

EXPLORING PUBLIC EVALUATION THROUGH APPRAISAL FRAMEWORK: A STUDY ON LEVI'S ADVERTISEMENT FEATURING BEYONCE

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ARTICLE INFO

Article history:

Received: 30-12-2024

Accepted: 30-12-2024

Published: 30-06-2025

Keyword: Appraisal framework, evaluative language, online discourse, YouTube comments

ABSTRACT

The research aimed to examine YouTube user comments on Levi's commercial featuring Beyoncé. The focus of this research was evaluative language within the framework of Appraisal Theory. The research aims to analyze public evaluation both positive and negative toward the commercial and its implications for Levi's brand image. A qualitative descriptive discourse analysis method was employed, utilizing AntConc software to process 739 user comments collected from YouTube within one month of the commercial's release. The analysis highlighted a significant dominance of negative evaluations, with criticisms often directed at Beyoncé's involvement due to her associated controversies. Positive comments, while present, primarily praise the advertisement's aesthetic appeal and Beyoncé's cultural influence. The findings underscored the polarized reception of celebrity-driven campaigns, where public figures with contentious reputations can elicit strong backlash, potentially damaging brand perception.

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INTRODUCTION

It is indisputable that the interaction between humans needs a communication device called language. As is well known, language is essential for people to communicate with each other and to share their thoughts, feelings, and opinions. It is also constructed at many different levels from words, sentences, and texts, to speech and discourse (Ansorge et al., 2022). As summed up by Alba-Juez (2009) following Schiffrin's perspective, text is delineated as the linguistic material and discourse as the interplay of text and context, highlighting the external factors that discourse analysis considers essential for a comprehensive understanding of communication. Hedeager (2012) states that although all living beings have their ways of communicating, humans are the only ones that master cognitive language communication. This unique human capacity underscores the importance of analyzing not only the structural elements of language but also the socio-cultural and psychological dimensions that influence meaning-making in discourse.

Communication can be found in real-life conversations, television shows, discussions, movies, online social networks, and many other platforms. Not only is language a tool for exchanging information but also is a means for expressing attitudes, emotions, and values in social interactions. In various communication contexts, language reflects the speaker/writer's perspective and invites responses from the hearer/reader. In line with Zeng et al., (2024), individual's expressions often go beyond informational to include evaluative elements as individuals share their thoughts and feelings, shaping how others perceive a topic, person, or event. Such evaluative expressions are instrumental in constructing social meaning and guiding interpretative frameworks within a given discourse community.

This evaluative dimension of language becomes particularly pronounced in online and social media settings. It is within this context that evaluative content emerges as a significant feature of language that reflects how people respond to the world around them. Thus, evaluative content becomes one of the most notable characteristics of language used in online and social media platforms. This feature enables users to express emotions, provide assessments of individuals, and engage in discussions that compare or contrast the opinions with others. From positive expressions such as "likes" on Facebook to critical remarks in blog comment sections, much of online activity revolves around sharing feelings and forming evaluations.

Despite the growing prevalence of digital discourse in everyday life, the nuanced interpretation of evaluative language remains underexplored in linguistic scholarship. While numerous linguistic studies have examined various aspects of digital communication (AlMamoory & Al-Khazaali, 2024; Chaqmaqchee & Paramasivam, 2021; Clarke & Grieve, 2019; Dancygier & Vandelanotte, 2017; Kolhatkar et al., 2020), relatively little attention has been paid to the subtle distinctions in meaning that emerge in online language using the Appraisal framework developed by Martin & White (2005). The Appraisal framework provides a systematic way to analyze evaluative language by focusing on three main domains, i.e. Attitude, Engagement, and Graduation. In the Attitude domain, language reflects affect or emotions, judgement or ethics evaluations, and appreciation or aesthetics assessment. This framework is particularly useful in understanding how individuals express their perspectives in online discourse which is often found in social media platforms.

Social media platforms offer a unique space where evaluative content is abundant, as users actively share their emotions, judgments, and appreciations about topics, individuals, or events. One of the most popular online video sharing and social media platform worldwide is YouTube. As reported by Global Media Insight (2024), YouTube boasts a staggering 2.7 billion users as December 2024, which is a significant increase from the 2 billion users it had in 2019. This makes YouTube as the second most popular social network on the internet and serves as a prominent platform where evaluative content thrives.

