

# **An Analysis Of Attitude On The Dubai's Vlog In TITAN TYRA Youtube Channel**

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## **Abstract**

*In general, culture is the identity of a nation and besides that culture influence the mindset and speech of humans. This study aims to explain and find out the evaluative language produced by a Vlogger or YouTube user with content about Vlogs in Dubai, besides that this study aims to analyze the attitudes presented based on the choice of words in the editorial that we can see from the Titan Tyra Vlog entitled "Liburan Ala Sultan Dubai! Burj Khalifa, Ritz Carlton Hotel, Dubai Mall Vlog". The object of this research is Titan Tyra, a Chinese-Indonesian Vlogger from Jakarta who lives in Indonesia and Singapore. The method used in this research is descriptive research. In this study, the evaluative language produced by Titan Tyra is presented using research theory. The data source for this research is obtained from the YouTube account video Titan Tyra. All utterances generated by Titan Tyra are transcribed into text for data analysis. The finding of this study revealed that the most prominent aspect in the attitude element is the affect, appreciation, and judgment. It means all the attitudes were found in this research.*

*Keywords: Attitude, Subtitle, and Appraisal*

## **Abstrak**

*Secara umum, budaya merupakan identitas suatu bangsa dan selain itu budaya dapat mempengaruhi pola pikir dan tindak tutur manusia. Penelitian ini bertujuan untuk menjelaskan dan mengetahui bahasa evaluatif yang dihasilkan seorang vlogger atau pengguna YouTube dengan konten tentang vlog di Dubai, selain itu penelitian ini bertujuan untuk menganalisis sikap yang disajikan berdasarkan pemilihan kata dalam editorial yang dapat kita lihat dari vlog Titan Tyra yang berjudul “Liburan Ala Sultan Dubai! Burj Khalifa, Ritz Carlton Hotel, Dubai Mall Vlog”. Objek penelitian ini adalah Titan Tyra seorang vlogger yang berasal dari Indonesia. Titan Tyra adalah vlogger Chinese-Indonesia dari Jakarta yang tinggal di Indonesia dan Singapura,. Metode yang digunakan dalam penelitian ini adalah penelitian deskriptif. Dalam penelitian ini, bahasa evaluatif yang dihasilkan Titan Tyra disajikan dengan menggunakan teori penelitian. Sumber data penelitian ini diperoleh dari video akun YouTube Titan Tyra. Semua ucapan yang dihasilkan oleh Titan Tyra ditranskripsikan ke dalam teks untuk analisis data. Temuan penelitian ini mengungkapkan bahwa aspek yang paling menonjol pada unsur sikap adalah afek, apresiasi, dan penilaian. Artinya semua sikap ditemukan dalam penelitian ini.*

*Kata kunci: Sikap, Subtitle, Penilaian*

## **INTRODUCTION**

Appraisal framework is an approach to explore, describe and explain the way language is used, to evaluate to adopt stance, to construct textual personal and to manage interpersonal positioning and relationship. So, it focuses on how speakers express feeling, how they amplify them, and how they may incorporate additional voices in their discourses. Attitudes as a part of appraisal system can be defined as judgment and appreciation to the human behavior, text, process or phenomenon affected by attitude. The resources can be categorized into 3; affect system (emotional expressions to human), judgment system (assessment from human to human), and appreciation (evaluation of the valuable things).

In the era of globalization that we are currently experiencing, there are various ways to be able to convey our thoughts to people around the world, one of which is through social media platforms. Social media is a platform that people use to be able to communicate with each other, one platform that is currently quite popular is YouTube. YouTube is believed to be one of the best social media for sharing information in the form of videos. Butow (2020) believe one of the reasons YouTube became popular was because YouTube was created simply as a way for people to share videos with others. YouTube is well received around the world, this is evidenced by the

many users of the YouTube site. YouTube content creators may be able to gain new audiences while trying to target global audiences, for example Indonesian content creators may try to target Malaysian audiences. Desjardin (2017) suggested content creator to provide subtitle in different language, so people who does not speak the same language as the content creator can understand the content of the video. Therefore, content creators can ask translators to translate the video content they create to make it available to new viewers. It may sound easy, but translating from one language to another has its challenges. Therefore, translators need to know and be able to find out whether the translation is most appropriate.

Translation for YouTube can be done in two ways, there are dubbing and subtitling. Dubbing is an act of fabricating audio to make viewer believes that the character on screen speak share the same language as the viewer. This type of translation is less popular because dubbing is more difficult than subtitling. Subtitling according to Cintas (2021) is defined as a translation practice that consist in presenting a written text, generally on lower part of the screen, that aims to recount the original dialogue exchanged among the various speakers as well as all other verbal information that is transmitted visually.

