

# ELITE

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## The Eternals Become Eternals Parodying of Jack Kirby's The Eternals Comic in Chloe Zhao Eternals Movie

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### Abstract

Parody is one of the intertextual artistic statements with a certain character that has been recognized for a long time not only for witty satire, but also for criticism. The object of this research was the Eternals movie (2021) and the Eternals comic (1967-1977). Using a qualitative method, this research is intended to identify the parody. There are two main sources of data collection consisting of film and comic. Then, a series of collecting data consist of watching films and taking scenes, dialog, and film visuals and then juxtaposing the comic data taken using the reading method and recording the results of the data found. This study uses Linda Hutcheon's theory of political parody. The result shows that (1) That there are forms of parody in the Eternals film which are described from two perspectives, namely the existence of subversion and legitimacy in several elements such as character function, character gender, storytelling structure, and cultural dilution. (2) There are parodied representations of God in movies and comics. (3) Parody not only changes but also creates incongruity in the placement of women as superior, the portrayal of superheroes, and the portrayal of villains in movies.

**Keywords:** *comics, eternals, movie, parody*

### INTRODUCTION

One form of artistic expression that has attracted attention in recent decades is parody. Parody is a work of art that adopts a previously known character and then changes or plays it with the aim of producing a funny or satirical effect (Kostka, 2016). Many artists use various mediums to produce parody works, and this has been the subject of critical study by several writers such as Linda Hutcheon (1985), who states: contemporary parody is repetition with critical distinction (1985, p. 32). The whole act of its pronunciation includes two frameworks: structural and pragmatic. Parody as an art form is inseparable from the name of the media that builds parody itself, one of which is movie media. Like Manuel Puig's "Kiss of the Spider Woman", Molina describes the various "movies" as more verbal narratives, but also as parody plays of cinematic genres such as horror, war propaganda, and romantic melodrama. This parody has the aim of politicizing things that were previously considered apolitical, or politicizing propaganda itself,

especially in the context of gender, sexual preferences, and ideology. In this way, Puig's work exerted a strong political influence and message through the use of parody in literary works. In this study, superhero movies have become a parody media that has been found by researchers after the movie remake the original work which is also a superhero genre.

A movie or comic with a superhero theme is actually a phenomenal genre that is a combination of science-fiction, action, and fantasy genres. In the era of postmodernism movie and comics became part of the embodiment of postmodernism itself as its representation within the cultural sphere of Hutcheon (2002, p. 1). Superhero movies are a medium of work as well as a cultural medium that is often lifted from comics to the big screen in order to fulfil the pleasure and expectations of readers in the form of reality created in the movie. Superheroes are typically regarded as good and altruistic individuals who serve as role models for many children. Their origin stories frequently depict them as coming from impoverished and humble backgrounds, making them likeable and relatable characters. According to Rohani (2008) she formulated some elements that representing superhero itself, namely; (1) action motive in main character; create peace, and human order, solve the problem, personal Motive. (2) setting and situation generally show; actual image, the realities live, outside life such as future & another planet, violence. (3) Narrative structures; A fight between the protagonist in searching of wealth or power, the struggle between the protagonist opponent for revenge or power, the struggle between the protagonist and man-made disaster, the protagonist's struggle to survive without certain enemies; the main character struggles with community; or the protagonist as a villain, he then become a hero. (4) Superhero Stereotypes; Hero must be engaged, Hero must fight for humanity and only serve the principles of humanity in order to maintain this commitment, Hero must be an ordinary person who comes from the people, even if he comes from a noble or wealthy family, Hero must maintain a simple attitude in life, Hero must be honesty, Hero takes courageous in dangerous action. (5) Female protagonist roles; a friend who plays the male protagonist. In this case, her role can be wife, friend or boyfriend and should be protected by the male lead role, who plays a leading role in the struggle for fellow victims of violence and injustice, who acts as the hero's partner. As a partner, she does not rely on the heroic role of men, but rather has Equal status in the fight against crime.