Discussions about user comments on social media are conducted, for example, by Li (2023). The study analyzed YouTube user comments on Chinese tourism using the Appraisal Theory approach. By utilizing AntConc software, the study showed that the majority of comments are positive, and thus provides insights into the positive image of Chinese tourism on international platforms and implications for future online tourism promotion. Another discussion was conducted by Khrisna & Dewi (2022) using the Appraisal theory in exploring netizens' comments on the Instagram account @lambe_turah regarding the announcement of the results of the 2019 Indonesian presidential election. This discussion reveals a close relationship between language evaluation and the expression of social identity through comments on social media.

One prominent example of evaluative contents is the public reaction to commercials featuring public figures, which often sparks discussions filled with evaluative expressions. The limited analysis of evaluative content in user comments on YouTube has motivated this research to conduct a corpus-based investigation. Therefore, this study attempts to explore related topic which focuses on Levi's commercial featuring Beyoncé, a public figure with significant worldwide influence. The commercial was released on September 30 amidst the legal controversy surrounding P. Diddy. Beyoncé's professional and personal connection to P. Diddy adds a layer of complexity to the public's responses of the commercial and the brand itself. Therefore, analyzing user comments on this commercial provides a unique opportunity to explore how evaluative language is used to express attitudes, particularly in a context influenced by celebrity controversy.

By utilizing AntConc software to perform corpus analysis, this study will examine the comments from the YouTube video of the Levi's commercial featuring Beyoncé. The research aims to identify what evaluations within the Attitude domain are most prominent in the comments. This analysis not only contributes to understanding the use of evaluative content in online discourse but also sheds light on the impact of celebrity controversies on public opinion and brand image. Because the focus of this research is related to the attitudes of public figures which are manifested in the form of speech on social media, the appraisal theory in this study focuses on attitude devices only.

The analysis plan for assessing public perception of Levi's commercial involving Beyoncé in the context of the P. Diddy case has a significant advantage because this situation is a new case that has emerged amidst public attention to social and cultural issues. By using the appraisal theory, this study not only fills the existing gap, but also provides new insights into how the public reacts to advertising campaigns amid highly relevant issues, as well as showing how celebrity culture interacts with social media and its influence on public evaluation.

METHOD

This research was conducted using a qualitative descriptive discourse analysis method, which is characterized by descriptive analysis. Descriptive method according to Moleong (2018) is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. As stated by Sugiyono

(2019), qualitative research techniques are used because of a paradigm shift in the way we view and how we see and research a certain reality, phenomenon, or symptom. This shift emphasizes the important of understanding context, meaning, and subjective experiences, rather than merely quantifying observable data.

The object of this research is the user comments on Levi's commercial featuring Beyoncé on YouTube entitled "Chapter 1: "Launderette" reimagined with Beyoncé | LEVI'S®". The data of this research are words, phrases, clauses, and sentences that construct the comments of research subjects as a whole which are then analyzed for the use of discourse. Due to the great number of comments, the comments were ranked and filtered by posted date for only the first-month comments from the commercial release date, that is from September 30, 2024 to October 30, 2024. In the end, from all 1,678 comments, 739 comments within the first month of the commercial release date were selected. The data were collected from the Levi's commercial featuring Beyoncé on YouTube collectively (Levi's, 2024). This time-bound selection was intended to capture the most immediate and potentially unfiltered public reactions, which are often the most indicative of initial audience sentiment and evaluative stance.

Since the data analyzed in this study is obtained in large quantities, text processing software is required. Therefore, this study employs a corpus-based analysis. Corpus linguistics is more a way of doing linguistics and a methodological basis for pursuing linguistic research (Meyer, 2023). To ensure accurate findings, this research utilized the AntConc software version 4.3.1 by Laurence Anthony to process the data. AntConc is a corpus analysis toolkit for concordancing and text analysing (Anthony, 2024). Its advanced features allow for detailed exploration of linguistic patterns, thereby enhancing the reliability and depth of textual analysis.

The data collection technique was initialized by extracting the data with the assistance of extension program Comments Exporter for YouTube comments extension from raw online comments into txt. format. Then, any irrelevant contents and characters were cleaned from the comments. The cleaned .txt file of comments was imported into AntConc software to help processing the data. The most frequently occurring words, excluding function words, in the corpus were extracted using Word tool in the AntConc software. Example of word list is provided in Figure 1 below.

