down-scaling, when it was contrasted with the term **often**. Yet, the above tweet has binary intensity at the same time. It grades the modality in equal level by contributing the same portion of each feeling (*happy* and *sad*).

Up-scaling : sometimes I be **happy** [affect: +hap]

Down-scaling : sometimes I be **sad** [affect: -hap]

As indicated, the up-scaling term was graded as the following term denotes happiness which comprises upscaling mood. While, the rest was downscaling as there is a negative attitude “**sad**” which signifies unhappiness.

- Quantification

This is the assessment of amount or quantity, extent, time and space of the attitudinal lexis (Martin & White, 2005, p. 141). The pattern of attitudinal items of quantification is typically functioning as a modifier. Whilst, this sub-category applies on measuring entities/quantity for number measurement (*i.e. many people, a million views, any of that knowledge, all day, whole day*) or size/mass assessment (*heavy emotions, huge compliment*).

Excerpt 21:

@richbrian

When ppl [people] say let go of the past they don't [do not] mean forget about ur [your] past they just mean let go of all the **heavy** emotions & negative connotations u [you] have about ur [your] past. Anyway yall [you all] ever seen Spiderman 3
(July 2nd, 2020)

This excerpt is tweeted for settling his view on the communal advice (*let go of the past*) uttered over people who suffers life crisis. Also, they might be in the lowest situation and in need of supporting system. Instead of dealing with problems that are not easy to tackle, by means of delivering his persistence to his audience, Brian attempted to elucidate the well-known term of “let go of the past”. Some might widely consider that forgetting the past requires an extra effort which is more likely to be a burden in the end. However, he emphasized that the essence of letting go of the past was much more about voluntarily releasing of all the negative things about the past.

To put it another way, in conveying his point of view, Brian distributed several attitudes. Yet, to highlight, the locutions of **graduation** (*heavy emotion*) was used to represent the amount of “emotion” that people have. Therefore, this term is comprised as quantification of ‘Force’. Herewith, Heavy is valued higher than little

or even big in modifying noun (emotions). Thus, the term of heavy is placed an up-scaled mood.

The above tweet seems to have two aims. First, Brian intended to enlighten other people in how to deal with problem we face. Second, Brian seems to imply the steadiness of himself as being thoughtful and caring to others.

b. Focus

This subtype explicated in grading the items “by reference to the degree of a semantic category” (Martin & White, 2005, p.137). In detail, focus is divided into ‘sharpen’ and ‘soften’.

- Sharpen

This operated as ‘sharpen’ or ‘up-scale’ when they prototypically participate via locutions *true, real* (i.e. a real Asian tv)).

Excerpt 22:

@richbrian

This feels like a **real** asian tv channel its [it is] so sick

(May 7th, 2020)

From the above relational clauses, Brian semantically construed dissatisfaction over unhappiness. This can be seen by the relational process of clause which was showed by the former statement (*This feels*

like a real Asian tv channel). Instead of the negative **affect** of happiness appeared on the lexis “*sick*”, the effect of feeling dissatisfied was more possible as being disappointed by the TV channel he watched. To sum up, the effect of the attitudinal lexis was negative.

Stating “*this feels like ...*” might be perceived that Brian is not adequately sure to his statement (Wahyudi, 2017). The use of the mental process “*feels*” indicates that the speaker was about to diminish the statement (Halliday, 1994). Even so, the graduated term of *real Asian TV channel* has the maximum investment according to the prototypically “*real*”. By all means, the upscale term here shows the strong alignment of the writer in expressing the effect of “dissatisfaction”.

- Soften

While it is indicated as ‘down-scale’ or ‘soften’ is typically assessed via locutions *sort of*, *kind of* (i.e. *kind of sad*).

Excerpt 23:

@richbrian

Its [it is] my first bday [birthday] alone and this shit **kinda** [kind of] sad can we all listen to EP together right now thank u ahahaha (link)

(September 3rd, 2020)

Corresponding to the Excerpt 5, the attitude which was construed on above tweet was negative **affect** of ‘happiness’. He employed the terms “*this shit kind of sad*”. The term *kind of sad* was markedly being graduated as down-scaled as having the negative locutions of *kind of*. On the other hand, it indicates to minimize the investment of the authority’s position. Indeed, the negative effect was clearly showed by the use of attitudinal lexis “*this shit*” plus “*kinda sad*”. Therefore, the excerpt 23 was obviously portraying a negative emotion of effect while softening the value of the negativity at the same time. Then, this value arises as the indication of the insecurity of exposing unhappiness and presenting the motion of solidarity to those who do not stand for him (Martin & White, 2005).

3. Engagement

The engagement reveals the personal emotions comprising the emotional reaction, judgement of behaviour, and the evaluation of things (Martin & White, 2005). By the two sub-categories of “dialogic contraction” and “dialogic expansion”, the data reaches the higher portion on “contract” with no distribution on “expansion” – this will be explained more below. With the total amount of 96 % on ‘disclaim’ and the rest is on ‘proclaim’ 4%.

3		ENGAGEMENT		Total	Per (%)
Contract	Disclaim	23	96%	24	100%
	Proclaim	1	4%		
Expand	Entertain	0	0%	0	0%
	Attribute	0	0%		
Total (n) / %				24	100%

Table 11. The Engagement Totals of Rich Brian's Tweet

a. Disclaim

During the sub-type of 'dialogic contraction', Brian tends to convey 'disclaim' marker immensely. To repeat, disclaimer here is the assertion of refuting, opposing, rejecting others opinion/expression (Chusna & Wahyudi, 2015). Hereby, the detail exemplification is composed below:

Excerpt 24:

@richbrian

I am **no** longer afraid.

(March 11th, 2020)

This tweet was about the response of his former tweet posted on 7th of March. It was about his anxiety of doing a new activity. He seemed to be enthusiastic but feeling worry at the same time. Indeed, he has tweeted relating to the excerpt 24 several days later stating that he was not afraid anymore of doing such activity.

In this case, Brian uses the term no as the locution feature of 'dialogic contraction'. This term is comprised as disclaimer. The orientation of the dialogic contraction is toward the text which is internal or even external (Martin & White, 2005). By all means, the text may be

construed as one sentence or in other sentence/text. For this reason, the tweet takes a part to pursue the proposition of other external source. The voice reflects an act to the other tweet as denial attitude. On the other words, Brian used the term of no for denying the former statement. Besides no locution, Brian also conveyed other term to his denial like never and did'nt [did not], and don't [do not].

Excerpt 25:

@richbrian

Me when I do a really cool rap on the tokyo drift beat **but** I cant [cannot] put it on streaming services and get money from the streams because it's [it is] a copyrighted song that will take a long time to clear.