Movies as part of literary works that often tell comic stories will definitely not run away from changes. This means that the new medium will bring new things without changing the big concepts of the previous literary works as in the approach Linda Hutcheon theory has a conclusion that the structure of literary works is "postmodern parodical". What is meant by "postmodern parody" is the use and deviation of earlier texts to build a literary work. In other words, literary works are formed on many previous texts that are deliberately used and misused to convey the author's ideas, not to retell nostalgia or past events (Supryadi, 2016). This means that literary works are influenced by previous literary works. Literary works are intertwined and provide a new narrative within the literary work itself and one of the new narratives appeared in the *Eternals* (2021) Film which has been adapted from the original Comics, namely *The Eternals* Comics 1967-1977. Film *Eternals* is a movie that will be released in 2021 by one of the largest American superhero movie companies, the MCU (Marvel Cinematic Universe). Film *Eternals* is Marvel's 3rd Phase movie based on the comic released in 1967. Broadly speaking, the movie *Eternals* gives the philosophical form of the earth's ancient mythology culture with a new outlook and with a different packaging. With the mixing of pieces of western mythology, history, and canonical literature, the existence of a global cast of nationalities and heritage as commentary on the postcolonial world is arranged in such a way that it can be admitted that this movie is able to provide a new mythology that is politicized (Beus, 2022).

The *Eternals* movie is actually based on *The Eternals* comic created by Jack Kirby and published by Marvel Comic or Marvel Inc in 1967-1977 with a total of 19 issues. In contrast to the movie, the comic as the centre of the initial view of the movie *Eternals* brings the story to the details of the conflict of human beliefs against the stigma that humans are not the only living beings in this universe capable of being explained fictionally but felt real by Jack Kirby. Jack Kirby ushers in the original story of *Eternals* set in the arrival of the Celestials for the fourth time to judge all the living things (humans, Eternals, and Deviants) they have created. This judgment focuses on the values of living beings whether they are still worthy of living on earth or not. And chaos began to occur after the appearance of the Celestials as the god who created humans, all beliefs collapsed as a result of which deviants used it as a platform to dismantle that humans were not the only ones living on this earth. Finally, the truth one by one began to be revealed starting from the appearance of Deviants who were known to humans as demonic creatures, and also

Eternals. As in Linda Hutcheon's theory there is a process of subverting and legitimating, the *Eternals* movie also has through those two processes. The process created a parody of the superhero character as well as the one related to the superheroes themselves in the movie *Eternals*. Through a subverted and legitimated view between *Eternals* movie and *The Eternals Comics*.

In this study, Linda Hutcheon's use of the theory of postmodernism is appropriate because it corresponds to Linda Hutcheon in the book *Politics of postmodernism* (2002, p.31), it is said that what we have is considered 'real' and questionable. He states that whatever we have always believed to be 'true' is built by ourselves, us, which gives meaning to 'it'. He stressed that there is nothing plausible about reality according to this theory researchers can question the 'Stigma Mismatch Against Superheroes' in the *Eternals* movie because some details state that what is believed about forging in the lead collapses. In the concept of Hutcheon (1988: 106), in the process of writing history some many probabilities and other possibilities can be made to represent the past, postmodern fiction suggests rewriting or representing the past and opening it to the present. This theory correlates with the *Eternals* Movie which is below by Cloe Zhao from the original comic version. And finally, Parody Politics can also be used to analyse *Eternals* movie because in some parts it is subverted and legitimating so that a parody occurs, related to the politics of Hutcheon parody. For Hutcheon, parodies are double-coded in political terms, both damaging and legitimizing using parodies (Grace, 2022).

This research was focused on the *Eternals* movie by Cloe Zhao (2021) related to the superhero narrative which grew up after the adaptation of the previous version using the theory by Linda Hutcheon which focuses on three main points, namely Denaturalizing the Natural, Narrative Representation, and the Politic of Parody.

