# Appraisal Analysis of Cinta Laura's Interview with Asian Boss about Woman Rights and Children Education

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## Abstract

Appraisal is the system which used to identify the writer's or speaker's views, opinions, or feelings toward something, somebody, or some issue. Appraisal is also used to reflect the value of someone or something (Martin, J.R., 2003). Moreover, appraisal also used to construct and maintain the relationship between the writer or speaker and the reader or listener. Analysis on appraisal not only can be done on written texts, but also on the utterances, such as an interview or a podcast, which possibly also include someone's opinion. One of them is the interview between Asian Boss, an independent Korean media company and Cinta Laura Kiehl, an Indonesian actress, influencer, and children's also women's right activist. Hosted by Marie, Cinta Laura shared her views and feelings toward bullying, children and women abuses also educations. The research aims: (1) to identify the interacting domains occurred the most during the interview; (2) to identify the appraising items occurred during the interview; and (3) to identify the functions of appraising items in the interview. The research used Martin and Rose framework and supported by other theories such as Martin and White's. The research used qualitative-descriptive approach and documentation data collection method. The researcher found that the interview between Cinta Laura and the Asian Boss' host, Marie mostly consisted of positive judgments which refers to speakers attitude toward someone or something. The function of appraising items mostly used to evaluate someone or something and to express feelings toward someone or something.

**Keywords:** appraisal, attitude, engagement, graduation, interview

## Introduction

Every conversation between two or more people can include some values, whether it is in the form of compliment or judgment which refers to speaker's interlocutors, something, or a particular circumstance to show excitement or disinterest. It is also can be defined as an activity of appraising someone, something, or a particular circumstances. When someone appraises something, someone, or a certain event, they are using words such as happy, nice, terrible, dangerous, etc. Appraisal can appear in written texts or utterances. In written texts, appraisal is usually found in novels, newspapers, or other literatures. Appraisal in novels can show how the authors illustrate and build the characters in their novels. It can be shown in authors' narrations or the conversations between the characters in the story. While, in newspapers headline, for example, it shows

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the writers' way in reacting to a certain conflict or issue. It is also related to the culture of the media where the news writers work in. Appraisal can be found implicitly or explicitly. Another example of appraisal analysis also can be done in podcasts or interviews, which in this case, the researcher chose the interview between Cinta Laura and Asian Boss. It talked about children and women's education as well as their rights which hosted by Marie from Asian Boss. Asian Boss is a YouTube channel which uses the platform to inspire many people around the world by inviting guess from many countries who have much contribution to the society around them in order to make it better and Cinta Laura is one of them. This research aims to identify appraisal and its functions which appear in an interview,especially which ocurred and used by Cinta and Marie during the interview. This research contributes in giving new findings of appraisal which appear in new media such as an interview that has never been done in a research before. It is also used to inspire other researchers to do the same study or research related to this topic by also taking a look at the gaps they have found in this research.

