POSTER *TIGA RONDE*: AN APPRAISAL ANALYSIS OF NEGATIVE COMMENTS ON TWITTER

Nadiyah Zulfa[1*] and Indah Kurnia Herliani[2]
[1,2]Universitas Negeri Malang, Indonesia
nadiyah.zulfa.2002226@students.um.ac.id[1]
and indah.kurnia.2002226@students.um.ac.id[2]
*correspondence: nadiyah.zulfa.2002226@students.um.ac.id
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Abstract
This paper discusses the negative comments on the tweets attacking the "*tiga ronde*" poster during the student protest on April 11, 2022, that went viral on Twitter. This is a qualitative study, using the appraisal theory as an analytical method. The data collection is carried out by taking random tweets within the discourse of poster "*tiga ronde*", which are then sorted into ten tweets as the appraising items. The appraising items were translated from Indonesian to English. We then looked for the word with the closest pragmatic meaning to the translated word in the semantic resources of the appraisal framework. Lastly, we categorized whether the appraising word is classified into effect, judgment, or appreciation. The study aims to understand the attitude of those negative comments. It is presumed that the intended meaning of the comments, whether it is an effect, judgment on the poster creator, or appreciation of the poster can give a better understanding of why they are used to attack the poster. The study reveals that a lot of anonymous accounts give judgment towards the creator's behavior rather than appreciating the poster or expressing their feelings about the phenomenon.

Keywords: appraisal, attitude, negative comments, poster *tiga ronde*, Twitter

Introduction
        Social media holds a major role in people's day-to-day lives. This is because social media platforms provide many features to their users, such as the ability to post pictures, write statuses, and read the news. Palfrey and Gasser (2008, as cited in Bolton et al., 2013) argued that millennials use social media mainly to interact with others, while they also use it for seeking information and entertainment (Bolton et al., 2013). During the Covid-19 pandemic, social media had an even more important role in society, where it functioned as a medium for public health communication (Wong et al., 2021). In addition, for the younger generation, one of the most convenient features of social media is the freedom for its users to identify and express themselves (Sponcil & Gitimu, 2012). This is supported by Schlosser

(2020) who found that social media users tend to disclose or present themselves in any way that they want.

According to Rosenbach and Schmund (2011), there are three categories in the use of identity in media such as the internet, including the use of real names (orthonym), aliases or pseudonyms (pseudonym), and without a name (anonym). This is especially prevalent on Twitter, where most of its users are pseudonyms. It means that they do not use their real names or pictures on their profiles, and instead, use a fake identity. Several factors make Twitter users choose to be anonymous, such as the desire to socialize without their identity being known, the desire to view controversial content and sensitive accounts without being identified, and the desire to send messages without exposing their identity (Peddinti et al., 2014). On one hand, this brings positive impacts on social media users, for example, they can share sensitive things about themselves and be vulnerable (Ma et al., 2016), share more knowledge with other users (Lee et al., 2014), as well as seek and give support in sensitive issues (Andalibi et al., 2018). On the other hand, anonymity also has a negative outcome. Mondal et al. (2017) found that anonymity is closely related to hate speech on social media. Barlett et al. (2018) also argued that anonymity leads to cyberbullying.

In a recent study, it is revealed that many Indonesian Twitter users currently choose to interact through auto base accounts which allow them to tweet anonymously (Panjaitan et al., 2020). Autobase accounts use a delivery system that uses a certain code called menfess (mention confess). When someone DM (direct message) the account, the message will be tweeted as a post automatically without including the sender's username. The existence of a system like this gives Twitter users more freedom to post anything that might be sensitive because no one can identify who they are. The examples of the most well-known auto base accounts on Indonesian Twitter are Tubirfess and Area Julid. Twitter users use such accounts to share information, ask for opinions, and initiate discussions (Dwiwina & Putri, 2021). However, many of the posts invite criticism from other users, hence they use the reply section to mock, bully, and swear at the things being discussed in the tweet. Those accounts can easily spread rumors because the identities of the senders and admins remain unknown.