(May 3rd, 2020)

In line with the excerpt 13, this excerpt construed several types of attitudinal assessment. Based on Appraisal Theory (2005), Brian reached all the categories of each. First, negative **affect** is spotted by the lexis “*I cant [cannot]*”. Second, negative **judgement** is reflected by the mood “*a copyrighted song*”. Last, “*a really cool rap*” is showed as self-**appreciation**.

Moreover, it does not only involve the attitudinal assessment. The Graduation and Engagement was also captured on the tweet. The term “*a long time to clear*” is one of the **maximizers** of quantification of Force

which is graded as down-scale. To fully equipped, this excerpt also consisted as **engagement**. The locution is on the item but. It is classified as dialogic contraction of disclaim as in fact, this term was used for countering the internal source proposition “*Me when I do a really cool rap on the Tokyo drift beat*”. Here, the **countering** is employed by the conjunction but. It may be realized also via connectives (*although, however*) indeed (Martin & White, 2005). The proposition that *Brian do a really a cool rap* is opposed by the scheme of *Brian cannot put the song on streaming services*. To put it another way, Tottie (1987) classified the formulation of those kind of sentence as a type of negation of the opposed statement.

b. Proclaim

Henceforth, the function of ‘proclaim’ is to agree with something (Mertin & White, 2005). The use of locutions such as *admittedly, of course, naturally, and certainly* is considered to construe an agreement of some conditions.

Excerpt 27:

@richbrian

Yes I wanna [want to] see what **kinda** [kind of] yall [you all] come up with lmfaooo [laughing my freaking a** off].

(July 10th, 2020)

This tweet was a retweet with quote posted by Brian in reacting to the other user who mentioned him. The user was asking permission to

edit a short video of Brian into different background. Responding to this, Brian conveyed a locution of yes for affirming the agreement. Brian used yes for sharing the highly-positive evaluation toward the intention of the user. To some extent, affirming concurrence (yes) suggests the higher degree of commitment of each other – both Brian and the user. By utilizing the feature of “Retweet with quote”, it shows the direct engagement in terms of making a dialogue with the follower. Accordingly, as a Social Media Influencer, Brian has shown his capability to engage, communicate and connected with other users in online conversation.

B. Discussion

Towards the presented items and with whom Brian communicates, it may reveal the negative of positive interpretation of shared feeling, emotions, and value. For the purpose of evaluating attitude of Rich Brian’s online texting, the finding also exposes his personality type as the representation of the way Brian expressed his attitudes, and thoughts. All of them have reinforced the researcher to reveal the evaluative attitudes and subjective presence of Brian as a Social Media Influencer (SMI). Despite the fact that the analysis of Attitude is widely researched, there seems to be small amount of research in terms of the subject of study – Influencer – in online conversation. Additionally, this study has complex analysis of Appraisal which comprises attitude, engagement and graduation (Martin & White, 2005) at once during Coronavirus disease.

With this in mind, the finding shows that in tweeting, Brian operates several Appraisal resources; **attitude, engagement, and graduation**. In which, 98 (67%) lexis are discovered to be comprised as **attitude** system, 24 (17%) locutions of **engagement**, and 23 (16%) terms of **graduation**. To enumerate, the attitudinal items occurred on the three sub-types; 68 lexis of ‘affect’, 8 lexis of ‘judgement’, and 22 lexis of ‘appreciation’. Furthermore, the engagement device explicates 24 locutions of ‘dialogic contraction’ with no amount of ‘dialogic expansion’. Ultimately, the **graduation device** reveals 15 terms of ‘force’ and 8 terms of ‘focus’.

Instead of having different subject of the study, this work has correspondence to the study conducted by Page (2003), Painter (2003), Hood & Foey (2005), Fitriati et al. (2018), and Rahimi et al. (2019). The attitudinal evaluations revealed that **attitude system** was the most regular device that is used in conveying the characters’ feeling specifically on the aspect of ‘affect’. Yet, this is different with the study conducted by Xinghua & Thompson (2009) which revealed more total on the **judgement** rather than **appreciation** or **affect**.

Comparatively, the system of ‘happiness’ (e.g. *I was euphoric, I loved, sad, etc.*) revealed as the most frequent subsystem of ‘affect’ which is reached by Page (2003), Painter (2003), Hood & Forey (2005), Fitriati et al. (2018) and Rahimi et al. (2019). But then, the sub-type of attitude system which was the most conveyed by Rich Brian is on ‘dis/satisfaction’ (*cool, fire, killed, perfect, super, bummed, etc.*) rather than ‘un/happiness’ (*cheer, love, cry, sad, etc.*) and ‘in/security’ (*chill, strong, independent, trust, honest, confused, surprised, etc.*).

Additionally, Brian conveyed ‘appreciation’ system (*good, cool, great*) that was functioned for reacting to the posts which were mentioned by his followers. Furthermore, Brian also gives value (*inspiring, real, important*) to some action which seems to be impossible to do like wearing mask during a kilometer run. Nevertheless, the terms like *successful, good, great* was obtained from the other user due to the positive ‘judgement’ of “social sanction”. In the long run, the attitudinal items of ‘affect’ is regularly construed for conveying his personal emotion instead of appraising the behavioral aspect.

In **graduation** resources, Brian employs the subtype of ‘force’ and insignificant proportion on ‘focus’ with functioning all subtypes of each. On the other words, in grading the meaning of attitudinal items, Brian utilized the locutions of Intensification (*completely, definitely, constantly, etc.*), Quantification (*a million, a whole, many*) Sharpen (*true, real*), and Soften (*kind of*). Then in terms of **engagement** resources, Brian tends to use ‘dialogic contraction’ in both Disclaim (*but, no, never*) and proclaim (*yes*) with no amount of ‘dialogic expansion’. In this case, the different result was presented by Pascual (2010). His study resulted that most of the researcher in doing grant proposal presentation significantly used the ‘dialogic expansion’ like (*are **belived to**, it **appears that**, it is **known that**, it is **believed that**, it has also been **suggested that**, etc.*).

Considering that Pascual (2010) extended a formal context in his research, here was grant proposal presentation, it was genuine for applying the formal sentence in enacting conversation. Regardless, since Brian functioned Social Media (Twitter) for sharing activities or feeling, it does not require him to use the formal

expression. Therefore, there is no number of 'dialogic expansion' to use. Also, Brian regularly involves the audience by using "you" which is typically a spoken language (Halliday, 1989).

To some extents, this study has similarities with the investigation of Badklang & Srinon (2018) in the light of using informal language or colloquial expression. However, the data showed that Brian used an informal expression in the context of online conversation which tends to be more casual as it is. As the informal language may construct the interpersonal engagement between the speaker and the interlocutors, Badklang & Srinon (2018) utilized this expression into classroom activity. This is done for establishing the interpersonal relation between the teacher and students. Thus, it is in line with Rich Brian who used such kind of language for enhancing the engagement with his followers on Twitter.