## Literature Review

Appraisal is a system in Discourse Analysis and Systemic Functional Analysis which used to appraise, to value, and to express feelings towards someone's attitude, someone's character, and someone's or something's value. (Martin, J.R.and Rose, D. 2003). Appraisal used to build and maintain the relationship between the witer or speaker and the reader or listener. It used to convey the speaker's or writer's meaning to the listener or reader so the message that they want to deliver or express is still well-maintained (Martin, J. R. and White, P.R.R., 2005). Appraisal analysis could be done in written texts or utterances. Martin had grouped the clauses based on their functions and appraising items into three interacting items. Those interacting items are Attitude, Graduation, and Engagement. Attitude consists of three minor groups, those are Affect, Judgment, and Engagement. Attitude refers to our expressions toward someone or something, e.g. "I am happy",which means that "I" is happy for something. The previous excerpt included in another minor type of attitude which is affect. Attitude consists of three types, those are affect, judgment, and appreciation. Affect deals with someone's feeling towards something. It could be positive or negative affect according to the context of the text. The example above is included in affect since "I" express happiness to something. Next type of attitude is judgment. Judgment deals with the process of evaluating someone's character. Judgment could be in positive or negative as well related to the context of the text, e.g. "He cares other people". The previous example expresses feeling towards "He" character which cares other people. The last type of attitude is appreciation. Appreciation deals with a value of something, for example "It is a beautiful relationship". The example expresses or values "a relationship" as "something beautiful". Appreciation could also express or value something as a negative one based on the context of the text. The next type of interacting items is graduation. Graduation differs to others since it uses gradable system to value or express something. The gradable systems or the degree of graduation could refer to size, extent, proximity, probability, and so on ( Martin, J. R. and White, P.
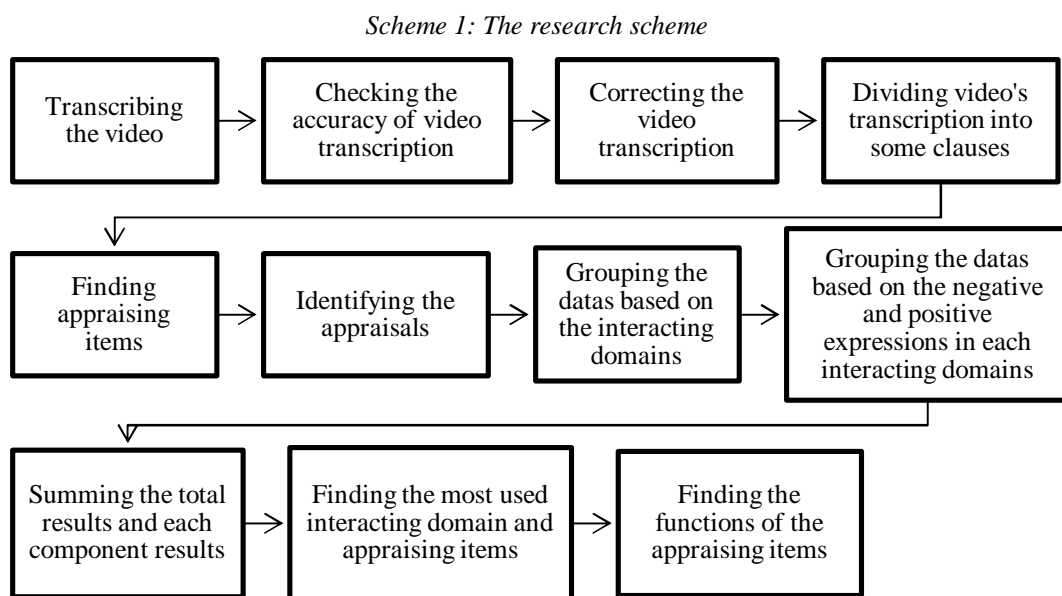
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R. R., 2005). Martin and White divided graduation into two types, those are force and focus. Force is a type of graduation which has a function to emphasize something by using grade which usually use very, most, really, extremely, etc. Force could be grouped into four types, those are intensifier, attitudinal lexis, metaphors, and swearing. Intensifier used to strengthen or weaken the value of something, e.g. "She is extremely nice". Attitudinal lexis values something using adjective such as fantastic, amaizing, etc.. Metaphors express or value something by implied or illustrate or equalize a value of something or someone with an event which the effect of it will seem same, e.g. "You are the sun in my sky" which means "You" is someone who brings happiness or joy and "You are the light in my life" which means "You" is someone who inspires or helps someone. Swearing is an expression towards something which tends to be strong, e.g. "Damn it! I missed the bus again" which means "I" extremely upset due to missing the bus again. While, focus emphasizes on softening or sharpening meaning on evaluating people or things, e.g. "It is sort of damage" which means "It" is something that considerably could damage someone or something. Last, engagement includes monogloss and heterogloss. Engagement is the source of attitude has something or someone to do to who the evaluations coming from. Monogloss is the attitude of evaluating something which originally comes from the author or single voice, while monogloss is the attitude of evaluating something which explain the other sources beside the authors. Appraisal analysis had done in various things such as "Teacher's Appraisals in Multimodal Teaching of Reading and Writing" by Sri Mulatsih and Issy Yuliasari found that attitudinal lexis and adjective phrases were mostly used as appraising items by teachers since they were easy to produce and more appropriate to use for teaching activity compared to other forms; "The Appraisal Analysis on National Exam Issues: A Discourse Analysis" by Kardi Nurhadi found that all types of attitude which is affect, judgment, and appreciation occur since people give their feelings, judgments, and appreciations towards the national exam issues; and "Appraisal System on the Jakarta Post Opinion "A Human Rights Memorial: Jokowi and the Sorcerer's Stones" by Pikir Wisnu Wijayanto found that the dominants positive options were used in order to express writer's opinions, suggestions, and expectation to the Jokowi governement in regards to human rights. What make this research different to the previous researches or studies is it used the data which came from an interview which rarely being observed by other people.

