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AN ATTITUDINAL APPRAISAL ANALYSIS OF BEAUTY PRODUCT REVIEW ON JAMES CHARLES YOUTUBE VIDEOS

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Abstract
This research aims to explain and evaluate how James Charles uses appraisal in YouTube videos. The research focuses on analyzing the types of attitudinal appraisal used in the videos. Appraisal is a connection meaning how language use deals with relationships and communicates related to feelings. The study used descriptive qualitative research that attempts to provide an in-depth analysis and explanation about the subject. The sentences collected from James Charles YouTube videos were used as the research data. Beauty vloggers is a person who made and share makeup content related to the videos on social media platforms such as YouTube This research used 2 videos from YouTube account James Charles. First video with title TRYING A FULL FACE OF MAKEUP FROM FOREVER 21 and second video with title TRYING A FULL FACE MAKEUP FROM ALIEXPRESS. To obtain the data, the researcher first watched the videos, then transcribed it and watched it again to ensure the transcript was accurate. The researcher used Martin and White theory called appraisal, specifically their classification of attitudes appreciation, judgement, and affection to examine the data. The research reveals that there are 21 appreciations, 28 affect, and 19 judgement from the video which applied attitudinal appraisal in James Charles YouTube video. From the total, the most dominant type is affect, the second one is appreciation, and the last used is judgement.

Keywords— Appraisal, Attitude, Beauty Vlogger, Make up,YouTube

Introduction

Language is defined by Halliday (1999), as mentioned in Kafipour & Jafari (2021) as having grammatical and lexical elements related to its context. For the information recipient to comprehend the meaning of a produced sentence, the utterances used to convey it must therefore have significance. Furthermore, since technology has improved over the past few decades, sharing ideas is no longer simpler. The use of online media has grown to involve sharing information as well as interacting. YouTube is a well-known platform that can be utilized. Social media has grown quickly in recent years, it provides information in a variety of ways. A video blog is amongst them. YouTube is often where one may find vlogs. A vlog is nearly like a television show in that it talks about interests, ideas, and thoughts. Beauty vloggers are those who uses vlogs to introduce or communicate beauty stuff, and vlog videos about beauty items are referred to as beauty vlogger.

Beauty influencer is a person who is popular on online platforms, especially for those who are experts in the fashion and beauty industry. Beauty influencers are people in the beauty industry who use social media as a marketing tool to help brands by providing engaging reviews because they share every content. Beauty vloggers are considered to have significant influence on the quality of followers. According to Zukhrufani et al., (2019) impact the quantity of followers is a result of every content while endorsing beauty products from a company. According to (Karjo & Wijaya, 2020) beauty influencers are the common term for the content

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makers in the beauty world. Typically, they review and promoting makeup items or brands for instructional purposes. Since women are the primary target market for makeup goods and women are the only ones connected to the beauty world, it is commonly believed that all beauty influencers are female. Makeup is a popular topic on social media, Karjo & Wijaya (2020) says before purchasing cosmetic products, people often conduct research to find the best products that suit their needs and budget.

Beauty vloggers is individual who create and share makeup related to the videos on social media platforms such as YouTube, as conducted Indra et al. (2018) They offer tips and knowledge related to make-up to their audience, as well as product reviews where they try and evaluate the product quality, helping viewers decide whether to purchase the product or not. As a result, beauty vloggers have a significant impact on their viewer's purchasing decisions, making them influential and powerful. A bunch of beauty vloggers videos are focused on reviews and evaluations, it would be intriguing to examine these videos using Appraisal theory. In this research, the primary focus is on analyzing attitudes that relate to emotion, behavior assessments, and object evaluation. Martin and White were proposed this theory in 2005. A framework called appraisal theory was created to analyze language used in evaluation Martin & White (2005) This method is applied to study how individuals communicate assessments of their conduct and the objects and people in their immediate environment Sodiq et al., (2022).