Entries 2096/2096 Total Freq 7638/7638 Page Size				
	Type	Rank	Freq	Range
1	the	1	226	1
2	she	2	182	1
3	a	3	152	1
4	i	4	149	1
5	s	5	135	1
6	to	6	132	1
7	is	7	121	1
8	and	8	120	1
9	this	9	109	1
10	beyoncé	10	102	1
11	in	11	101	1
12	of	12	94	1

Figure 1. Word list sample

From the word list result, function words are excluded from the analysis because they primarily serve grammatical purposes and lack conceptual meaning, which can obscure the analysis of meaningful content words in the corpus. The word list then was noted down and filtered to explore the prominent keyword in the research. These words are important because they help identify evaluation patterns in the comments to understand how the public evaluates Beyoncé and Levi's. To identify the context of the keyword and see how public evaluations are structured in sentences, the researcher inputted the top 10 high-frequency words into KWIC tool manually to produce the concordances of the data. Example of concordance sample can be seen in Figure 2.

Left Context	Hit	Right Context
her husband grooming and sex trafficking people this is sick.	She	is just trying to piss people off. She needs
her pants 598 Comments positives? Strange 509 Boring beyoncé. No country singer.	She	is just trying to hit each billboard. Next she
who still wear levis. 163 molesto-pants? nice rebrand. 164 She Knows!! 165	She	is one of them. She is one of the
pants? nice rebrand. 164 She Knows!! 165 She is one of them.	She	is one of the biggest ones in the industry.
se paga y ella lo paga!! 219 She knows 220 Descripción total 221	she	is washing away her sins 222 SHE KNOWS...chao levi!
que naci 72 Ad meaning - beyoncé is washing her dirty laundry.	She	is washing off the blood off the diamonds and
is no longer produced in the united states and that	she	is contributing to the country's collapse, your clothes
Alint no party like a diddy party 314 beyoncé for jail 315	She	is cooked and whole hollywood 316 P-diddy 317 Her butt
I'm on my way to get me some levis	she	is definitely smoking 318 Amazing 319 are we getting a full
she put it in the wash 458 She knows she knows. 459	she	is gifted and talented artist but this commercial is
you like she did to Aaliyah! 155 Not buy levis 196 basuzal! 197	She	is know all about 198 she knows that levi's
not going to buy levi's ever again. remove beyoncé.	she	is part of criminal gang 448 Original was better. no
like everyone else in the industry to go from where	she	is right now and alot of people don't
over Beyoncé! is that why she set her up 343 Garbage.	She	is so fake. 345 Someone should edit in a shit
u wanna lick Jay-Z's ass don't it	She	is still HOT! OMG even after the babies she
is She is still HOT! OMG even after the babies	she	is still CHNG 308 the ad is pretty but i

Figure 2. Concordance Sample

As the focus of the research is on the Attitude domain, the researcher marked the comments with affect, judgement and appreciation, in which the positive and negative evaluations were also highlighted. The results were analyzed using Appraisal theory to uncover how public perceive the Levi's advertisement featuring Beyoncé, particularly in the context of P. Diddy's controversy. Lastly, the conclusions were drawn based on the data analysis.

FINDINGS AND DISCUSSION

Research Finding

Appraisal refers to the process of evaluating something which can include people, objects, phenomena, and behaviors through language. This theory was pioneered by Martin & White (2005). The Appraisal system is an extension of interpersonal meaning as presented in Systemic Functional Linguistics (SFL) developed by Halliday (Halliday, 1985; Halliday & Matthiessen, 2014). There are three types of metafunctions in SFL theory, i.e. Field, Tenor, and Mode. Each metafunction represents different types of meaning: ideational meaning, interpersonal meaning, and textual meaning, respectively. As a metafunction that accommodates relationships between participants in a text, Tenor consists of three aspects: Status, Affect, and Contact. In relation to these aspects, the Appraisal system continues and elaborates on Affect, the use of language for interpersonal meaning or relationships between participants, specifically focusing on how someone evaluates other people, objects, places, phenomena, and more.

There are three domains within the Appraisal system, which are referred to as Attitude, Graduation or Amplification, and Source or Engagement. The detail of the framework can be seen in Figure 3 below.