## Method

The research began by transcribing the video of the interview between Cinta Laura and Asian Boss which downloaded from YouTube platform. The transcription documented and checked for the accuracy. If there was improper transcription, the researcher corrected it then divided the transcription into some clauses to be analyzed. Then, the researcher found appraising items in order to make it easier to be grouped. The appraising items would make the researcher easier to identify the appraisals based on the suitable appraising items. Then, the researcher grouped the datas based on the negative and positive expressions in each interacting domains. Next, the researcher summed up the total results and the results of each components as well. The researcher found the most

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used interacting domain and appraising items. Finally, the research found functions of the appraising items. The approach that researcher used is qualitative-descriptive perspective and using the documentation and note-taking data collection methods. This research used Martin and Rose framework. The research method can be drawn in the following scheme.

*Scheme 1: The research scheme*



## Finding and Discussion

**Finding**

*Table 1: The result of appraisal on Cinta Laura's interview with Asian Boss*

| No. | Appraisal | | | | Total | Percentage(%) |
|-----|-----------|--|--|--|-------|---------------|
| 1. | Attitude | Affect | + | 79 | 123 | 16,77 |
| | | | _ | 44 | | 9,33 |
| | | Judgment | + | 89 | 140 | 18,90 |
| | | | _ | 51 | | 10,83 |
| | | Appreciation | + | 96 | 123 | 20,38 |
| | | | _ | 27 | | 5,73 |
| | Total | | | | 386 | |
| 2. | Graduation | Force | | 56 | 56 | 11,89 |
| | | Focus | | 14 | 14 | 2,97 |
| | Total | | | | 70 | |
| 3. | Engagement | Monogloss | | 8 | 8 | 1,7 |
| | | Heterogloss | | 7 | 7 | 1,5 |
| | Total | | | | 15 | |
| | Total Appraisal | | | | 471 | 100 |

From the research, appraisals found in the Cinta Laura's interview are mostly in judgmental attitudes with 140 datas which 89 datas are positive and 51 datas are negative

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judgment. Judgment mostly found in the interview since the interview mostly asked and discussed about Cinta's views, feelings, and opinions regarding to some social issues those are bullying and women also children abuses and educations. While, heterogloss and monogloss in engagement become less used in the interview.

## Discussion

### *Attitude*

*Table 2: The attitudinal appraisal of Cinta Laura's interview with Asian Boss*

| No. | Appraisal | | | Total | | Percentage (%) |
| --- | --- | --- | --- | --- | --- | --- |
| 1. | Attitude | Affect | + | 79 | 123 | 20,47 |
| | | | _ | 44 | | 11,40 |
| | | Judgment | + | 89 | 140 | 23,06 |
| | | | _ | 51 | | 13,21 |
| | | Appreciation | + | 96 | 123 | 24,87 |
| | | | _ | 27 | | 6,99 |
| | | Total | | | 386 | 100 |