According to Martin & White (2005) Appraisal is a connection meaning how language use deals with relationships and communicates related to feelings is the focus of appraisal theory. This indicates that the appraisal theory is concerned with how individuals communicate with one another to achieve their goals. Furthermore, assessment theory is concerned with language evaluation, according to Martin & White (2005) examining language use, it has to do with the social relationship between the writer/speaker and the reader/listener. Additionally, according to Martin & White (2005) it has three domains in appraisal theory: graduation, engagement, and attitude. This research will concentrate on attitude analysis, which deals with emotions, behavior judgments, and item evaluations. There are three parts in attitude that are used for analyzing language use: affect, judgment, and appreciation.

The attitude affect is how emotions are applied to convey thoughts. Positive or negative emotions, including happiness or sadness, relaxation or displeasure, can be seen by this type of attitude (Fani Prastikawati, 2021) As a result, the effects itself are broken down into a number of smaller categories, including like and dislikes, contentment and discontent, happiness and sadness, comfort and fear. The second sub-domain of attitudes is Appreciation: Appreciation involves judging a variety of things, including natural phenomena, man-made objects, and performances. It includes the writer's reaction to how something impacts and the qualities involved. In addition, it also involves composition, which focuses on the balance and complexity of the subject, as well as judgment, which involves assigning value to these aspects (Martin & White, 2005) The last sub-domain of attitudes is Judgment which is concerned with evaluating people's behavior in positive or negative ways regarding social rewards and social sanctions. Appreciation: Appreciation involves judging a variety of things, including natural phenomena, man-made objects, and performances. It includes the writer's reaction to how something impacts and the qualities involved. In addition, it also involves composition, which focuses on the balance and complexity of the subject, as well as judgment, which involves assigning value to these aspects (Martin & White, 2005).

Based on the above discussion it is clear from the previous analysis that research on appraisal theory is still exciting and useful. Additionally, this theory can be applied in a variety of contexts to analyze linguistic aspects. Moreover, the conversation indicates that one of the latest topics to be researched, mostly in the field of linguistics, is beauty vloggers. The language used in his videos has a significant effect and should be understood as it can influence other people's opinions and views. In addition, this research also shows that there is still little research that studies how beauty vloggers use attitude in their videos, that is why this research is important. The goal of this research is to find out what kind of attitude the beauty vlogger in James Charles video shows and how often. This research wants to explain the appraisal system theory (Martin & White 2005), focusing on analyzing the attitudes shown by beauty vlogger JC's videos.

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Literature Review

Studies on appraisal systems have been conducted before; in fact, a number of studies have used appraisal system theory in the previous, especially when examining attitudes towards various research studies. The recent study conducted The study by Wihadi et al., (2021). Appraisal theory, which emphasizes attitudes in advertisements promoting beauty items, is used in the research. According to the researchers, the advertorial was examined to characterize the interpersonal functions discovered in their findings. The most prevalent quality in advertorials is judgment, which adjusts to the main purpose of the advertisement to attract in customer buyers. Appraisal theory also can be used in social media, particularly in terms of Donald Trump's Twitter language, as demonstrated by The study found the various methods when Trump attacked his political rival by using a negative appraisal system. Researchers from many fields have analyzed appraisal in various media and resources throughout the past ten years.

A study by Nafisah et al., (2020) this study examines the several forms of attitude appraisal that Aladdin applies in the film and examines the linguistic functions associated with each attitude type. Following a data analysis, the study concluded that Aladdin used three distinct attitudes: affect, judgment, and appreciation. In addition, heuristic, representational, personal, regulatory, and interactional language functions are employed. Furthermore, appraisal theory is able to examine conversations that occur in novels by Sodiq et al. (2022) this research explores the characterization of the main character in a novel using appraisal theory in the perspective of Functional Systemic Linguistic by focusing on the culture of the source language. The analysis results indicate a shift or change in character portrayal when translated from Indonesian to English, which indicates a difference in appraisal. This shows that in translation, the choice of words that are equivalent in the target language can differ according to the cultural and accepting norms which affects how the characters will be perceived. The goal of the (Zhafarina & Mulatsih, 2022) article analysis is to pinpoint the opinions expressed in Mrwhosetheboss's YouTube video, “Xiaomi 12S Ultra Review - Bye Bye Samsung?” The study analyzed attitudes in the form of affection, appraisal, and appreciation using appraisal theory. A total of 49 positive appreciation data, 20 negative attitude data, and 16 positive and 1 negative affection elements among the 86 sentences that were identified.