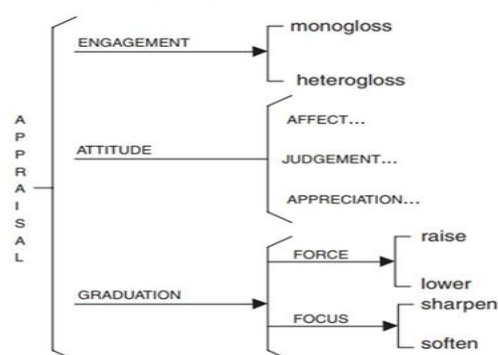


Figure 3. Overview of appraisal resources

Following the Appraisal theory by Martin & White (2005), the classification system is based on the three aspects in the Attitude domain, i.e. affect, judgement, and appreciation. If the comments made an evaluation about Levi's commercial featuring Beyoncé, they will be marked by which aspect they performed in the Attitude domain.

The selected user comments on Levi's commercial featuring Beyoncé were turned into plain texts in .txt format, which were processed using the AntConc software to identify frequently used words and generate a keyword list, facilitating the identification of global

user evaluations. The total number of words extracted from the selected comments using AntConc software is 7,638 words with 2,097 entries. The top 10 high-frequency words except from function words are summarized in the Table 1.

Table 1. The top 10 high-frequency words (except from function words)

Words	Rank	Frequency
she	1	182
I	2	149
beyoncé	3	102
her	4	79
levi	5	77
you	6	67
diddy	7	62
knows	8	59
jeans	9	51
ad	10	40

As shown in the Table 1, five high-frequency words are nouns, four words are pronouns, and one is a verb. The nouns are “beyoncé”, “levi”, “diddy”, “jeans”, and “ad”. The four pronouns are “she”, “it”, “her”, and “you”. Meanwhile, the only verb occurred in the top 10 high-frequency words is “knows”.

Discussion

1. The comments appraising emotions (Affect)

Affect aspect is used to express the appraiser’s feelings toward something being appraised. These feelings can be positive or negative and may be conveyed either directly and explicitly or indirectly and implicitly (Martin & White, 2005). For example, words like “love”, “hate”, “admire”, and “scared” are used to directly and clearly express someone’s feelings toward a person. Conversely, if phrases and clauses like “my heart trembled”, “gaping”, or “I am fluttered” are used, these expressions represent Affects conveyed implicitly.

1.1. Positive Affect in User Comment on Levi’s Commercial Featuring Beyoncé

Positive Affect in Appraisal theory refers to the expression of positive emotions that describe the feelings of happiness, satisfaction, or enthusiasm. These emotions can be expressed explicitly or implicitly. Positive Affect indicates the appraiser’s emotional connection to a particular object or situation, and is often used to express strong appreciation, attachment, or hope. In the context of communication, this aspect

reflects a joyful and optimistic response to an experience or interaction. Several occurrences of positive affect found in the data can be seen in detailed below

(1) “Ordering my pair asap! **I cant wait for** the other chapters with bey!”

This datum shows explicit emotions of happiness and enthusiasm. The comment which begins with “Ordering my pair asap!” reflects the user’s excitement for Levi’s products, which is shown through the use of the term “ASAP”, an acronym that stands for “as soon as possible”, indicating a high urgency and enthusiasm to immediately have the product. This shows satisfaction with the advertisement that successfully creates a desire to buy. Meanwhile, the clause “I can't wait for the other chapters with Bey!” expresses strong anticipation and enthusiasm for additional content featuring Beyoncé. The use of the verbal phrase “can't wait” emphasizes the user’s excitement.

(2)“...and **it made me so proud for being who I am**, When I was young I would always perform single ladies”

The following datum represents Positive Affect as it describes a strong emotion of pride. The word “proud” expresses a positive feeling that arises from the achievement or appreciation of one's worth, which in this context is triggered by Beyoncé’s influence. This expression also shows emotional appreciation for the inspirational impact given, namely encouraging pride in personal and cultural identity. The use of the phrase “for being who I am” emphasizes acceptance and appreciation of the user, which strengthens the Affect dimension as an explicit expression of positive emotion. This not only reflects the user’s emotional connection to the message conveyed, but also highlights the motivational impact of public figures on the user’s self acceptance.

1.2 Negative Affect in User Comment on Levi’s Commercial Featuring Beyoncé

Negative Affect refers to the expression of negative emotions such as sadness, anger, fear, or disappointment felt by the appraiser. These emotions can be conveyed explicitly through direct words such as hate, angry, or disappointed, or implicitly through descriptions of emotional states that depict dissatisfaction or discomfort. Negative Affect is often used to indicate a disturbed emotional relationship between a person and a particular object, event, or situation. Several examples of Negative Affect found in the data are explained as follows.