Recently, one of the most controversial discussions brought up by those accounts is the posters that university students used at the protest on April 11, 2022, organized by the Indonesian Student Executive Alliance (BEM) to reject the issue of postponing the 2024 election. In designing their posters, many university students used eye-catching words, including ones related to sexual activities. One example is the "Poster *Tiga Ronde*," where it's written "*Lebih baik bercinta 3 ronde daripada harus 3 periode*" or "It's better to fuck three rounds than three periods (of the presidential term)". The poster first came to the public eye after the creator uploaded it on her Instagram account. After that, it became viral when auto base accounts, such as Tubirfess and Area Julid, posted it on Twitter. The posts received diverse reactions from Twitter users. Some people supported the usage of controversial words to get the government's attention. However, a lot of people also reacted negatively to the poster, calling it sexist, stupid, cringe, or saying that the creator is an attention seeker.

Figure 1. Poster "*Tiga Ronde*"

Therefore, this paper will analyze the negative comments that attacked the poster *tiga ronde* on Twitter using the appraisal framework developed by Martin and White (2005). Previously, research focusing on negative comments on social media is still very limited. Most of the existing literature deals with sentiment analysis to detect and classify the emotions that exist in Twitter texts (Saputri et al., 2018; Sailunaz & Alhajj, 2019; Raheja & Asthana, 2021). Meanwhile, other research focused on the detection of hate speech and offensive language on Twitter (Bouazizi et al., 2018; Ibrohim et al., 2019). Similarly, Awan (2014) used data from Twitter to understand how people expressed their islamophobia on the platform. Furthermore, the usage of the appraisal framework in previous studies is also minimal. Ertyas P (2011) used the framework to analyze the evaluative words in gossip news. On the other hand, Ross and Caldwell (2020) used the appraisal framework to analyze the negativity in Donald Trump's tweets. Those studies were conducted using data in the English language, so a study that employs Indonesian texts as its data has never been done.

In this paper, we try to answer the research questions: (1) how is the feeling of negativity realized in the tweets that attack poster *tiga ronde*? and (2) What is the object of evaluation within those negative comments? In answering those questions, we aim to find out how people express their negative emotions on social media, especially Twitter, linguistically. The appraisal framework is chosen because it allows us to understand the attitude of texts and what kind of feeling the writer has towards the object that they evaluate. By using negative tweets as data, our research will contribute to the understanding of negative or offensive comments in social media, as well as to the usage of the appraisal framework in Indonesian data.

Theoretical framework

The appraisal framework developed within Systemic Functional Linguistics (SFL). SFL in itself deals with language in its ideational, interpersonal, and textual meaning. The appraisal framework focuses on the interpersonal meaning, and therefore, provides a set of linguistic resources that we can use to put into words the feelings we experience (Oteiza, 2017). Furthermore, it is also related to the language that we use to evaluate something (Martin & Rose, 2003). According to Martin and White (2005), appraisal consists of three main systems: Attitude, Engagement, and Graduation. Attitude is related to how we express our feelings, engagement is related to the source of attitude, and graduation is related to the

amplification of attitude and engagement. In analyzing our data, we only used attitude as an analytical method.
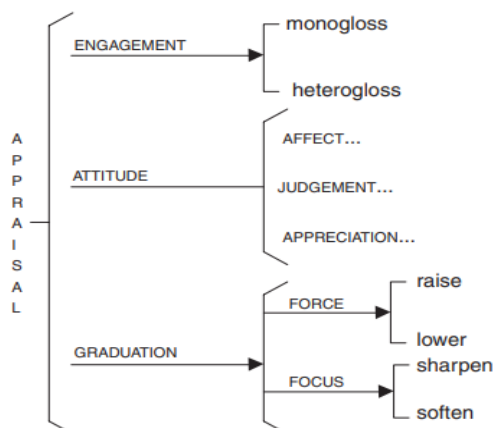

Figure 2. The appraisal framework (Martin and White, 2005)

Attitude provides the semantic resources of feelings as they are written in English texts (Martin & White, 2005). There are three kinds of attitudes in the appraisal theory that have both positive and negative feelings: effect, judgment, and appreciation. First, affect is an emotional response that includes positive and negative feelings. It can be narrowed down into four types, (1) Dis/inclination (emotions that come when the trigger is irrealis), (2) Un/happiness (emotions related to the heart's condition, e.g., happy/sad, like/dislike), (3) In/security (emotions related to our surrounding, e.g., confident/anxious), and (4) Dis/satisfaction (emotions related to achievement and frustration derived from our activities, e.g., fed up/absorbed).