Research Method

This research used a qualitative, a qualitative was chosen to deeply understand viewers experiences. According to (Lexy, 2013) a qualitative approach is a method of conducting research that generates descriptive data from people and their observed actions in the form of written or spoken narratives. This research used 2 videos from YouTube account James Charles. First video with title "TRYING A FULL FACE OF MAKEUP FROM FOREVER 21!" and second video with title "TRYING A FULL FACE OF MAKEUP FROM ALIEXPRESS"The data used is that first the researcher watched JC’s video then observes and write the transcription of his words and then the researcher re-watches the video to make sure the transcription used is correct. Data analysis was carried out through several steps. First, researchers sorted out the words expressed by James Charles, which applied the attitude assessment in each uploaded content. Then, researchers classified the data into three attitude categories using Martin and White (2005) classification. After classifying the data, researchers analyzed each word uttered by James Charles and then categorized whether it fell into affect, appreciation or judgement.

Results and Discussion

According to Martin & White (2005) appraisal theory has three domains in: attitude, graduation, and engagement. This research will concentrate on attitude analysis, which deals with emotions, behaviors judgments, and item evaluations. In this research, the focus is on attitude. There are three elements there: affect, appreciation, and judgement. The researcher found that all types of attitude were found in the videos. They can be seen on the table below.

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Table 1. Attitude found in JC's videos

Attitude	F	Percentage (%)
Affect	28	41%
Appreciation (AP)	21	31%
Judgement (JU)	19	28%
Total	**68**	**100%**

The table here shows the attitude from JC with the total data is 68, on the table can be seen the researcher found the total of affect 28, appreciation 21 and the last attitude was found is judgment with total 19. The data below are the analysis of attitude found in JC's videos.

Affect

Affect was used in this research because it represented JC's feeling related to the product that he reviews. Affect can be positive or negative. The researchers found affect in the videos of JC with the total 28 of affect.

Data 1

Today we have a lovely product to prime our face with the unicorn glow hydrating primer.

In this data, James was talking about the primer (the beauty product) and gave a review of the product he would be reviewing. In the video, James said "Today we have a lovely product to prime our face" and started explaining how adorable the product package is because it's bright and sparkly with a unicorn motif. James discusses in this passage how the product works well to hydrate skin and make it look glowing. James kindly applies the primer to his face as well. James uses his fingers to apply the primer to his face, mixing it in. His face feels very smooth and hydrated, and he definitely sees the glow showing through.

Table 2. Example of Affect

Item	Function	Appraiser	Appraised	Appreciated	+/_
Today we have a **lovely** product to prime our face	Epithet	JC	Primer	Affect (happiness)	+

The data here to discuss is affect, the words "lovely" is an adjective according to Cambridge it can refers to "pleasant, or enjoyable" James said that "today we have a lovely product to prime our face" in the data above is an example of an Epithet. This data indicates positive affect, namely happiness. Martin & White (2005), An epithet is a word or phrase used to convey an evaluative judgment about the qualities or attributes of an entity, often carrying emotional and subjective connotations. In this case, the word "lovely" serves as an epithet, expressing a positive evaluation of the product being discussed. The emotional state displayed by the data is affect as happiness; the word "lovely product" conveys that the thing is seen to be adorable or amazing.

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Data 2

It actually matches my brow like perfectly.

Data here James tried on an eyebrow product while reviewing items from Ali Express. James was trying one of the eyebrow products. James applied the eyebrow product carefully he looked at the result in the mirror and immediately smiled widely while saying "oh it's actually matched my eyebrow perfectly" said James with a feeling of surprise and satisfaction. In the video, James also said that he often has difficulty finding eyebrow products that match his eyebrow color, he also explained that the color and texture of this product is very natural and also gives a neat look according to his expectations.