(3) **“I’m never** wearing Levi’s again”

The above datum explicitly indicates strong disappointment of Levi’s products, as indicated by the use of the negative word “never” to emphasize an emotional commitment that will not change. This definitive decision reflects feelings of disappointment, anger, and a sense of betrayal by the representations in the Levi’s commercial featuring Beyoncé. In the Affect domain, this expression indicates that the commercial elicited a very strong negative emotional reaction to Beyoncé’s association with the controversy, which may have made the commercial seem inappropriate or inconsistent with the user’s personal values

(4) “... Beyoncé taught us girls to never lower our standards and be more confident in ourselves she taught me to love myself when times that I didn’t. **It’s so sickening** to hear her having more hate than diddy.”

The clause “It’s so sickening” in above datum shows a strong negative emotional expression that indicates deep disappointment. The adjective “sickening” indicates a negative emotional reaction to the fact that Beyoncé is receiving more hate than P. Diddy, who may be considered more deserving of the criticism or condemnation. The contrast between the initial praise and the negative reaction shows the complexity of the user’s feelings, who feels that an injustice has been done to someone he/she admires and respects.

(5) “...**I’m enraged** every time my child and I have to see this evil woman’s ass on my tv.”

The following datum explicitly indicates the user’s anger with something that is perceived to have triggered the emotional reaction. The adjective “enraged” expresses a very intense level of emotion, stronger than words like “angry” or “upset,” indicating that the user felt a deep emotional impact. This expression could indicate displeasure with an aspect of the Levi’s commercial featuring Beyoncé, such as her involvement in the controversy. It could also be an emotional response to a perception that the commercial is inconsistent with the user’s values or is considered insensitive to a particular social situation.

2. The comments appraising behavior (Judgement)

The second aspect, Judgement, refers to the evaluation of the character or traits of a person or entity. This type of evaluation can be personal that is manifested as admiration

or criticism, or it can take the form of moral judgement, such as praise or condemnation. As stated by Martin & White (2005), similar to Affect, the linguistic expressions representing this character evaluation can be positive or negative and explicit or implicit.

2.1 Positive Judgement in User Comment on Levi's Commercial Featuring Beyoncé Positive

Judgement in Appraisal theory refers to the evaluation of a person's character or behavior that is considered positive, both personally and morally. This evaluation can be in the form of admiration for a person's abilities, personality, or achievements, as well as praise for their actions or decisions that are considered ethical and commendable. Personal character evaluations that are explicitly positive can be represented by words like "cheerful" or "charming", while implicit expressions might include phrases such as "the dream of every young man in the village". Several examples of data illustrating Positive Judgement are provided below.

(6) "**She has been beautiful** since I was a kid wow"

The above utterance reflects a positive judgement in the Attitude domain of Appraisal Theory in which the pronoun "she" refers to Beyoncé as the commercial star. The clause "she has been" indicates an acknowledgment of Beyoncé's consistency and stability in maintaining her quality as a public figure over the years. The phrase "since I was a kid" provides a time dimension that reinforces the sense of continuity and appreciation for Beyoncé's dedication as a celebrity who remains relevant. Finally, the use of interjection "wow" indicates an expression of admiration and emotional reinforcement of the positive judgement.

(7) "**God is Beyoncé**"

The following datum not only shows a positive evaluation of Beyoncé, but also indicates an extreme glorification of her. The metaphorical use of the word "god" implies that Beyoncé is considered as an extraordinary figure who is almost perfect or divine. This indicates the user's deep respect and a very strong sense of admiration to Beyoncé. This utterance also reflects a positive moral and social evaluation of Beyoncé. By equating Beyoncé with "god", the user indirectly assesses that Beyoncé has characteristics such as perfection and significant influence, which may include excellence in her impact as a global icon. This expression can also be interpreted as

an appreciation for Beyoncé's consistency in maintaining her reputation as an inspiring and captivating figure to her fans.