In the light of working with the same analytical framework, the study of Khoo (2012) and Ross & Caldwell (2019) also functioned Twitter as a data source instead of political discourse. Due to the different topic, Ross & Caldwell found that the political discourse regularly functioned negativity which this is significantly different with the finding revealed on this study. The negativity on political discourse are commonly intended to confront and destabilize their political adversary. They also functioned ALL CAPS strategy and exclamation mark for emphasizing the negative judgement. While Brian prefers to use maximiser (*completely, absolutely, definitely*), interjection (*wow*), and modal of usualiy (*always, constantly*) to grade the meaning of his attitudinal items.

Giving attention to the positivity, hereby, the study by Suryaningtyas et al. (2019) resulted the use of positive attitude for translating the tourism information. The use of 'appreciation' aspect is conveyed due to appraise Indonesian tourism object. Instead of using media as a data source, Suryaningtyas et al. (2019) also use the media of tourism information. In addition, this study also used the Media, yet Twitter. Sabao (2016) worked on the news report, Caldwell (2009) with Radio, and Chusna & Wahyudi (2015) work with YouTube media.

Above all, the findings of this study may have correspondence to the research conducted by Chusna & Wahyudi (2015). Working on the same topic and similar analytical framework, the finding of attitude evaluation in both investigations are considered to be positive moods. Yet, the most frequent subsystem of each classifications displays inversely due to the different subject and medium of gaining data. Accordingly, Brian frequently utilizes 'affect' system rather than 'judgement'. This is on the contrary with the study conducted by Chusna & Wahyudi (2015). Their study revealed that the most common attitudinal system which is used in the X-Factor Indonesia commentaries was 'judgement' followed by 'appreciation'. The judges tend to operate positive judgements designed as the motive for elevating TV-ratings (Chusna & Wahyudi, 2015). Respectively, giving the positive feedback may develop contestant's self-confidence and such a support for the skill that individuals have (Fishbach et al., 2010).

In terms of **graduation** system, this is in tune with the study of Chusna & Wahyudi (2015) that reveals the use of 'force' and Caldwell's (2019) study on 'focus' as well. Despite the fact that the judges of X-Factor Indonesia frequently

use ‘force’ on intensification as well as Brian and Australian Football League (AFL) and Australian Broadcast Corporation (ABC) journalist who have highly assessed on the use of ‘focus’ in the post-match interview (Caldwell, 2009), Rich Brian employed both ‘force’ and ‘focus’ subtype of **graduation**.

The different results also ground on the use of **engagement**. AFL and ABC journalist tend to operate the subtype of ‘entertain’ (e.g. I think) while this study does not reflect any subtype of ‘dialogic expansion’. By means of ‘dialogic expansion’ has a special type of conveying a verb which is classified into ‘attribute’ (e.g. *argues that, believe that, state that*) and ‘entertain’ (e.g. *perhaps, I think, it seems to me that*). The possible reason of this case is Rich Brian cultivate more an informal language throughout his tweet. Notably, Brian utilizes the ‘dialogic contraction’ more on ‘disclaim’ (*no, never, but*) – besides ‘proclaim’ aspect – for countering his followers’ opinion or statement about some of his personal facts. Surprisingly, Brian addresses the positive emotion to express his refusals.

Even the research done by Rathi et al. (2020) and Firdaus & Shartika (2021) have also applied the Appraisal theory in doing sentiment analysis during Coronavirus outbreak, the finding of this study reveals a number of differences in terms of the subject of study. Since this research is done by evaluating the tweets of a certain influencer, Rich Brian, this study has more complexities on the analysis which shows all aspects of Appraisal theory which comprises **affect, engagement, and graduation**.

Indeed, Rathi et al. (2020) also depicted a statistical analysis of word frequency of the tweet relied on the pandemic issue which the most frequent word

is Coronavirus while the sentiment analysis is only done on classifying the attitude into polarity of negative, positive, and neutral sentiment. Nonetheless, this study also calculates a word frequency of the tweet in terms of classifying the items and enumerating the total frequency of each device. Then each classification will be evaluated in detail. Rathi et al. (2020) has considered that there is a great reflection of sentiments expressed during pandemic through the word Coronavirus and CoViD19. Indeed, Brian seems to be not mentioning any such relational word – CoronaVirus/CoViD19 – at all but more on positivity in sharing experience and projects. As a matter of fact, this reflection was countering to the result of Rathi et al. (2020).

Moreover, this enquiry was similar to Firdaus & Shartika's (2021) study in terms of theoretical use and context in gaining data. However, Firdaus & Shartika (2021) explicated appraisal evaluation throughout the occurrence of the feature of interpersonal metadiscourse marker. Pointing out to the appraisal system, the reporter of BBC News report, as argued by authors, revealed that there is a significant number of **engagement** markers. The reporters regularly employ the possessive adjective "us" which is noted as the formal polite language (Halliday, 1989) contrasting to Rich Brian who used "you" which is characteristically a spoken language to create an interactive space with the audience (Halliday, 1994).

On the final analysis, the activation of positive and negative assessment is considered to be the way of negotiating Brian's personality. In accordance, this is about "how textual expression positions its writer with taking a respect to the reader's opinion and positions" (Martin & White, 2005, p.2). In addition, Ladmiral

and Lipiansky (1989) stated that leaving comments or tweeting may present different persona and attitude of the users through its awareness. As its occurrence, the operation of positive denial in opposing his follower's opinion or statement perceived as not being temperament, perseverance, and reflectiveness. In some cases, Brian is depicted to be a caring person since he conveyed motivational expression several times through his tweets. To some extent, affirming concurrence with proclaim locution 'yes' suggests the higher degree of commitment with his audience. Also, by utilizing the feature of "Retweet with quote" shows that Brian builds a direct engagement in terms of making a dialogue with his followers. Accordingly, as a Social Media Influencer, Brian has shown his capability to engage, communicate and connected with others in online conversation.

CHAPTER IV CONCLUSIONS AND SUGGESTIONS

This chapter outlines the conclusion of analysis and discussion of the present inquiry. Also, the suggestions for the further research are provided since this study has some limitations.