One of the Indonesian content creators who provides subtitles on his YouTube channel is Titan Tyra, he is an Indonesian influencer who has a channel called Titan Tyra. The Titan Tyra channel has about nine hundred thousand subscribers. Titan Tyra provides English subtitles which are manually translated by him. Providing English subtitles is considered a wise move because English is the most spoken language on YouTube, because as we read in the previous paragraph, language issues will arise when content creators try to target a global audience. In conclusion, it can be said that subtitles are considered as an important instrument to support content creators who wish to market their videos globally. Calabrese (2020) states that the availability of captions helps content creators to reach more viewers.

According to Martin and Rose (2003), appraisal is a system of interpersonal meanings. Appraisal can be used to negotiate social relationships of some people by telling the opinion or feelings about things and people. According to White (2005), the appraisal theory is an approach to explore, conduct, and explain how the language is used to evaluate, to construct textual, to adopt stances, and manage interpersonal positioning and relationships. As we can see from these two statements from the experts above, we can conclude that appraisal theory is a linguistic approach that is used to find out and identify one's opinion about an object. Valuation Theory is divided into three aspects as affect, judgment, and appreciation. The expressions of affect are divided into three types. The first is to show the feeling of happy or unhappy, the second is to show the feeling of security and insecurity, and the third one is to show the feeling of satisfaction

or dissatisfaction of someone towards an object. The second element is judgment. This element refers to attitudinal evaluation in which individual behavior is judged positive as praise and negative as condemn or criticize. The last element is appreciation. This element is an appreciative evaluation for the aesthetic characters on the text, process, or phenomenon, mainly for an inanimate object, rather than the behavior of people, this element is divided into positive and negative appreciation which can be also expressed directly or indirectly. The second aspect of appraisal is graduation which is divided into intensifier (such as little, very, many, much), metaphor, attitudinal lexis (such as ecstatic, vivacious), and swearing words (such as damn, shit etc). the last aspect of appraisal is engagement which in the relation to the source of the statement of the speaker or writer. If the statement or information do not use projecting source (such as he said, he say, according to etc) it means that the information is pure from the speaker itself and vice versa.

Therefore, an evaluative language analysis by Titan Tyra as a Vlogger from Indonesia and on vacation in Dubai for several weeks is described and identified in this article by using these aspects of assessment. The aims of this study is to find out what aspects of attitude, to assess the quality of English subtitles on Indonesian-language YouTube channels, and appraisal system most often occur in Titan Tyra's vlog videos in Dubai when reviewing things such as the Burj Khalifa, Ritz Carlton Hotel and Malls in Dubai.

## **METHOD**

The methodical framework of structure known as a research method is used to direct research. This methodology typically comprises of a data source, a technique for data collection, and a technique for data analysis. Research on translation is categorized as applied linguistics. This research data collected from Indonesian YouTube vlog titled “Liburan Ala Sultan Dubai! Burj Khalifa, Ritz Carlton Hotel, Dubai Mall Vlog”. The video was taken from Titan Tyra YouTube channel. This research was categorized as qualitative. Qualitative approach according to Yin (2020) is a descriptive qualitative case study was employed in. The note-taking technique was employed to gather the data for this research. Researchers collected subtitle from YouTube video and analyze data with appraisal theory provided by Martin and White. Appraisal theory is considered as an effective framework in terms of analyzing attitudes expressed and interpersonal meanings in various types of discourse such as literary works, news, legal, scientific, and academic discourse (Wei et al, 2015). There are three evaluation systems operating at once: engagement, graduation, and attitude. Appraisal framework is concerned in how linguistic capabilities share emotions. This study mainly considers one component of appraisal, that is

attitude. Emotion, ethics, and aesthetic all play a part in attitude. The three categories of attitude are appreciation, affect, and judgement.

## FINDINGS AND DISCUSSION

This study mainly focuses on the attitude component of the appraisal framework. The definition of attitude is a set of feelings. As previously said, attitudes can be categorized into three groups: affect, judgement, and appreciation.

### Affect

Concerned with recognizing both good and bad feelings is affect. Do the creators of the content feel joyful or sad, happy or worried, curious or bored, etc.

**Table 1.**

**The categories of Affect with Source Language and Target Language**

NO.	SOURCE LANGUAGE	TARGET LANGUAGE	ATTITUDE
1.	Aku sampai kayak gak bisa tidur gitu sebelum datang ke Dubai	I couldn't even had a proper sleep before coming to Dubai	Affect
2.	Aku beneran berasa seperti kita pindah ke dunia Aladdin	I literally feel like we've been transported into Aladdin	Affect
3.	Aku gak tahu gimana jelasinnya	I don't even know how to describe it	Affect
4.	Jadi bikin aku kepikiran, apa mungkin kalau buka bisnis di Dubai itu lebih bisa sukses?	So it makes me think, it is possible that if you open a business in Dubai you might be more successful?	Affect
5.	Oke guys jadi kita agak sus (curiga) kenapa ini restoran gak ada orang sama sekali?	Ok guys this is kinda sus why there's nobody in this restaurant?	Affect
6.	Aku berasa gak enak banget, aku gak pernah berasa seenggak enak ini	I feel so bad, I've never felt so bad in my life	Affect