(8) "Aughh shes so beautiful **Her body is TEA** like literally"

The clause "Her body is TEA" in above utterance consists an element of slang, where "TEA" in this context has a meaning of something that is interesting, perfect, or amazing. By adding the phrase "like literally", the user reinforces his/her evaluation by emphasizing that the compliment was meant literally which adds more intensity to the positive evaluation of Beyoncé. This use of slang also demonstrates a cultural familiarity between the user and the rest of the YouTube users, who are often part of an online fan community.

2.2 Negative Judgement in User Comment on Levi's Commercial Featuring Beyoncé

Negative Judgement in Appraisal theory refers to a negative evaluation of a person's character or behavior, either personally or morally. This evaluation can be in the form of criticism of abilities, personality, or actions that are considered inappropriate or unethical. Explicitly negative personal character evaluations might be expressed with clauses like "their time management is poor", whereas implicit expressions could include "I can't work with them". Below are some examples of data demonstrating Negative Judgement.

(9) "She thinks she's that girl bc she uses **witchcraft and demons** to perform smh ..."

The following datum reflects negative judgement where this utterance is closely related to the long-standing rumor surrounding Beyoncé about her alleged involvement with satanic practices. This rumor has circulated widely on various social media platforms, where Beyoncé is often the target of speculation linking her to secret societies such as the Illuminati or spiritual practices that are considered contrary to moral or religious norms. In this comment, the accusations of using "witchcraft" and "demons" reflect how the rumor has influenced the user's perceptions of Beyoncé's personal character.

(10) "Beyoncé is a **abuser and bad person**, she needs the money for the lawyers hahaha"

The following utterance contains a moral critic of Beyoncé which accuses her of being an "abuser" and a "bad person". These accusations directly attack

Beyoncé's personal character, making negative judgements about her behavior and reputation without mentioning specific context, which reinforces the negative perception of her in the public eye. The phrase "she needs the money for the lawyers" adds a satirical dimension which alludes to Beyoncé's potential legal troubles and could be related to her previous rumors or controversies. The use of the interjection "hahaha" conveys sarcasm which reinforces the negative evaluation with a mocking tone. This comment not only reflects dissatisfaction with Beyoncé as a public figure, but also suggests that the user may feel that the controversies involving Beyoncé have damaged her image, both as an individual and as a global icon.

(11) "When the American icon classic Levis aligns with this **trash Beyonce, possible s*rial k*ller, ra*ist, pedo*hile....** OMG... What has happened in this country..? Will never buy Levis again So saddening."

The datum reflects a very strong negative judgement towards Beyoncé as the commercial star. This comment shows a sharp moral criticism of Beyoncé's personal character by using extreme accusations, such as "serial killer", "rapist", and "pedophile", despite there is no evidence to support these claims. This accusation not only targets Beyoncé's reputation, but also reflects a deep insult through the use of the word "trash" which reinforces the negative evaluation of her as an individual.

(12) "**Her body is so artificial** now shes practically a Kardashian"

This following datum provides a direct critic of Beyoncé's physical appearance, focusing on the perception that her body is unnatural or overly modified, as expressed through the adjective "artificial". The adverb "now" adds a temporal dimension, implying that the user may have previously appreciated Beyoncé's appearance but now finds the changes inauthentic.

The comparison to the Kardashian family, who are often associated with plastic surgery, artificial appearances, reinforces this negative evaluation. The clause "she's practically a Kardashian" carries the connotation that Beyoncé has lost her identity or originality and is now viewed as similar to figures who are often criticized for their focus on artificial aesthetics. The comparison also implicitly attacks Beyoncé's value or image as a respected artist, diminishing her status by associating her with the Kardashians stereotype.

(13) “what a **disgusting cringe-woke ‘beach’** levis hired. Won't buy levis”

The datum above reflects a strong emotional evaluation to Beyoncé using the phrase “what a disgusting cringe-woke ‘beach’” which explicitly shows intense dislike by using adjectives like “disgusting” and “cringe”. This indicates the user’s disgust and embarrassment towards the global icon. The term “woke” is often used pejoratively to criticize individuals who are perceived as being too political or trying to follow progressive trends.

Furthermore, the word “beach” is clearly a euphemism for the word “bitch” which is often used as an insult, but disguised to give it a sarcastic tone while avoiding using the word explicitly as rude. The use of this term indicates a direct insult towards Beyoncé which portrays her negatively in the context of the commercial.