Attitudinal appraisals occurred the most in Cinta Laura's interview with Asian Boss. There are totally 386 datas found in the interview. Mostly, Judgment found in the interview with 89 positive judgments and 51 negative judgements. However, affect and appreciation occurred in the total that is 123 datas each. Affect included 79 positive affects and 44 negative affects, while appreciation included 96 positive appreciations and 27 negative appreciations. Here are some examples:

Excerpt 1

*Cinta: "I'm very blessed that you know i've been able to stay in the industry for this long,"*

Excerpt 1 included in Affect since it showed Cinta's feeling which she felt blessed for working in entertainment industry for long time. The appraising item is "I'm very blessed". It used to express Cinta's feeling. "Bless" expressed the positive attitude of Cinta.

Excerpt 2

*Cinta: "They are chose to critique me in a negative way,"*

Excerpt 2 included speaker's character or attitude towards other people attitudes. The appraising item is "They are chose to critique me in a negative way" which showed that Cinta evaluated people characters who chose to critique her more rather than gave he advice or support. It includes in negative judgement.

Excerpt 3

*Marie: "That's really for me even inspiring to see,"*

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Excerpt 3 included the value of something. Marie gave positive appreciation towards Cinta's ability that became strong woman though people bully her sometimes. The apprising item is "inspiring to see" which refers to Cinta strength to survive in the bullying.

Excerpt 4

Cinta: *"At least on my end things are going pretty well and you know I'm busy with work,"*

Excerpt 4 included Cinta's feeling towards something which means it is included in Affect. It expressed that Cinta Laura is doing well though she was busy with work. In here, the researcher found two appraising items. First, "my end things are going pretty well" implicitly illustrate that Cinta Laura was quite fine recently. Last, "I'm busy with work" is different than the previous one since it told Cinta's feeling towards something directly or explicitly. By saying that she was busy with work, Cinta told Marie that she had a lot of things to do with her job.

Excerpt 5

Kay: *"Alone she has been lending her fame to address issues related to violence against women and children as well as education,"*

Excerpt 5 expressed Kay's feeling as an opening narrator in Asian Boss about Cinta Laura. He said in implicitly by saying it in longer sentence and expression to say that Cinta Laura is passionate and aware of women and children's issue including education. The appraising item is "she has been lending her fame" which implicitly told that Cinta is passionate for the issue. It is included in Judgment since it was told Kay's opinion on Cinta Laura.

Excerpt 6

Cinta: *"In regards to Covid-19, Indonesia is not doing too well,"*

Excerpt 6 illustrated how Cinta gave something a value. Cinta thought that the way Indonesia handle and treat Covid-19 is not good enough or in another word, Cinta wanted to say that the way Indonesia handle the pandemic is a deficient way. That is why the excerpt referred to negative Appreciation with the appraising item that is "Indonesia is not doing too well".

Excerpt 7

Cinta: *"I'm still my straightforward self,"*

Excerpt 7 told about Cinta's feeling towards herself. Cinta described herself as someone who is straightforward in facing someone or something. That is why it referred to Affect. The appraising item is "I'm still my straightforward self" which implicitly told that she could say what she really wants to say directly which is in several cases it couldn't be the right behaviour. Because of it, it referred to negative Affect.

Excerpt 8

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Cinta: *"I refuse to change that about me,"*

Excerpt 8 expressed Cinta's feeling about something beneath her or her personality which is the straightforward one. She didn't want to change it since she tought it was part of her. Cinta implicitly said the appraising item "I refuse to change that about me" to express that she didn't want to change her straightforward behaviour. In addition, it refers to negative Affect.

Excerpt 9

Cinta: *"Yes, I'm half-Indonesian,"*

Excerpt 9 showed that she appreciated something which is part of her. She admitted it and appreciated the fact that she is a crossbreed of an Indonesian and Germany so she is also a part of Indonesia. She valued herself as half-Indonesian. The appraising item is "half-Indonesian" which refers to positive Appreciation.