Titan did a good job of translating the source language to the target language. There are some different feelings that affect the speaker on the data. Data 1 and 6, the translation is easy to understand. For data 2 and 3 it might not sound like an affect, but if we pay closer attention, we can see that the phrase is an expression of the speaker's joy and curiosity. In translating data 4 and 5, Titan also made a little mistake and created some confusion. On data 4 the speaker is feeling curious but the target language is little bit confusing because she writes *you* that there is no phrase *kamu* in the source language, some viewers may confuse by that. Information that wasn't there in the source language is added by Titan. Titan didn't need to add phrase *this is* on data 5, actually it was good but still not an accurate translation.

### Judgement

Judgement according to the speaker or writer's point of view on the behavior they either praise, criticize, or commend.

**Table 2.**

#### **The categories of Judgment with Source Language and Target Language**

NO.	SOURCE LANGUAGE	TARGET LANGUAGE	ATTITUDE
7.	Dia itu jauh banget, kayak sejam dari sini tapi harganya lumayan murah	It's really far, like an hour away from here but it's quite cheap	Judgement
8.	Biasa makanan hotel kan kayak, yaudah makanan hotel gitu kan gak yang kayak enak banget, tapi ini wah kualitas restoran	Usually hotel foods are like, well they're hotel food like they're not exquisitely amazing, but this one whoa restaurant quality	Judgement
9.	Sephora di sini tentunya besar banget, gila, sebetulnya gak sebesar Singapore sih	The Sephora of course have to be humongous, crazy, actually not as big as the one in Singapore	Judgement
10.	Sebagai orang Chinese, rasanya gak ada Chinesenya sama sekali tapi enak	As a Chinese person, it doesn't taste Chinese at all but it's good	Judgement
11.	Ini kalau gak pakai masker tiba-tiba mukanya kelihatan gede	This is how it looks like without the mask and suddenly my face looks huge	Judgement

12.	Tuh gelap banget konsepnya, seperti apa ya, kayak kastilnya Cinderella	Their concept is kinda dark, it looks like I don't know, some Cinderella castle	Judgement
13.	Jadi ini memang makanan barat banget tapi menurut aku dia seimbang sih	So this is truly a western food but I think it's kinda balance	Judgement

Translation from data 7, 8, 9, 10, 11 is quite clear. A small mistake was made in the phrase translation by Titan on data 12 and 13. When translating a phrase, Titan made a small mistake. Titan add information that not available in the source language. Titan didn't need to add phrase *kinda* on data 12 and 13, instead of *kinda* Titan can write *so dark* on data 12. For data 13, instead of *kinda* Titan can just write it without *kinda*. For the judgement attitude on the vlog, the speaker often does a criticize about things that she eats, do, and see.

### Appreciation

The concept of appreciation focuses on how people react to, value, and enjoy various things.

**Table 3.**

#### The categories of Appreciation with Source Language and Target Language

NO.	SOURCE LANGUAGE	TARGET LANGUAGE	ATTITUDE
14.	Pemandangannya bagus banget, lihat!	The view amazeballs, look!	Appreciation
15.	Ini adalah makanan hotel terbaik yang pernah aku makan seumur hidup aku	This is the best hotel food I've ever had in my life	Appreciation
16.	Kita jadi berasa ada privasi gitu, itu bagus banget sih	So it feels like we have some sort of privacy, which is really nice to have	Appreciation
17.	Lihat ini di LV ada tempat duduk ini lucu banget	Look at this very cute chair they have in LV store	Appreciation
18.	Keren banget ada tempat kayak gini	It's so cool that there's this kind of place	Appreciation
19.	Sumpah ini orang pintar banget	OMG this guy is so smart	Appreciation

20.	Kamu jago deh jualannya	You're a very good salesman	Appreciation
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Translation from data 15,17,18,19,20 also quite clear. In translating data 14 Titan using slang *amazeballs* for the phrase *bagus banget*, *amazeballs* can be mean extremely good or amazing. Data 16 Titan can just write *which is really nice* without using *to have* because the phrase *to have* was written previously and didn't need to write it again in the last sentence. Based on the data in this appreciation table, the speakers often use positive evaluation of phenomena, things, foods and people.

## CONCLUSION

Based on the previous discussion, this research confirms that, within the parameters of an appraisal framework, the subtitle in Titan can effectively convey emotion to its audience. Titan offers excellent English subtitles. She simply has to fix a few aspects of the subtitle so that people can understand the point she is trying to make. English subtitles have also shown to gain viewers and reach a variety of international audiences. For Indonesians it can be useful as a learning media to improve skills and understanding in English language.

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