Table 3. Example of Affect

Item	Function	Appraiser	Appraised	Appreciated	+/_
It actually matches my brow like **perfectly** (J/7.57*)*	Circumstance	JC	Eyebrow pencil	Affect (satisfaction)	+

The data above is "it actually matches my brow like perfectly", the word "perfectly "is adverb according to Cambridge it can refers to "extremely well; in a perfect way" the data here shows positive affect, which shows affect (satisfaction) which refers to satisfaction or pleasure with something as in the data James states that this product matches perfectly. According to Martin & White (2005) the data here relates to both circumstance and affect. The word "actually" in this case shows that the utterance is an affirmation of the product. The term "circumstance" here relates to the context or setting in which the statement is made. This word may indicate that he has high hopes for the item he is reviewing. The term "affect" in this context describes James feeling while he reviews the product. "matches my brow perfectly" conveys an affect response (happiness). James feels pleased as the product matches the results that he expected.

Appreciation

Martin & White (2005) state that Appreciation involves judging a variety of thing. James Charles used appreciative language in his product reviews in his videos. The researcher found the total of appreciation in JC's videos with total 21. While majority of these are positive, some are not. The above data provides examples of appreciation.

Data 3

I love a good spray tip

James states that" I love a good spray tip," according to the data shown here. James gave an explanation of the foundation's light texture, full coverage without making the skin look cakey, and excellent longevity with cheap pricing. With a happy smile, JCs added, it's blending out so smoothly and it matches my skin tone perfectly. "That way the audience could feel his honesty and enthusiasm.

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Table 4. Example of Appreciation

Item	Function	Appraiser	Appraised	Appreciated	+/_
I love a **good** spray tip	Epithet	JC	Foundation	Composition	+

The sentence above there is a word "good" which explain positive appreciation, according to Cambridge the word "good" can also refer to "very satisfactory, enjoyable, pleasant, or interesting," like in this sentence "I love a good spray tip" which explain James is happy with the result of the good foundation. In this case James state an epithet, according to Martin and White theory, "epithet" it can refers to a word or phrase that is used to provide a judgment or evaluation of an entity. The words "good" serves as a review of the foundation, this epithet indicates a quality that is recognized and valued by the speaker. By describing the "foundation" as "good," the speaker conveys a positive evaluation that is complimentary Not only epithet data here also shows aspects of composition, according to Martin and White composition here refers to the elements of language elements that are arranged to convey evaluation. The word "I love a good spray tip" sentence structure here shows the subject "I" followed by the verb "love" and also followed by the object "a good spray tip". This composition is very important because it shows the strong positive appreciation mentioned by James towards the product that he reviewed. The words are very strong in showing positive emotional involvement. The composition here shows the system aspect of "graduation" in appraisal theory which refers to intensity as an attitude strengthening. This is classified as an "Attitude" in Appraisal theory, which includes appreciation.

Data 4

It looks really bad

The data here is that James tried a couple product from Ali Express, James tried the eyeliner, and he was unhappy with the result since the product was too liquid, difficult to apply, and did not make straight lines. James also mentioned that the eyeliner was clumpy and faded quickly or did not last long. James said to the viewer not to purchase the eyeliner, even though it was affordable. James recommends purchasing high-quality items for a sensitive area such as the eyes.

Table 5. Example of Appreciation

Item	Function	Appraiser	Appraised	Appreciated	+/_
It looks really **bad**	Attribute	JC	Eyeliner	Composition	_

The sentence above there is a word "bad" according to Cambridge can also refers to "unpleasant". He explains the product that James review, he is unhappy with the way eyeliner look, he also mentioned that it does not look black, James is expressing disappointment and the eyeliner looks. The word bad here is expressing that James is disappointment. in this case James

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state, an attribute. According to Martin & White (2005), "attribute" refers to the evaluative aspect attached to an entity or situation. In the sentence "it looks really bad," the word "bad" is the main attribute that expresses a negative evaluation. It signifies a bad judgment or dissatisfaction with the product. The composition here also refers to the sentence uttered by James. The word "it looks really bad" has a simple structure but is also very effective in conveying the message that James will convey. The subject "it" refers to the eyeliner, the verb "looks" here shows the word mentioned by James which refers to the way he reviews the product through visual observation. The word "really bad" is an adjective that shows a negative object where the sentence refers to the feeling of disappointment or dissatisfaction felt by James. According to Martin and White, the use of intensifier words such as "really" here emphasizes or strengthens the negative attitude conveyed by James. This evaluative trait falls under the "Attitude" category in appraisal, the addition of "really" amplifies the intensity of this negative attribute, indicating the level of dissatisfaction.