A. Conclusion

In conclusion, based on Martin & White theory (2005), the attitude evaluation of Rich Brian's tweets used all the major sub-type Appraisal theory which includes **affect**, **graduation**, and **engagement**. In **attitude** evaluation, Brian reaches the higher degree instead of **graduation** and **engagement**. Throughout the total terms of attitude, the most attainment of appraisal devices was **attitude** system (67.6%; n = 98), followed by **engagement** system (16.5%; n = 23), and **graduation** system (15.9%; n = 23). The total amount of 98 appraisal items is included as **Attitude system**. In particular, *Affect* computed 69.4% (n = 68) of all sub-types consisted of 43.9% (n = 43) positive attribute (+) and 25.6% (n = 25) negative attribute (-); followed by *Appreciation*, 22.4% (n = 22) comprised (+) 15.3% (n = 15) and (-) 7.1% (n = 7); and 8.2% (n = 8) of *Judgement* contained (+) 6.1% (n = 6) positive attribute and (-) 2.0% (n = 2) negative attribute. Therefore, it considered that Rich Brian made use of all sub-types of **Attitude**. Above all, the attitudinal items of Rich Brian are appraised widely on positivity instead of negativity.

The data demonstrate that the major subtype of Focus state on the most frequent category applied on **graduation**. Reaching the percentage of 65% of total, the 'intensification' attained 15 tokens with repeated items over 'quantification'.

On the other hand, the sub-category of Focus accomplished 35 % which consisted of two items of 'Sharpen' and two items of 'Soften' which is all listed in Table 10 (p.76). The **engagement** is classified by two sub-categories; "dialogic contraction" and "dialogic expansion", the data reaches the higher portion on "contract" with no distribution on "expansion". With the total amount of 96 % on 'disclaim' and the rest is on 'proclaim' 4%.

Based on the finding, the researcher found several similarities and distinctions regarding the Appraisal theory by Martin & White (2005). The similarities and differences are formed in case of presenting different subject of study and different context of both studies. Given these points, the positive and negative commentaries are negotiated since it is impacting the interlocutors in both good and bad way. Thus, this study is actually about appraising how textual voice represents its position through the answering, ignoring, rejecting, anticipating, actual interlocutor, and valuing its positions. Therefore, the intended meaning in delivering attitudes becomes a crucial thing in text conversation.

Besides, the simple statistics data is decisively used for considering the frequency of attitudinal items used in each system of Appraisal. By operating Appraisal theory of Martin & White (2005), the researcher discovered what appraisal system are used by Rich Brian and how those appraisal systems are operated in Rich Brian's tweets during Coronavirus outbreak.

First, Brian functioned the **attitude system**. Moreover, he completed all categories of Appraisal theory; **affect**, **graduation**, and **engagement**. The attitudinal assessment reveals more on positive moods. In this case, the content of

the tweet is regularly about sharing experiences and thoughts during Coronavirus disease. The negativity is shown only in case of expressing unenjoyable moment during the lock down. For the most part, the negative items which was construed by Brian is under the geographical factors, since he was living in US for several years. Chiefly, the ‘affect’ here is functioned for reacting some of the followers’ tweet in which he is being mentioned. Furthermore, the ‘appreciation’ type was typically used for appreciating a music project of other musicians and also himself.

Second, Brian also operated **graduation system** in both ‘force’ and ‘focus’. ‘Force’ is comprised of two sub-types which are intensification (*definitely, completely, absolutely*) and quantification (*a million, many, much, etc.*). Additionally, ‘focus’ is classified also into sharpen (*real, true*) and soften (*kinda, about to*). As a matter of fact, in the aims of grading the system of meaning, Brian used the variation of intensification on **maximiser** (*definitely, completely*), interjection (*wow, ooh*), and modal of usuality (*always, constantly*). Among those three variations, the maximiser locates an upper-most intensification which values the upper-scaled above the use of modal of usuality.

For the last part, the **engagement system** conveyed by Brian is only on ‘dialogic contraction’ which includes ‘disclaim’ and ‘proclaim’. In the subtype of ‘disclaim’, the locutions which was utilized was *no, never, but*. At this point, *no* and *never* are comprised as locutions of ‘concur’, while *but* was coded as the locutions of ‘counter’. Moreover, Brian only employed one locution of ‘proclaim’ – *yes* – which shows the higher level of commitment in having a dialogue with interlocutors.

Based on the emotion and content of his tweets, it can be identified that Brian is such a good influencer who has a personality types of *steadiness* (being persistence and thoughtfulness, see excerpt 21 (p.68), *influence* (the way he relates to his followers, see excerpt 27 (p.75), *dominance* (the way he deals with problems, see excerpt 5, p.45), and *compliance* (the way Brian organize his responsibility, (*I got bored in quarantine and made a song & a homemade music video* – original tweeted by Brian) (Poulopoulus et al. 2018). For these reasons, human's current emotions in online environment are worth analysing the content of their post. Therefore, people are capable to manage their attitude as well in conversing online.

All things have been considered that this research has significantly answered the proposed research questions about kind of Appraisal devices which are construed by Rich Brian in tweeting and the evaluation of the Appraisal devices which was revealed on the tweet. For the most part, this study has revealed the novelty of the research for now. These results demonstrated exactly different attitude on the different subject, here is an Influencer. Instead of construing the positivity, this SMI also exposed negativity for several occasions. In spite of evaluating the attitude of the influencer, this study also revealed the personality of its SMI which is perceived from his tweet.

Likewise, the researcher also acknowledges the absence of one subtype of **engagement system** of Appraisal Theory by Martin & White (2005) (e.g. dialogic expansion) in Rich Brian's tweets. By all means, the attitudinal items of Rich Brian's tweets during the pandemic do not reach the engagement level of the subtype of **engagement** of Appraisal Theory by Martin & White (2005). It was so

called a 'dialogic expansion' (e.g. *I think, state that, argue that, it seems to me that, etc.*). The most possible reason of this absence is that the creation of an alternate dialect such as acronym, and other various referencing methods becomes a new lifestyle in online communication (Zappavigna, 2012). For example, in terms of conveying opinion *I think*, the online media users nowadays prefer to type 'IMO' which stands for '*in my opinion*'. Moreover, the language dialect is affected by geographical and social factors. Herewith, the language of Brian is evaluated rude as there is an influence from his social group and environment where he lives in.

B. Limitations

In spite of the restricted time in doing the research, several aspects like grammatical features and its function to make meaning have been left since this research is only focused on the attitudinal assessment which distances from the expectation of the theory coverage. Furthermore, this study only proposed twelve previous studies which needs to be extended with numerous related and credible previous studies.

C. Suggestions

Corresponding to the results of the study, the researcher offers several suggestions for the further researcher. First, the future researcher is able to conduct the study under the same topic with a link to the online persona, gender, or even different social contexts which extend the rich insights of appraisal system. Second, since there are a number of theories that proposed a similar attitudinal assessment,

it is worth to do a comparative study, for example conducting a comparative analysis of Appraisal theory proposed by Martin and White (2005) and Appraisal theory by Ellsworth and Scherer (2003).