Second, judgment is an attitude or stance toward someone's behavior. There are two kinds of judgment– judgment of esteem and sanction. Judgment of esteem deals with personal values. It is divided into three categories (1) normality (how special/unusual someone is), (2) capacity (how capable someone is), and (3) tenacity (how resolute/dependable someone is). Meanwhile, a judgment of sanction deals with shared moral values in a society, it is divided into two categories (1) veracity (how truthful someone is) and (2) propriety (how ethical someone is).

Lastly, appreciation is an attitude or stance toward a thing, in which we regard its value. Appreciation is divided into three categories, which are (1) Reaction (the impact and quality of the thing), (2) Composition (the balance and complexity of the thing), and (3) Valuation (whether the thing is worthwhile). Furthermore, affect, judgment, and appreciation can be expressed both directly and indirectly in a text. The direct expression of feelings is often manifested through words that name specific emotion, such as *like* and *painful*. On the contrary, indirect expressions are often realized by describing behaviors that represent certain emotions or by using metaphors, such as *trembling* and *vultures*.

Method

This study used qualitative research methods. According to Benson (2012), qualitative research in linguistics operates within the reduction of data to words, including by categorization. The qualitative method was chosen because the

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research aims to find out how people's negative feelings are manifested in words, hence we understand the category of the feelings and the object of those negative feelings. We collected the data by retrieving some posts attacking the poster *tiga ronde* on Twitter. For the initial data, we collected as many as twenty tweets from the reply section of several auto bases accounts, such as Tubirfess and Txt *dari Mahasiswa*, that posted the poster on April 11, 2022. Our criteria for negative tweets include (1) the usage of harsh words, (2) the usage of offensive words, and (3) the existence of negative meaning in the tweet. After that, we took screenshots of the tweets for data analysis. From the twenty tweets, we only took ten data that have appraising items. The tweets with no appraising items were eliminated.

The data that have been collected earlier are then analyzed using the system of attitude in the appraisal framework. In analyzing the data, we first highlighted the words that are considered appraising items as provided in the theory. Since the appraising items were in Indonesian, we translated them into English and looked for the equivalent of the word in the semantic resources of attitudes in the appraisal framework. After that, we determine whether they fall into effect, judgment, or appreciation. The analyses will be presented in the form of a table in the next section, where the appraising items are coded. Further, we also provide descriptions in each of the tweets to support our analyses. In the last stage, we conclude the result of the analysis regarding which attitude is used the most in the selected tweets and what kind of semantic resources people used to express their negative feelings.

Findings and Discussion

The result of our study shows that there are more judgments than appreciation and affect in the selected tweets. Most of the judgments are directed at the action of the poster creator. In the subsections that follow, we apply the system of attitude to analyze the tweets that we selected as data. We will present each tweet in its original form with the appraising items in bold and use a table to categorize the appraising items in each data.

Tweet 1

Table 1. Original tweet 1

Original Tweet
Ini cuma ikut2an turun tp **gaada akhlak** sama **ga bermoral**. Ga patut dicontoh **tulisan jelek** kyk gitu. Demo yg sesuai aja gitu. **Aneh2** tp **ga mikir**, sama aja **omong kosong** itu tulisan cuma buat ikut hype doang. **Hadehhh**

Table 2. Analysis of Tweet 1

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
"gada akhlak"	immoral		-prop		poster creator
"ga bermoral"	immoral		-prop		poster creator

"tulisan jelek"	bad writing			-reac	poster
"aneh2"	odd		-norm		poster creator
"ga mikir"	stupid		-cap		poster creator
"omong kosong"	worthless			-val	poster
"hadehhh"	sick of	-sat			poster creator's act