3. The comments appraising things or situation (Appreciation)

Appreciation aspect focuses on the appraised objects such as television shows, books, paintings, and similar items. Several examples to identify Appreciation can be by asking, “What do/did you think of that?” In addition to objects, Appreciation also encompasses evaluations of phenomena or conditions. Martin & White (2005) explain that appreciation refers to how appraisers evaluate and give meaning to things, especially the work or performances they do, as well as natural phenomena. This evaluation is centered on how much value or meaning they give to these things.

3.1 Positive Appreciation in User Comment on Levi’s Commercial Featuring Beyoncé

Positive Appreciation in Appraisal theory refers to a positive evaluation of an object, work, or phenomenon, such as its aesthetic qualities, value, or impact. This evaluation includes praise for the beauty, excellence, or usefulness of something. Examples include statements such as “This painting is stunning” or “The event was brilliantly organized”. Some occurrences of Positive Appreciation found in the data are explained as follows.

(14) “**I stay wearing levi jeans.** Now the levi jeans going to go up in price or be sold out!”

The datum above expresses a positive appreciation towards Levi’s products as well as recognition of the impact of Beyoncé’s popularity associated with the brand. The clause “I stay wearing Levi jeans” shows the user’s loyalty to the brand, as indicated by the use of the verb “stay”. It indicates a continued habit or consistency

in using Levi's products. This clause confirms that users have had a positive relationship with the Levi's brand even before the launch of this commercial.

This comment can also be interpreted as an appreciation of Levi's marketing strategy, because it has succeeded in linking their brand to Beyoncé, who is considered to be able to attract the attention and interest of a worldwide audience. In other words, not only does the comment reflect appreciation of Levi's products themselves, but also reflects recognition of the effectiveness of the advertising campaign carried out.

(15) "Ok **levi's Hot commercial** The Queen ate"

The following datum shows a positive appreciation in which the phrase "hot commercial" in the comment provides a prominent positive assessment of the quality of the commercial. The adjective "hot" has various connotations that all strengthen the appreciation of the commercial. In this context, "hot" can refer to something that is popular, attracts attention, or has high aesthetic appeal. The use of this term indicates that the Levi's advertisement successfully creates a fresh and relevant impression in the eyes of the audience.

The description of "hot" can also refer to creative elements in the advertisement, such as the cinematography, storyline, costume design, or choreography. The use of this word indicates that these elements are perceived as superior and able to attract the audience's attention. In addition, this phrase also implies that the advertisement successfully captures the essence of Levi's as a trendy and classy brand, while strengthening the brand's association with Beyoncé as a relevant cultural icon.

(16) "That's the **most enjoyable jeans** ad I've ever watched!"

The datum above reflects a clear positive appreciation of the Levi's commercial. The adjective "enjoyable" indicates that the commercial successfully creates an enjoyable experience for the audience. The superlative "the most" emphasizes that the commercial is considered exceptional and stood out from similar commercials the user had seen. The phrase "jeans ad" specifically highlights Levi's products, indicating that the brand successfully combines product promotion with engaging content. The clause "I've ever watched" lends personal weight to this evaluation, implying that the experience of watching the commercial was

unprecedented in the context of jeans advertising, and created a strong memory for the audience.

3.2 Negative Appreciation in in User Comment on Levi's Commercial Featuring Beyoncé

Negative Appreciation in Appraisal theory refers to a negative evaluation of an object, work, or phenomenon, such as criticism of its quality, value, or impact. This evaluation reflects dissatisfaction or disapproval of something, such as "The movie was dull" and "The design is poorly executed". Several examples containing Negative Appreciation in the data are detailed as follows

(17) "**Boycott levis**"

This datum reflects a brief but strong negative appreciation of Levi's brand. This statement indicates that the user has a deep dissatisfaction with Levi's decision to feature Beyoncé in their commercial, without providing any clear context or reason. The choice of the word "boycott" reflects a highly critical and dismissive attitude, as this term is usually used as an invitation not to support or purchase a product as a form of protest. Implicitly, this comment suggests that Beyoncé's involvement in Levi's advertising is considered a move that goes against the user's values. Without further explanation, the user indicates the intensity of negative emotions that are likely already formed, such as a dislike of Beyoncé or objection to controversial issues associated with her.

(18) "It's absolutely sickening **that levi is gonna support People who commit acts of pedophiyeah** she was involved with Her husband ..."