Excerpt 10

Cinta: *"You're not fully aware of what's right and wrong,"*

Excerpt 10 showed Cinta's feeling about someone who was herself in the past. She decribed a young version of herself who was not fully aware and care of which one was a right behaviour or decision and which one is was not as a teenager. She decribed teenagers who were in the same age of her at that time weren't aware of choosing the right behaviour or act because they still wanted to actualize themselve to society and find their characters. The appraising item is "You're not fully aware" which refers to negative Judgment.

***Graduation***

*Table 3: The Graduation Appraisal of Cinta Laura's Interview with Asian Boss*

| No. | Appraisal | | Total | Precentage (%) |
|---|---|---|---|---|
| 2. | Graduation | Force | 56 | 80 |
| | | Focus | 14 | 20 |
| | Total | | 70 | 100 |

The following discussion will focus in Graduation which found 70 datas in the interview with 56 force graduation and 14 focus graduation. Graduation found in the interview is14.86% from the total datas. Here are some example:

Excerpt 11

Cinta: *"it is very important to be able to look at things from different points of views"*

Excerpt 11 showed that Cinta wanted to emphasize the importance of the ability to see from different perspective in order to prevent us of making or doing something wrong.

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The appraising item is "It is very important," which "very" represents the force that Cinta want people to be aware of.

Excerpt 12

Cinta: *" which obviously gave me a completely different experience,"*

Excerpt 12 showed that Cinta wanted to emphasize and focus on explaining the effect of her study in International School in Indonesia. The appraising item is "give me completely different experience" which sharpening what kind of experience she got which was different to other experience people could get in ordinary or state schools.

Excerpt 13

Cinta: *"But, obviously society being the judgmental people,"*

Excerpt 13 showed that Cinta's statement is focus on the behaviour of the society which pretend to be judgmental people. The appraising item is "obviously society being the judgmental people," which the word "obviously" sharpen the focus of her statement based on her own experience with the society which full of judmental people.

Excerpt 14

Cinta: *"It's crazy,"*

Excerpt 14 showed Cinta's feeling towards something which she focused on. The word "crazy" refers and sharpen the following statement she said about the world's change in 10 years where mixed-race didn't occur as much as today. It also show that Cinta's statement was focused on the circumstance she had explained in the following statement.

Excerpt 15

Cinta: *"Now, it's extremely accepted,"*

Excerpt 15 showed an effort of Cinta in emphasizing or forcing the statement in order to make the interlocutor and audience feel the same thing as she was. The word "extremely" used to make a force on her statement that the Indonesian children who live in big cities especially Jakarta are really accepted when they are using English as their daily language, while their parents are Indonesian. It seems like an usual thing in their society. The appraising item is "It's extremely accepted".

Excerpt 16

Marie: *"You become a very strong woman now,"*

Excerpt 16 showed that Marie wanted to emphasize that after all of the things which happened to Cinta, she turns much stronger than before. The word "very" was used by Marie to forcely describe that Cinta Laura is way stronger now. The appraising item is "a very strong women".

Excerpt 17

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> Cinta: *"The true reason behind choosing that major was because I wanted to help kids overcome whatever they were experiencing,"*

Excerpt 17 showed that Cinta Laura emphasized the reason by saying "true" in order to sharpen the focus on the reason why is she actually wanted to choose Psychology as her major. The appraising item is "The true reason" which encouraged the interlocutor and audience to focus on the the reason.