In the tweet, there are three judgments, two appreciations, and one effect. There is the phrase "gada akhlak" and "ga bermoral", both have the same meaning as immoral that belongs to the judgment of propriety. The second phrase, "ga mikir", has the same pragmatic meaning as stupid which is one of the negative words in the judgment of capacity. The third judgment is the judgment of normality, indicated by the phrase "aneh2", which is equal to odd. Meanwhile, the phrase that shows a negative form of appreciation is "tulisan jelek" or bad writing, which belongs to the appreciation of quality because the expression refers to the poster made by the protester. The second negative appreciation phrase is found in "omong kosong" which has the same pragmatic meaning as worthless. This phrase is included in the valuation appreciation because the sender commented on the writing of the *tiga ronde* poster. At the end of the tweet, there is an interjection "hadehhh" which shows that the sender is sick of her attitude, hence the interjection belongs to the category of dis/satisfaction.

Tweet 2

Table 3. Original tweet 2

Original Tweet
Tanpa mengerdilkan perjuangan kawan-kawan di medan juang, YANG INI **CRINGE**

Table 4. Analysis of Tweet 4

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
Cringe	disgusting		-norm		poster creator

The word "cringe" in the tweet above indicates that the sender of the tweet thinks that the action of the poster creator is disgusting because it is not following the purpose of the protest. This word is included in the judgment of social esteem, namely the judgment of normality.

Tweet 3

Table 5. Original tweet 3

Original Tweet
pake hijab lho padahal mbak2nya tapi **gak mencerminkan mahasiswi budiman**. oh ya ini mah **mahasewa** sih keknya

Table 6. Analysis of Tweet 3

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
"gak mencerminka n mahasiswi budiman"	immoral		–prop		poster creator
"mahasewa"	immoral		-prop		poster creator

In this tweet, there is the phrase "ga mencerminkan mahasiswi budiman". In addition, there is a play on the word "mahasiswa", meaning a student, which was changed to "mahasewa", meaning a prostitute. Both expressions have a pragmatic meaning similar to immoral. Therefore, both of them are included in the judgment of social sanction, namely the judgment of propriety.

Tweet 4

Table 7. Original tweet 4

Original Tweet
sekarang demo udah **melenceng** dari tujuan awal yang **seharusnya** bisa dijadikan wadah aspirasi langsung, tapi **malah jadi ajang pamer** di sosial media, emang keren gitu? gw yakin beberapa orang yang ikut demo **gak tau inti pesan** yang mau diaspirasikan

Table 8. Analysis of Tweet 4

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
"melenceng"	contradictory			-comp	protest act
"seharusnya"	It's supposed to		-prop		protesters
"malah jadi ajang pamer"	contradictory			-comp	protest act
"gak tau inti pesan"	stupid		-cap		protesters

In this tweet, there is the phrase "seharusnya" which can be interpreted as a form of advice. This word has the same meaning as the expression "it's supposed to..." which is included in the modulation of an obligation under the judgment of propriety. Another judgment is shown by the expression "ga tau inti pesan" which has the same pragmatic meaning as stupid. The word stupid belongs to the category of the judgment of social esteem, namely judgment of capacity. There is also the phrase "melenceng" and "malah jadi ajang pamer" which can be interpreted as contradictory expressions to the real purpose of the protest. That's why it belongs to an appreciation of composition.

Tweet 5

Table 9. Original tweet 5

Original Tweet
Di kira lu keren kek gitu, **kagak astaghfirullah** klo sekiranya turun demo cuma buat kepentingan instastory **mending tidur** dek, **malu** sama pendahulu kita.

Table 10. Analysis of Tweet 5

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
"kagak keren"	peculiar		-norm		poster creator
"astaghfirullah"	uneasy	-sec			poster creator
"mending tidur"	you're supposed to		-prop		poster creator
"malu"	you're supposed to		-prop		poster creator

In this tweet, there are two types of judgment and one effect. The first one is a judgment of normality. It is marked with the phrase "ga keren", which has the same pragmatic meaning as peculiar. Peculiar is a negative word in the judgment of normality. The second judgment is a judgment of social sanction in the form of a suggestion. In this tweet, the judgment is marked with the expressions "mending" and "malu sama pendahulu kita", both of which contain the meaning "you're supposed to..." and are part of the modulation of an obligation under the judgment of propriety. The effect in this tweet is shown by the exclamation "astaghfirullah" which is equal to the feeling of uneasiness that is categorized as in/security.