## **RESEARCH METHOD**

In this study, researchers used a type of literature research and used a qualitative method. Literature research is defined as research that focuses on books, scientific papers, encyclopaedias, and other sources (Sugiyono, 2014: 3). A method that pays attention to data that includes significance and describes and interprets the meaning of the data that has been collected. By using the descriptive approach, the researcher examines the information that will

be gathered in the form of numbers, images, and words. This study includes data citations to describe how the presentation is made (Moleong, 2011: 11).

## **FINDINGS AND DISCUSSION**

This stage presents the results of the study, which consist of three parts. First is past narrative representation in Eternals movie, second is denaturalizing the natural in Eternals movie, and the third is the politics of parody in Eternals movie. Eternals is a remake by Chloe Zhao in 2021. This movie is inspired by the original comic with a slightly different title, namely The Eternals by Jack Kirby in 1967-1977 and has produced up to 19# Issue. With the existence of comics as a narrative of the past that gives us two points of view in seeing Eternals as a remake work.

Specifically, The Eternals comic tells how the greatest truth has been revealed. The truth that pervades beings other than man exists and exists from the beginning among man. Those creatures are Eternals, Celestials, and Deviants. These creatures prove that humans are not the only beings that exist in the universe. In detail, Eternals was developed into the main object in the comics and had a major impact on future works. With such an epic, Jack Kirby incorporated cosmic elements and created the characters of the Eternals based on the collaboration of ancient mythologies with problems so scientific that comics are so contemporary even though they are in the past.

With a different cultivation from the original work. The adaptation of the comic has presented the Structure differently but still represents some elements in the original work such as changes in Title, Changes in Format, Changes in Story Concept, Plot, Changes in Characterization and Ideology, and Changes in Story Focus. However, some elements are also still represented such as cosmic warfare, the concept of alien beings other than humans and the existence of Eternals as the main object is still maintained.

### **Past Narrative Representation**

The Eternals comics as an original story put the Eternals characters in a different focus by interpreting the Eternals not only as superheroes who are tasked with saving humans from the attacks of the Deviants, but also, they are a nation that lives on earth and also as residents of an advanced civilization that has a purpose and life that continues to regenerate and also create a life form for their nation.

1. Ikaris: "The Eternals took to the highest mountain tops. They probed the universe with their minds and developed powers which surpassed those of all other earth-life. They were regarded with awe and fear." (**The Eternals Issue 1, p.12**)

The Comicsplace the Eternals characters with a broad and general introduction. This introduction means that the Eternals have similarities as a type of living thing. They are described as having a perfect body shape, living in the same place on the top of a mountain, and of course having the same power that they can fly and can use the power of their minds which we usually call telepathy. They are not described as a group but a large gathering. This shows that the characteristics of the Eternals in the comics are a race or nation that has the same characteristics and lives in the same place.

In the movie, the title Eternals focuses on ten main characters consisting of Ajak (Prime Eternals as a Healer and leader of Eternals), Ikaris (Eternals fighter, with super powers, flight abilities, and lasers in his eyes making him one of the strongest Eternals), Thena (Eternals fighter, known for the cosmic war weapons he can create), Makkari (Eternals with Super speed), Sersi (Eternals who can turn any object into a material element he wants), Phastos (Eternals with his intelligence and ability to create super advanced technology), Gilgamesh (Eternals fighter who can create gloves from cosmic energy so that he can overthrow his opponent with one hard punch), Kingo (Eternals fighter who can create shooting waves from his cosmic powers), Druig (Eternals with telepathic powers and mind control), Sprites (Eternals who are trapped with their child's body but can create extraordinary illusions). With the uniqueness of each Eternals created more specifically so that this movie does not involve too many characters like in the comics.