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CURRICULUM VITAE



Nuri Fadhillah was born in Malang on May 3, 1997. She graduated from SMA Negeri 1 Tumpang. During study at High School, she participated as an exchequer of FKPM (Forum Komunikasi Remaja Muslim) for three years. She started her higher education in 2016 at the Department of English Literature at UIN Maulana Malik Ibrahim Malang and finished in 2021. During the study at University, she was active in coworking project in publishing the short story anthology entitled “Kisah Tak Bertuan” and poetry anthology entitled “Rumpang”.

APPENDIX

The excerpt tweets

- Datum 1

@richbrian

When we have technology to time travel one day. I wanna go back to the day bad & boujee was released. Life was simple back then. (February 5th, 2020)

- Datum 2

@richbrian

I made chicken parm with @bonappetit and I was super focused. (February 6th, 2020)

- Datum 3

@richbrian

Whenever im having a bad day I remember that I did this & everythings ok again. (February 9th, 2020)

- Datum 4

@richbrian

Tell your mom I said thank u!!! Also tell her to name 5 songs. (February 9th, 2020)

- Datum 5

@richbrian

Listening to the flatbed freestyle by playboy carti and abstaining from s** completely. (February 10th, 2020)

- Datum 6

@richbrian

Shit I shouldve said listening to "The Sailor" a full length album by international star rapper Rich Brian. (February 10th, 2020)

- Datum 7

@richbrian

4 FUCKING OSCARS!!!! CONGRATS TO PARASITE FOR MAKING HISTORY & HISTORY & THANK YOU BONG JOON HO FOR MAKING ME FEEL LIKE ITS NOT JUST A PIPE DREAM. SORRY IM LATE BUT FUCK. (February 11th, 2020)

- Datum 8

@richbrian

Mood forever [video inserted]. (February 11th, 2020)

- Datum 9

@richbrian

Save the saltiness for your food Michael. (February 11th, 2020)

- Datum 10

@richbrian

4 Asian icons 🤔🤔🤔. (February 11th, 2020)

- Datum 11

@richbrian

"Makan T**", it means beautiful sunrise 😊❤️ good luck. (February 11th, 2020)

- Datum 12

@richbrian

Yooooooo I was joking hahaha. (February 15th, 2020)

- Datum 13

@richbrian

The vibes r so chill rn. keep following ur dreams guys
♡. (February 17th, 2020)

- Datum 14

@richbrian

Where tf did u find this picture of me. (February 19th,
2020)

- Datum 15

@richbrian

The airport worker yesterday said have a nice flight n
I said "you too". (February 21st, 2020)

- Datum 16

@richbrian

I just found out Gospel went gold. (February 22nd,
2020)

- Datum 17

@richbrian

Woke up today feeling great its time to be positive all
day all year deadass I mean alive ass. (February 22nd,
2020)

- Datum 18

@richbrian

This was very unnecessary. (February 23rd, 2020)

- Datum 19

@richbrian

Sorry I was in the shower loll. (February 26th, 2020)

- Datum 20

@richbrian

I feel u. (February 26th, 2020)

- Datum 21
@richbrian
My song is really in a movie wow. (February 29th, 2020)

- Datum 22
@richbrian
The movie is invisible man I havent seen it yet if yall go see it is it cool if I come? Let me know. (February 29th, 2020)

- Datum 23
@richbrian
Im very bummed about this and I hope I see you again soon jakarta, to all my friends and family please stay safe. (March 2nd, 2020)

- Datum 24
@richbrian
Im very happy this exists. (March 4th, 2020)

- Datum 25
@richbrian
Thank u @liluzivert. (March 7th, 2020)

- Datum 26
@richbrian
How do u think I stay rich. (March 7th, 2020)

- Datum 27
@richbrian
I wanna get my ears pierced but Im scared of having too much .. . (March 7th, 2020)

- Datum 28
@richbrian

Happy international women's day
I love all of u yall smell great ♡. (March 9th, 2020)

- Datum 29

@richbrian

I went to my first movie premiere last night and had to pay \$500 to download this f*cking picture of myself on the red carpet but here you go [picture inserted]. (March 11th, 2020)

- Datum 30

@richbrian

I am no longer afraid. (March 11th, 2020)

- Datum 31

@richbrian

Its weird that I cant say drive safe to people anymore now cuz they think im referencing my own song like an *sshle like bro no let me express my love for u. (March 12nd, 2020)

- Datum 32

@richbrian

The person who invented the mirror was prolly like this is gonna give so many people insecurities haha hell yes. (March 14th, 2020)

- Datum 33

@richbrian

Donald glover omgggg I have missed u. (March 16th, 2020)

- Datum 34

@richbrian

I b crying sometimes. (March 17th, 2020)

- Datum 35
@richbrian
Crying is fire. (March 17th, 2020)
- Datum 36
@richbrian
Hope everyones quarantine is doing good, today I'm having the ground golden brown chicken served with homemade jasmine rice & a side of sweet tomato puree 😊 [picture inserted]. (March 19th, 2020)
- Datum 37
@richbrian
This was my second day in America. (March 21st, 2020)
- Datum 38
@richbrian
This is insane LMAOOO. (March 21st, 2020)
- Datum 39
@richbrian
I think I made it [picture inserted]. (March 25th, 2020)
- Datum 40
@richbrian
Been looking at every single tweet im so glad yall like it ❤️. (March 25th, 2020)
- Datum 41
@richbrian
YO LOOK WHAT I WOKE UP TO BRO FCKKKK
Hahahahah wow. (March 28th, 2020)
- Datum 42

@richbrian

Also "Tokyo drift freestyle' hit 1 million thank u so much I hope one day I can hug every single one of you beautiful mother f*ckers ♡ this is too much im going to mediate. (March 28th, 2020)

- Datum 43

@richbrian

This is cute as hell crying". (March 29th, 2020)

- Datum 44

@richbrian

No stay the f*ck in your house & ill stay in mine celine. (March 29th, 2020)

- Datum 45

@richbrian

I just found this picture of me as a kid that I completely forgot about and wow. (March 30th, 2020)

- Datum 46

@richbrian

I was just telling the truth wat do u mean. (March 30th, 2020)

- Datum 47

@richbrian

No ive been too busy (April 1st, 2020)

- Datum 48

@richbrian

I want to sincerely apologize for my age & I will do my best to be older. (April 3rd, 2020)

- Datum 49

@richbrian

Guys I was joking. Yo this is insane ♡ [picture inserted]. (April 3rd, 2020)

- Datum 50

@richbrian

TOKYO DRIFT FREESTYLE hit 2000000 views 😊. (April 4th, 2020)

- Datum 51

@richbrian

Alight yall I went bald. (April 4th, 2020)

- Datum 52

@richbrian

Like april fools lmaaooo I cut my own hair for the first time tho!! (April 4th, 2020)