Tweet 6

Table 11. Original tweet 6

Original Tweet
Norak, **gak usah bawa bawa anak sastra** atau anak apa atau siapapun lah, **norak** ya **norak**. **Mending pulang**, selesaikan skripsimu

Table 12. Analysis of Tweet 6

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
"norak"	peculiar		-norm		poster creator
"gak usah bawa bawa anak sastra"	you're supposed to		-prop		poster creator
"mending pulang"	you're supposed to		-prop		poster creator

In this tweet, the word "norak" has the same pragmatic meaning as peculiar which is a negative word in the judgment of social esteem, namely judgment of normality. In addition, there are the expressions "gak usah bawa bawa anak sastra" and "mending" which is a forms of suggestion and are equal to "you're supposed to...". This expression belongs to the modulation of an obligation under the judgment of propriety.

Tweet 7

Table 13. Original tweet 7

Original Tweet
bismillah, **tolol** bgt bikin analoginya, **malu2in** nama "mahasiswa" yg ada astaghfirullah, sekian

Table 14. Analysis of Tweet 7

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
"tolol"	stupid		-cap		poster creator
"malu2in"	immoral		-prop		poster creator

In the tweet above, there is the word "tolol" which has the same meaning as stupid. The word stupid belongs to the judgment of social esteem, namely judgment of capacity. Another judgment is shown by the word "malu-maluin" or embarrassing which has a similar pragmatic meaning to immoral which belongs to the category of the judgment of propriety. This is because the sender feels that the

poster creator has embarrassed the entire academic community, hence the act is immoral.

Tweet 8

Table 15. Original tweet 8

Original Tweet
biasa yg begini **caper**, coba tnyain tuntutannya jga paling **ang ong ang ong** doang, pengalaman pas demo ruu kmren kbnykan yg **aneh2** cuma sekedar ikut2 an doank

Table 16. Analysis of Tweet 8

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
"caper"	hasty		-ten		poster creator
"ang ong ang ong"	stupid		-cap		poster creator
"aneh2"	odd		-norm		protesters

In the tweet, there are three judgments of social esteem. The first is shown by the expression "caper" which indicates that the poster creator is not dependable because she failed to understand the purpose of the protest. The word is equal to the word hasty, which belongs to the judgment of tenacity. The second judgment is shown by the interjection "ang ong ang ong" which has the same pragmatic meaning as stupid. Thus, it belongs to the judgment of capacity. There is also the expression "aneh2" or odd which is a negative word in the judgment of normality.

Tweet 9

Table 17. Original tweet 9

Original Tweet
memalukan, ikut aksi cuma sekedar ikut-ikutan terus seruannya **membahas hal yang ga sopan** sama sekali. cukup kamu & tongkrongan kamu saja yang menggunakan bahasa seperti itu, jangan gunakan bahasa itu sebagai aksi.

Table 18. Analysis of Tweet 9

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
"memalukan"	immoral		-prop		poster creator
"membahas hal yang ga sopan"	nasty			-reac	poster

The word "memalukan" or shameful has a pragmatic meaning similar to immoral. The word belongs to the judgment of propriety that is categorized under the judgment of social sanctions. In addition, the phrase "membahas hal yang ga sopan" has a pragmatic meaning similar to nasty which belongs to the negative reaction of appreciation.