Judgment

The last kind of attitude is judgement in appraisal that is used to judge people's behavior. JC applied judgment to give an evaluation towards the product. 19 items of judgment were found in his videos, here is the example of judgment can be seen in the following data.

Data 5

Ew it's so ugly, it's so fucking ugly

The data here James talked about the product that he reviewed. in the video James seems disappointed and frustrated because of the product that reviews, it's a lip and cheek products that can be used as blush for his eyes; the color of the blush does not look good as what he expected, the product is hard to blend, and the colors is not pigmented.

Table 6. Example of Judgement

Item	Function	Appraiser	Appraised	Appreciated	+/_
Ew it's so **ugly**, it's so fucking ugly	Epithet	JC	Blush on	Judgement (normality)	_

The data here the words "ugly" is an adjective according to Cambridge can also refers to "unpleasant to look at; not attractive. The data here has strongly indicated a negative judgement regarding to the product looks. According to Martin & White (2005) the data here has a function as an epithet since James convey a strong and subjective emotional judgment of the product's appearance, which is considered to a highly unattractive. Furthermore, the data here indicates into normality judgment category since it implies that the object is thought to be very unsuitable which James was expected. Using epithets and Judgment (normality), he expresses a strong hate and it concludes that the product is not just uninteresting but also far from expectations. It helps the viewers to understanding how language can be applied to express highly emotional evaluations and determine the level of acceptance.

Data 6

These are the worst eyeliners

This data shows James reviewed the products from forever 21. In the video, James conveys his disappointment with the product, "These are the worst eyeliner." James also

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explains how the eyeliner is hard for applying properly and does not provide a sharp line, it is very easy to smudge. he also compared the eyeliner with other brands that have similar prices but give a better result.

Table 7. Example of Judgement

Item	Function	Appraiser	Appraised	Appreciated	+/_
These are the **worst** eyeliners	Epithet	JC	Eyeliner	Judgement (capaity)	_

The data above there is a words "worst" it's an adjective according to Cambridge it can refers to "bad: of the lowest quality, or the most unpleasant, difficult, or severe". The words "ew it's so ugly, it's so fucking ugly" is an example of a negative Judgement. The data here is included in the category of epithet and judgement (capacity) in appraisal theory. According to Martin and white theory, epithet is a term or phrase that expresses an assessment of an object and is usually accompanied by strong feelings. This category often pays attention to the aspects that the speaker considers important and provides a sentimental evaluation of the item. The statement "these are the worst eyeliners" belongs to the judgment category in Martin and White theory. This judgment belongs to the Judgement capacity category. One of the elements of appraisal theory that is used to evaluate someone or something conduct, qualities, or morality. It is obvious that the statement "these are the worst eyeliners" assesses the quality or potency of the eyeliner product. The speaker indicates that this eyeliner is incredibly ineffective or does not function as it should by telling it" James is expressing that this eyeliner is very ineffective or does not work as intended. This evaluation focuses on whether the eyeliner can function properly, such as producing a good line, long lasting or not smudging easily.

Conclusion

After data analysis, the study discovered that James Charles Beauty used all three categories of attitudes: appreciation, affect and judgment. The research found that 28 affect, 21 appreciation, and 19 judgements found from the video which applied attitudinal appraisal in James Charles YouTube video. James Charles uses appreciation for evaluating the amount and grade of makeup products in his videos. James uses it to look at the consistency, price and durability of the products being reviewed. James is reviewing a product, and affect is the second that is used to convey feelings and emotions. In his video, James talked about how the product amazed him and how he felt both satisfied and disappointed. The final attitude type is judgement, which is employed because James is more concerned with assessing cosmetics than with assessing people's conduct. James evaluates people's actions and choices in relation to the product review that he reviewed in the video. Additionally, James assessment emphasizes every aspect and goes beyond only emphasizing the advantages and disadvantages of the product, as shown by using of all attitudes in positive as well as negative assessments. James was also showing the way product being evaluations covered disadvantages as well as the advantages of the products.

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