- Datum 53

@richbrian

Pick ur head up queen, ur tiara is falling. (April 5th, 2020)

- Datum 54

@richbrian

Young and is sooo fire. (April 7th, 2020)

- Datum 55

@richbrian

Definitely before 2027. (April 7th, 2020)

- Datum 56

@richbrian

New single "BALI" ft. atguapdad4000 midnight tonight worldwide ⚡⚡⚡ (April 10th, 2020)

- Datum 57

@richbrian

I appreciate yall so much. There will be more music coming trust me im keeping u guys entertained 💕
BALI OUT NOWWW. (April 10th, 2020)

- Datum 58

@richbrian

If u loved me u wouldn't have used this picture of me.
(April 11th, 2020)

- Datum 59

@richbrian

Tbh LOL idk what yall were thinking @Forbes.
(April 11th, 2020)

- Datum 60

@richbrian

U look like ur really enjoying the song 😊 (April 11th, 2020)

- Datum 61

@richbrian

My life b so exciting like will I wake up with a ...
tomorrow who knows. (April 12nd, 2020)

- Datum 62

@richbrian

Please 🙏 thank you. (April 13rd, 2020)

- Datum 63

@richbrian

It looks great I hope u are ok. (April 15th, 2020)

- Datum 64

@richbrian

Mr. future I mean absolutely no disrespect lets maybe
make a song one day. (April 16th, 2020)

- Datum 65

@richbrian

Listening to Bali on max volume & shaking my ass alone in my living room its gonna be a good day. (April 18th, 2020)

- Datum 66

@richbrian

This did not age well at all and im sorry. (April 19th, 2020)

- Datum 67

@richbrian

Funfact: that single u hear when ur making fried rice is actually all of the rice screaming. Anyway happy Halloween everybody. (April 21st, 2020)

- Datum 68

@richbrian

HOW tf did u guys find this video. (April 23rd, 2020)

- Datum 69

@richbrian

I remember breaking the family computer when I was 9 years old because I tries to install a cool computer theme & then I cried myself to sleep. (April 23rd, 2020)

- Datum 70

@richbrian

He looks like he makes really good music and has great personality and good * & is only 20 but already very mature because has relatively good at learning from his mistakes lol who is this tho?? (April 27th, 2020)

- Datum 71
@richbrian
I don't remember doing this scene in the video. (April 27th, 2020)
- Datum 72
@richbrian
She picked me up in a lambo, her foot on de pedal. (April 27th, 2020)
- Datum 73
@richbrian
This makes me laugh every single time I go to the bathroom. (April 28th, 2020)
- Datum 74
@richbrian
I hope u guys liked the bali video!! If u and ur family are in need drop yall venmos 😊 (April 29th, 2020)
- Datum 75
@richbrian
I sent random stuff to ppl from my using a drone from my backyard for a music video & it was fun as hell. "BALI" out now. (April 30th, 2020)
- Datum 76
@richbrian
I hope it was enough ❤️ (April 30th, 2020)
- Datum 77
@richbrian
Just sent u 2 billion dollars. Hope u get thru this king. (April 30th, 2020)
- Datum 78

@richbrian

The drone has passed away. (April 30th, 2020)

- Datum 79

@richbrian

Jk its charging. (April 30th, 2020)

- Datum 80

@richbrian

Well today I learned that I am white. (May 1st, 2020)

- Datum 81

@richbrian

I am indonesian luv. (May 2nd, 2020)

- Datum 82

@richbrian

Doja cat is so fucking funny. (May 3rd, 2020)

- Datum 83

@richbrian

Me when I do a really cool rap on the tokyo drift beat but I cant put it on streaming services and get money from the streams because it's a copyrighted song that will take a long time to clear. (May 3rd, 2020)

- Datum 84

@richbrian

Hmm... idk yall should tag @Pharrell or something cuz he produced it ... 😊 (May 3rd, 2020)

- Datum 85

@richbrian

That was CGI. (May 5th, 2020)

- Datum 86

@richbrian

Happy cinco de moyo guys. (May 6th, 2020)

- Datum 87

@richbrian

Is everybody chill vibe. (May 6th, 2020)

- Datum 88

@richbrian

17 year old me says #streamBali thank u wkwk. (May 6th, 2020)

- Datum 89

@richbrian

This deels like a real asian tv channel its so sick. (May 7th, 2020)

- Datum 90

@richbrian

Im performing soon motherf*cker
#AsiaRisingForefer. (May 7th, 2020)

- Datum 91

@richbrian

I wanna make this the new Train. (May 20th, 2020)

- Datum 92

@richbrian

This shit is so haaaaarrddddd. (May 20th, 2020)

- Datum 93

@richbrian

My voice deeper than urs now. (May 20th, 2020)

- Datum 94

@richbrian

Still so proud of this joint. (May 21st, 2020)

- Datum 95

@richbrian

Subconsciously manifesting. (May 27th, 2020)

- Datum 96

@richbrian

This has to stop. Sign that petition yall. (May 29th, 2020)

- Datum 97

@richbrian

The thought of murderers wearing a uniform is terrifying to me. (May 29th, 2020)

- Datum 98

@richbrian

I don't study politics as much as I should but it doesn't take any of that knowledge to know when something is wrong. (May 29th, 2020)

- Datum 99

@richbrian

A riot is the language of the unheard. (June 1st, 2020)

- Datum 100

@richbrian

A criminal in a broken system is a victim. (June 1st, 2020)

- Datum 101

@richbrian

Pretty basic shit man. (June 1st, 2020)

- Datum 102

@richbrian

I cant believe this shit really worked on me. (June 15th, 2020)

- Datum 103

@richbrian

What you hear & see is what you're meant to hear and see, so please be alert and notice the signs the universe are constantly giving you every single second. Especially now. (June 17th, 2020)

- Datum 104

@richbrian

I'm excited to join #democracysummer2020 this Thursday, June 18 for special livestream kick-off event, to encourage young people to register to vote. Let's vote for change. @rockthevote rsvp at democracysummer.org. (June 17th, 2020)

- Datum 105

@richbrian

This is so tight !!! (June 19th, 2020)

- Datum 106

@richbrian

Why voting is important [Video inserted] (June 20th, 2020)

- Datum 107

@richbrian

New year new me motherf*cker. (June 21st, 2020)

- Datum 108

@richbrian

When I was born I had no hair at all except for three perfect circles just like the tattoo. Don't know why don't know how but life is crazy. Anyway I got

"manifest" in reverse so only I can see it in the mirror cuz I am narcissistic. This is Brian and welcome to my ted talk. . (June 21st, 2020)

- Datum 109

@richbrian

Hell yeah I was crying n shit. (June 21st, 2020)