### Engagement

*Table 4: The engagement appraisal of Cinta Laura's interview with Asian Boss*

| No. | Appraisal | | Total | Precentage (%) |
|-----|-----------|----------|-------|----------------|
| 3. | Engagement | Monogloss | 7 | 46,67 |
| | | Heterogloss | 8 | 53,33 |
| | Total | | 15 | 100 |

The last discussion is about Engagement which appeared less in the interview. The interview consisted of 53,33% monogloss which came from both Laura and Marie own evaluating attitude, while 46,67% came from other opinions. Here are some examples:

Excerpt 18

Cinta: *"Indonesia is in the top five of worst countries in the world in regards to uh bullying rates"*

Excerpt 18 showed that Cinta knew about Indonesia's bullying rank which most of the sources also claimed that Indonesia on the fifth rank of bullying rates. The appraising item is "Indonesia is in the top five countries in the world in regard to bullying rates"

Excerpt 19

Cinta: *"This country has such a rich history and such amazing people,"*

Excerpt 19 showed that Cinta described Indonesia a country full with amazing people and history which other people could have different opinion about this, so this one seemed more personal. The appraising item is "This country has such a rich history and such amazing people".

Excerpt 20

Cinta: *"Indonesia is a very collectivistic culture,"*

Excerpt 20 included Cinta's opinion about the behaviour of Indonesian people which is collectivistic. It is a behaviour which people coorporate in order to do or to solve something or some work. It is relative adjective which differs from one person's view to another. It depends on each person personal experience. Because of it, the statement refers to monogloss since it came from Cinta laura's personal experience.

Excerpt 21

Cinta: *"Indonesia is one of the most diverse countries in the world,"*

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Excerpt 21 showed Cinta's opinion about Indonesia by saying that Indonesia is one of the most diverse countries in the world. In fact, every country formed by various culture, race, religion, and many more which means every country has its own diversity which is unique and couldn't be found in other countries. So, it is just her own opinion which people might say the same or different. The appraising item is "one of the most diverse countries in the world". The statement refers to monogloss since it is only her own personal statement which people could be agree or disagree with.

Excerpt 22

Cinta: *It's an archipelago with thousands of islands and hundreds of culture,"*

Excerpt 22 is included in heterogloss since in fact Indonesia is formed by a group of thousands of small islands and five biggest islands those are Java, Sumatera, Kalimantan, Sulawesi, and Papua which included people from various culture, race, ethnic, and religion.

Excerpt 23

Cinta: *"Indonesia is such a beautiful country,"*

Excerpt 23 included Cinta's personal opinion which Indonesia is a beautiful country. Someone else might be agree with her opinion, while someone else may be not. People can even say that Switzerland is more beautiful than Indonesia, so her statement is relative depending on each person experience. Due to that reason, her statement refers to monogloss.

Excerpt 24

Cinta: *"University of Indonesia is basically Indonesia's Harvard,"*

Excerpt 24 showed Cinta's opinion about University of Indonesia which is the most pretigious national university in Indonesia. She chosed to compare it with Harvard's regarding to the fame which likely same with Harvard University. However, Cinta Laura was labeling University of Indonesia based on her own experience and view. Other people may have different view and opinion about University of Indonesia. The appraising item is "Indonesia's Harvard". Due to that reason, the statement refers to monogloss.

Excerpt 25

Cinta: *"I've been told by many people that sometimes I come across as a little scary,"*

Excerpt 25 showed Cinta Laura's friends opinion about her which she said in her statement. She said that most of her friends told her that sometimes her acts or behaviours are scary which might be mean her straightforward behaviour could damage herself or make other people scare of her. Since it was her friends opinion about her which she were retelling it in the interview. The appraising item is "a little scary". Because of that reason, this Cinta Laura's statement refers to heterogloss since what she said is based on her friends opinion that had been told to her before.

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## Conclusion

Appraisal analysis is an analysis of how people convey their feelings, views, and opinions toward someone or something (Martin, J. R. and Rose, D., 2003). It could also be found in an interview such as the interview between Marie from Asian Boss and Cinta Laura about some social issues. Appraisals which mostly found in the interview is positive judgmental attitude. However, there were also positive affect and appreciation, as well as the negatives. There were also force and focus Graduations though the total were not as much as Attitudes. The lowest one is Engagement appraisals where only few monogloss and heterogloss. The functions of appraising items mostly used to expressed the feelings towards someone or something.

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