The following datum expresses reflects a strong negative appreciation of Levi's decision to feature Beyoncé in their advertising campaign. The clause "People who commit acts of pedophiyeah" is intended to allude to specific issues associated with Beyoncé or her husband. The word "pedophiyeah" is a euphemism for the word "pedophilia" which is often accused with Beyoncé and her husband. This accusation reflects a negative moral evaluation of a public figure who is considered unworthy of representing the brand, although without providing evidence or context to support the claim.

(19) "**This ad is ignorant.** She puts the jeans in the drier. She undresses in front of children and then gives them a sexual smirk. Poor timing with her links to P diddler."

The datum above reflects a direct, simple, yet significant form of negative

appreciation of the Levi's commercial. The adjective "ignorant" implies that the commercial is considered insensitive, lacks understanding, or ignores important social values or contexts. In this context, the comment indicates the user's dissatisfaction with the content or message conveyed by the commercial. This word choice also implies that the advertiser or party behind the production of the commercial is considered to be unaware of or indifferent to the potential impact of the commercial on the wider audience.

This comment does not provide explicit details about the specific elements of the commercial that are considered problematic. However, it does reinforce the impression of deep dissatisfaction and generalization of criticism of the entire commercial. By not mentioning specific aspects of the advertisement, this comment can also be seen as a spontaneous expression of strong disappointment which is potentially influenced by external factors such as controversy surrounding the public figure involved or ongoing social issues.

(20) "**The most annoying** ad in recent memories ..."

This datum expresses a strong negative evaluation of the Levi's commercial. The adjective "annoying" directly conveys the discomfort or annoyance the user felt while watching the commercial. The use of the adverbial phrase "in recent memories" adds temporal context, indicating that this negative experience stood out from other commercials the user had recently watched, giving his/her criticism additional weight.

This negative evaluation, while brief, implies that there was a particular element of the commercial that is particularly disturbing, whether it is the narrative, the delivery style, the commercial star, or a combination of these. This evaluation may also reflect unmet expectations about the quality or appeal of the ad, especially from a well-known brand like Levi's. The use of these simple yet emotive words illustrates the significant negative impact the commercial has on the audience's experience which potentially affects their perception of the brand as a whole.

CONCLUSION AND SUGGESTIONS

The user comments to Levi's commercial featuring Beyoncé show a diversity of evaluations, both positive and negative, with a very significant dominance of negative

comments. Beyoncé as the commercial star clearly influences public perception of the Levi's brand, but the direction of the influence tends to be negative. On the positive side, several users praise the creativity of the commercial, its visual quality, and Beyoncé's impact as a global cultural icon. The comments indicate that Beyoncé successfully increased Levi's appeal through associations with her elegant image and cultural relevance. This reflects users' appreciation of Levi's ability to use celebrity to promote their products.

However, the data shows that negative comments are found far more dominant than positive comments, especially because of the controversies surrounding Beyoncé. Some comments reflect deep dissatisfaction with Levi's decision to choose Beyoncé as a brand representative and is often influenced by social or moral issues related to her. The negative accusations and sentiments towards Beyoncé in these comments suggest that the involvement of controversial celebrities can pose significant risks to a brand's image. The users also highlight specific elements in the commercial, such as scenes that are deemed inappropriate, which further tarnished their perception of Levi's.

Based on the analysis of comment data, the response to the Levi's commercial featuring Beyoncé is dominated by negative comments compared to positive comments. Of the total 739 comments analyzed using AntConc software, there is a disparity in the number of words used to express negative evaluations compared to positive evaluations. This highlights the significant risk that Levi's faces in selecting a controversial celebrity. Although Beyoncé has a strong appeal as a global icon, association with controversy could create significant backlash which threatens the reputation and image of the brand. This underscores the importance of a more careful commercial star selection strategy to avoid negative impacts on marketing campaigns. Overall, negative evaluations of the commercial are largely driven by the controversy surrounding Beyoncé. The dominance of negative comments shows that the involvement of celebrities with polarizing reputations can have a significant impact on brand image.

To address these insights, further research could explore broader dynamics surrounding public figure collaboration in advertising. Additionally, investigating linguistic patterns in both positive and negative comments could uncover deeper trends in public discourse. Future researchers could expand the dataset to include comments from multiple platforms, i.e. Instagram and X, and performing a corpus-based analysis could provide insights into cross-platform linguistic patterns in evaluative discourse. By focusing on

these areas, linguistic research can contribute to a deeper understanding of how evaluative language functions in shaping public discourse

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