

**The Online Media Representation of Bullying Issue:
A Case of Audrey**

A Research Paper

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PLAGIARISM DECLARATION

I hereby state that this paper entitled *The Online Media Representation of Bullying Issue: A Case of Audrey* submitted for *Sarjana Sastra* degree is the result of my original work. I am fully aware that I have quoted statements from and ideas from numerous sources both directly and indirectly that are properly acknowledged and cited in the text.

Bandung, June 2021

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ABSTRACT

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ABSTRACT

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This study analyzed the online media representation of Audrey's bullying issue by identifying the appraisal devices used in reporting the case of Audrey in five news portals. The study aimed to reveal the reporting strategy by exploring the appraisal devices and identifying the potential representational meanings. The data included five news related to Audrey's Bullying in 2019, analyzed by grouping the clauses to mark engagement, attitude, and graduation used in language according to Martin and White's (2005) Appraisal System. The appraisal analysis shows that all of the five news portals dominantly used Engagement (Monogloss-Heterogloss) and Attitude (Judgement) to construct their news discourse. The five news portals also show a rather similar negative-reaction to the issue. However, the use of the appraisal devices of these five news portals varied in accordance with the context and the main focus of the news, contributing to the news' representation which covers specific perspective, generalization, and victimization.

Keywords: Appraisal Theory, Bullying, Media Discourse, Representation, Systemic Functional Linguistics.

ABSTRAK

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Pembimbing 1 : Wawan Gunawan, M.Ed., Ph.D.

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Penelitian ini menganalisis representasi media *online* tentang isu perundungan Audrey dengan mengidentifikasi perangkat Appraisal yang digunakan dalam pemberitaan kasus Audrey di lima portal berita. Penelitian ini bertujuan untuk mengungkap strategi pemberitaan dengan mengeksplorasi *Appraisal devices* yang digunakan dalam mengidentifikasi makna representasional terkandung dalam berita. Data penelitian mencakup lima berita terkait kasus perundungan Audrey pada tahun 2019. Data dianalisis dengan mengelompokkan klausa untuk menandai sikap, dan makna yang terkandung dalam berita merujuk ke teori Appraisal Martin and White (2005). Analisis menunjukkan bahwa kelima portal berita secara dominan menggunakan *Engagement (Monogloss-Heterogloss)* dan *Attitude (Judgement)* dalam konstruksi wacana berita yang dibuat. Kelima portal berita juga menunjukkan reaksi negatif yang agak mirip satu sama lain. Namun, penggunaan perangkat Appraisal kelima portal berita ini bervariasi sesuai dengan konteks dan fokus utama masing-masing berita, yang berkontribusi kepada makna representasi berita yang mencakup perspektif spesifik, generalisasi, dan viktimisasi.

Kata kunci: Teori Appraisal, Perundungan, Media Discourse, Representasi, Systemic Functional Linguistics.

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