- Datum 110

@richbrian

Life is real. (June 21st, 2020)

- Datum 111

@richbrian

Lill cutie :) (June 22nd, 2020)

- Datum 112

@richbrian

Alright let's try again. (June 24th, 2020)

- Datum 113

@richbrian

This is genius. (June 25th, 2020)

- Datum 114

@richbrian

I feel cool as hell now cuz I got a girl n stuff. (June 27th, 2020)

- Datum 115

@richbrian

She makes me happy as fuck but I am also happy as fuck in general so it's perfect I think (June 27th, 2020)

- Datum 116

@richbrian

I used to listen to this shit when I was 13 n cry. Drake really helped me navigate thru life thank u @Drake. (June 27th, 2020)

- Datum 117

@richbrian

Yall killed that tonight!! (June 29th, 2020)

- Datum 118

@richbrian

Wow this ramen looks so good, itadakimasu 😊 (July 2nd, 2020)

- Datum 119

@richbrian

My feet are beautiful in my opinion and I'm sorry u disagree with that (July 2nd, 2020)

- Datum 120

@richbrian

When ppl say let go of the past they don't mean forget about ur past they just mean let go of all the heavy emotions & negative connotations u have about ur past. Anyway yall ever seen Spiderman 3. (July 2nd, 2020)

- Datum 121

@richbrian

You are walking down the street at night & this little boy comes up to u and says "u got games on ur phone" wyd. (July 8th, 2020)

- Datum 122

@richbrian

Yes I wanna see what kinda yall come up with lmfao. (July 10th, 2020)

- Datum 123
@richbrian
Down where did u get this real video of me on the subway dancing to love in my pocket. (July 11th, 2020)
- Datum 124
@richbrian
Saw this weird glitch today on warzone. (July 12th, 2020)
- Datum 125
@richbrian
Upload you love in My Pocket green screen fix videos on youtube
I wanna see them hehe when I poop. (July 12th, 2020)
- Datum 126
@richbrian
Yeah picking the bible to spread the word of Go. (July 12th, 2020)
- Datum 127
@richbrian
When u spend a whole day of socializing with a lot of people and the whole day ur thinking wow I wish I can go home and be alone right now so I can regather my thoughts and have a clearer sense of direction of what I wanna do in my life as a person and then u finally go home. (July 16th, 2020)
- Datum 128
@richbrian
This new fire ass strain
Its called social anxiety. (July 16th, 2020)
- Datum 129

@richbrian

This is so fire. (July 17th, 2020)

- Datum 130

@richbrian

Bts I am so sorry. (July 20th, 2020)

- Datum 131

@richbrian

I had a really bad nightmare last night and im pretty sure this was it. (July 20th, 2020)

- Datum 132

@richbrian

Knives Out is fire and I want to be friends with Lakeith Stanfield very bad ok that's all thx. (July 21st, 2020)

- Datum 133

@richbrian

All my live ive always wanted to be with someone who's independent, smart, funny, understanding, caring, beautiful smile, cutest laugh & does nice things without expecting in return. Anyway this is a pict of me and my girlfriend. (July 22nd, 2020)

- Datum 134

@richbrian

Making music making music(July 23rd, 2020)

- Datum 135

@richbrian

When I had the fade yall called me toothbrush head and now its grass. I might go bald at this point. (July 24th, 2020)

- Datum 136

@richbrian

I am currently way 2 grateful for life to be bothered by anything. (July 25th, 2020)

- Datum 137

@richbrian

Noone in life will know ur journey better than u do so u need to give urself more credit for being the strong person u are and going thru u went thru to get here!!
👏. (July 25th, 2020)

- Datum 138

@richbrian

Earl Sweetshirt killed this verse 🤔🤔. (July 26th, 2020)

- Datum 139

@richbrian

It's officially been a year since The Sailor came out. I love yall so much for supporting me luv more coming soon. (July 26th, 2020)

- Datum 140

@richbrian

Remember to treat everyone equally u mother Fucker. (July 27th, 2020)

- Datum 141

@richbrian

The second I get on tiktok this happens. (August 1st, 2020)

- Datum 142

@richbrian

Damn now I wanna drop an album. (August 1st, 2020).

- Datum 143
@richbrian
When I turned 15 years old I decided to stop aging.
(August 3rd, 2020).
- Datum 144
@richbrian
This is so inspiring (August 4th, 2020).
- Datum 145
@richbrian
This mf literally looks like an anime villain. (August 5th, 2020).
- Datum 146
@richbrian
A tourist youtuber has an existential crisis & realizes he never experienced true love or happiness mid vlog.
(August 5th, 2020).
- Datum 147
@richbrian
Yeah im gonna be in Shrek 7. (August 6th, 2020)
- Datum 148
@richbrian
Just quick reminder to tell the people u love that u love them while u get chance to ♡ (August 6th, 2020)
- Datum 149
@richbrian
Me spimping for 8 minutes straight pretty much.
(August 7th, 2020)
- Datum 150

@richbrian

Step: stop feeling pressured to be productive. (August 9th, 2020)

- Datum 151

@richbrian

I aint rly quiet im just listenin. (August 9th, 2020)

- Datum 152

@richbrian

"LOVE IN MY POCKET" remix video with all of the beautiful edits u guys made included in it ♡ oh also there's a lil surprise 😊. (August 10th, 2020)

- Datum 153

@richbrian

Imagine looking this good. (August 11th, 2020)

- Datum 154

@richbrian

Idk about yall but I want to live until like 150. (August 12th, 2020)

- Datum 155

@richbrian

You all are not really for this midsummer madness remix ♡ (August 13th, 2020)

- Datum 156

@richbrian

"1999" my fav EP> August 25th ♡ I missed u 😊 (August 16th, 2020)

- Datum 157

@richbrian

My parents watching my interview while clapping at the tv 🙌 life is great. (August 16th, 2020).

- Datum 158

@richbrian

1999 is my favourite project so far. Can't wait for yall to hear it. (August 16th, 2020).

- Datum 159

@richbrian

I have been having problems falling asleep recently cuz I can't stop hearing drake say "baby". Please help I have been up for 52 hours. (August 17th, 2020).

- Datum 160

@richbrian

Happy independence day Indonesia. Time to continue to make each other proud (August 17th, 2020).