Tweet 10

Table 19. Original tweet 10

Original Tweet
Kan bisa gini "Lebih baik adu jotos 3 Ronde daripada harus 3 Periode" Kenapa harus Berc*nta **anjengg??** Di luaran sana banyak cewek yg gk mau dilecehin secara Verbal ataupun fisik. Misal gegara ini nnti bsa jdi pembelaan cwok brngshake klo cewek² sebenernya gk pp klo dilecehin 😡

Table 20. Analysis of Tweet 10

Appraising items	Equivalent	Affect	Judgement	Apprec'tion	Appraised
"Kan bisa gini"	It's supposed to		-prop		poster creator
"anjengg??"	Sick of	-sat			poster

"Kan bisa gini" is considered a suggestion. The user criticized the poster creator for choosing the word "bercinta 3 ronde" in the poster. This phrase has the same meaning as "it's supposed to," which belongs to the modulation of an obligation under the judgment of propriety. The writer gave examples of alternative writings that would be more appropriate than the ones written on the poster. In this comment, there is also an exclamation, *anjeng*, which indicates that the sender of the tweet is sick of the writing on the poster. Hence, it can be categorized as a dis/satisfaction in effect.

Based on the analysis of the ten selected tweets, we found thirty appraising items. Overall, there are 3 effects, 22 judgments, and 5 appreciations. The result of the analysis shows that most of the appraising items belong to the category of judgment. Furthermore, the judgments that appear the most are the judgment of propriety, followed by the judgment of normality and the judgment of capacity respectively. The complete and detailed result of the analysis is presented in the table below.

Table 21. Types of attitudes in the negative Tweets

Types of Attitudes		Appraising Items	Amount	%
Affect	Dis/satisfaction	hadeh, anjeng	2	6,7%
	In/security	astaghfirullah	1	3,3%
Judgment	Capacity	tolol, ga mikir, ang ong ang	4	13,3%

		ong, gak tau inti pesan		
	Tenacity	caper	1	3,3%
	Normality	aneh2, norak, cringe, kagak keren	5	16,7%
	Propriety	gada akhlak, ga bermoral, mahasewa, mending tidur, kan bisa gini, memalukan, …	12	40%
Appreciation	Reaction	membahas hal yang ga sopan, tulisan jelek	2	6,7%
	Valuation	omong kosong	1	3,3%
	Composition	melenceng, malah jadi ajang pamer	2	6,7%
	Total		30	100%

In expressing their negative feelings, Twitter users use a variety of appraising items, such as *tolol, norak, ga mikir, mahasewa, omong kosong*, and *anjeng*. It shows that the semantic resources for expressing negativity range from adjectives, nouns, verbs, and interjections. In addition, several tweets also use modulation of obligation, marked by the usage of words such as *seharusnya, mending,* and *kan bisa gini*. Furthermore, from the appraising items used, we can see that some feelings are expressed directly using the exact name of the emotion such as *memalukan*, while others are expressed indirectly using metaphors or wordplay such as *ang ong ang ong* and *mahasewa*.

With judgment as the most frequently used attitude, our analyses also show that most of the appraised object of the negative comments is the poster creator. A lot of the appraising items were made to criticize her morality and ethics. Considering the identity of the creator who is a woman wearing a hijab, we think the reason why the public reacted negatively to her act is that it is not following the societal norms and values in Indonesia, where a Muslim woman is not supposed to write things related to sexual activity. Besides that, some appraising items were made to criticize her capability as a student. It shows that the public expects students to be wiser and smarter in choosing the words used in a protest, and to not use the protest only as an arena to gain attention. In addition to the action of the poster creator, some appraising items were also directed to other protesters because many of them also created posters that were considered inappropriate. Lastly, from the ten negative tweets that we analyzed, nine of them were posted by anonymous accounts. This supports the previous studies conducted by Mondal et al. (2017) and Barlett et al. (2018) that anonymity is closely related to hate speech.

Conclusion

Since Twitter does not require its users to use their real identities on the platform, many Twitter users currently choose to interact using anonymous

accounts. Anonymity enables Twitter users to post controversial content, as well as comment harshly and negatively in any post that is not following their values because their identities remain unknown. One of the examples can be observed during the student protest on April 11, 2022, where the posters that students used in the protest went viral on Twitter. From our research which focused on the negative comments that attacked the poster *tiga ronde*, we found that people expressed their negative feelings with a variety of appraisal resources ranging from adjectives, nouns, verbs, modals, and interjections. In addition, most people chose to criticize the morality, unusual act, and capability of the poster creator because they think it is not under her identity as a woman, student, and someone who wears a hijab.

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