- Datum 161

@richbrian

Are You all ready? (August 18th, 2020)

- Datum 162

@richbrian

IM SORRY MY DATA SO SLOW IT TOOK SO LONG TO POST BUT ITS LITTTT "DON'T CARE" OUT NOW MY FRIENDS. (August 18th, 2020)

- Datum 163

@richbrian

I also posted the wrong clip so that's why this shit looks 240p. Watch the full video to see it in HD 🤔...
m a r k e t I n g. (August 18th, 2020)

- Datum 164

@richbrian

"Some of these people b looking like angels but one day u realize that they've been the devil behind us"(August 19th, 2020)

- Datum 165

@richbrian

PRESAVE 1999 SO U CAN BE ONE OF THE COOL KIDS ♡ (August 19th, 2020)

- Datum 166

@richbrian

It ok u can do it. Just kiss them on the lips. (August 21st, 2020)

- Datum 167

@richbrian

Stream Don't Care! "1999" ep coming soon! Tell ur grandma!! And ask her how she's doing for me please. (August 21st, 2020)

- Datum 168

@richbrian

Sometimes I call at&t just to have a nice conversation. (August 23rd, 2020)

- Datum 169

@richbrian

1999 drops in two days I hope they give me a budget for the l've in my pocket music video. (August 24th, 2020)

- Datum 170

@richbrian

3 hours until the ep drops I cannot fucking wait AAAAA. (August 25th, 2020)

- Datum 171
@richbrian
CAPS I love you guys ahahahah listen to 1999 nowww. (August 25th, 2020)
- Datum 172
@richbrian
CAPS I cant let your sins just take away my faithhhh.. (August 25th, 2020)
- Datum 173
@richbrian
"My daddy told me happiness is something that u crate but ain't feelin so creative lately"(August 25th, 2020)
- Datum 174
@richbrian
I finally make an official music video to the song and this is what I get. (August 25th, 2020)
- Datum 175
@richbrian
Apple music im not 21 yet wtf. (August 26th, 2020)
- Datum 176
@richbrian
To be honest I never took the singing lessons so this is a huge compliment for me thank you. (August 26th, 2020)
- Datum 177
@richbrian
YEA MY SOUL IS GROWN BUT MY FACE STILL THE SAME. (August 26th, 2020)
- Datum 178

@richbrian

1 million views in a fucking day wowww.
Throwback. Thank u ♡ (August 26th, 2020)

- Datum 179

@richbrian

That's pretty mean I just asked what ur fav song from the EP was.. (August 27th, 2020)

- Datum 180

@richbrian

I need U in my life for nowww, how long I don't knowww. (August 27th, 2020)

- Datum 181

@richbrian

RIP Chadwick Boseman. Thank u for being a huge inspiration us humans all around the world with your very long perseverance & fight, rest easy now king ♡ (August 29th, 2020)

- Datum 182

@richbrian

It's going well actually thank u. (August 30th, 2020)

- Datum 183

@richbrian

When I have kids im getting a super internet plan in the house & see if they crack. Its good for character building. Only the strong survives. (August 30th, 2020)

- Datum 184

@richbrian

I look like the villain from tokyo drift (September 1st, 2020)

- Datum 185
@richbrian
BACK UP BACK UP GET ALL YO FACTS UP
(September 1st, 2020)
- Datum 186
@richbrian
I literally just dropped one. (September 2nd, 2020)
- Datum 187
@richbrian
thank u so much I started showering (September 2nd,
2020)
- Datum 188
@richbrian
I am about to cry. (September 2nd, 2020)
- Datum 189
@richbrian
I AM 21 YEARS OLD BABY ♡ ♡ ♡ (September
3rd, 2020)
- Datum 190
@richbrian
its my first bday alone and this shit kinda sad can we
all listen to EP together right now thank u ahahaha
[link attached] (September 3rd, 2020)
- Datum 191
@richbrian
I cant believe I did it ampun im telling u hard work
will always pay off in the end smile 🙏 (September
3rd, 2020)
- Datum 192

@richbrian

I want to sincerely apologize for my age & I will do my best to be older (September 3rd, 2020)

- Datum 193

@richbrian

happy birthday Beyonce ♡ (September 5th, 2020)

- Datum 194

@richbrian

"DOA" music video OUT NOWWWW (September 7th, 2020)

- Datum 195

@richbrian

I guess im just 2 busy living (September 7th, 2020)

- Datum 196

@richbrian

uber drivers right after they drop u off at ur destination (September 8th, 2020)

- Datum 197

@richbrian

love you Sean (September 8th, 2020)

- Datum 198

@richbrian

I don't like going out cuz sometimes things happen for too long (September 8th, 2020)

- Datum 199

@richbrian

its about that time [picture inserted] (September 9th, 2020)

- Datum 200
@richbrian
please ignore the puff bar in my hand this was taken 3 months ago & I have grown up since then (September 13th, 2020)
- Datum 201
@richbrian
super masculine profilepicture jacob! Everyone is really proud of you 👍 (September 13th, 2020)
- Datum 202
@richbrian
anyway stream 1999 (September 13th, 2020)
- Datum 203
@richbrian
I wrote that after I was on facetime with my parents & I callrd my dog's name multiple times n she didn't even look at me. (September 14th, 2020)
- Datum 204
@richbrian
YALL KILLED THIS VIDEO OMG @august08 @BarneyBones (September 16th, 2020)
- Datum 205
@richbrian
sometimes I wish I could eat a chair (September 16th, 2020)
- Datum 206
@richbrian
don forget to pee today (September 18th, 2020)
- Datum 207

@richbrian

u ever ted talks and then clap at the screen at the end
(September 18th, 2020)

- Datum 208

@richbrian

I cannot wait to hear nectar F*ck (September 25th,
2020)

- Datum 209

@richbrian

I hope u like this video :) subscribe (September 26th,
2020)

- Datum 210

@richbrian

hey guys I have an important confession to make.
When I wrote "Don't Care" I actually cared a little bit
(September 27th, 2020)

- Datum 211

@richbrian

where tf did u find this picture (September 27th, 2020)

- Datum 212

@richbrian

sometimes I b happy and then sometimes I b sad
(September 28th, 2020)

- Datum 213

@richbrian

trust me I am just fucking confused
(October 2nd, 2020)

- Datum 214

@richbrian

I think we're all collectively a little confused right now and that's ok (October 2nd, 2020)

- Datum 215
@richbrian
I just feel like cows are really big dogs (October 21st, 2020)
- Datum 216
@richbrian
what the f*ck is goin on [picture inserted]
(October 23rd, 2020)
- Datum 217
@richbrian
im so bummed about coachella
I was gonna twerk on the stage (October 27th, 2020)
- Datum 218
@richbrian
REST IN Peace King Von ♡ (November 7th, 2020)
- Datum 219
@richbrian
is everybody chill vibe? (November 20th, 2020)
- Datum 220
@richbrian
im performing at the @NBA2K #2KFest stay tuned
ladies n generous (November 20th, 2020)
- Datum 221
@richbrian
my postpobes delivery person smiled at me today and
that made me really happy (November 20th, 2020)
- Datum 222
@richbrian

I still don't know why I said this (December 16th,
2020)