Eternals are complex both in the comics and in the movies. In 1967 in the original comics, Celestial at one time was attracted to a planet called Earth. They are interested in something that lives on the surface of the earth or commonly called the vast field. Something alive is known to us as the Ancient Ape. Celestials used the DNA of ancient apes to create Eternals, humans and Deviants with the belief that Eternals as perfect beings, humans who are balanced creatures because they have two sides, namely good and bad and Deviants as creatures who like war and other bad things. Their existence is the same, namely to fill the earth. However, especially for the Eternals themselves, they are assigned to protect humans from Deviants attacks because the Deviants themselves with their ugliness have always enslaved humans for hundreds of years. So, the core of the story revolves around the day of judgment for all of them, whether the duties and



responsibilities given by the Celestials can be carried out properly, so that it determines whether they deserve to live on earth or not.

The comic shows that the Eternals have existed on Earth since the beginning so that the plot takes the story to a time where whether the Eternals and living things on Earth are still worthy of live on earth or not and the plot in the comics starts from the primitive era to the modern era which explains that eternal civilization is told to be created and processed from the beginning of the primitive to become an advanced nation.

2. Ikaris:" It was then that the gods proceeded with their mission... They chose to change the destiny of life-form new to the evolutionary chain—the ape!a specimen was trapped and taken alive” (**The Eternals Issue 1, p.11**)
3. Ikaris:" only the instruments of the gods could do what was done in that momentous time! To the ape! Was given the cosmic chemistry that would father the races to come.”(**The Eternals Issue 1, p.11**)
4. Ikaris who saved humanity with a large ship Olympia(**The Eternals Issue 2, p.8 and Issue 5 p.5**).

For the first part we will look at a different creation principle, the Eternals were created from ancient apes by Celestials.It can be seen that with sophisticated experiments from the Celestials they are able to create alien new life, namely the Eternals.The monkeys are collected by the Celestials in a certain place and experiments are carried out on the monkeys with tools powered by power The cosmic of the Celestial itself. And as cosmic beings they can create Eternals with tremendous power and be part of prophetic and divine history that is part of mythology, ancient gods and goddesses. Ikaris is one of the members of the Eternals who saved humanity from the great flood using the great ark he made.This is similar to the famous story in the Bible, Christians and Muslims when the prophet Noah used the ark to save humans from Flood. In addition, the city where the Eternals lived called Olympus is one place in Greek mythology in the story of the gods and goddesses of Olympus. They became the forerunner of the birth of these mythologies because they were considered to have their power and existence like Gods and goddesses or even God due to benchmarks created by man, but this does not make them indifferent to man himself.They choose to be away from humans and decide to seclude themselves.This is different from the ideology of the Eternals in the movie because the Eternals love humans so much that they choose to turn to their creators.

5. Ikaris is visiting Sersi (**The Eternals Issue 3 p.16**)

Sersi is so indifferent to responding to Ikaris's help. The situation they face and also humanity is very dangerous because of the judgment of the Celestials on Earth. This suggests that Sersi in the

comics actually doesn't really care about human issues because for him humans do have a habit of putting themselves unworthy of care. So, this refers to indifference to humans. And from this exposure, the disappearance of the 'the' article is a thing that has a reason. That parody is created is not just an imitation or there is an element that is omitted but with complex reasons and adjustments to build the story creates this novelty.

Thus, the narrative of the past cannot be separated from the future. because in essence they are connected to each other. What has been consciously created in the present, is an invisible inspiration from the past that until now has been recorded in a different form as well as the Eternals movies and comics in Eternals that Hutcheon once said that Some of the movie scenes above is example from Narrative representation which is a series of illustration, narrative, and product of ideology which is made self-consciously (Hutcheon. 2002: 29) so we need to understand this awareness of the past to understand the future.

### **Denaturalizing the Natural**

Denaturalizing the natural is that everything is wrapped in stigma and decisions from the results of habits and traditions, making all these things normal and unquestionable even though these traditions actually need to be questioned. In the movie there is a tradition that is also created with normal packaging but there are details so that what is shaped in the movie also needs to be questioned. These things are found by researchers in the percentage of women as superior, image of super heroes and image of Super villains. It is necessary to explain how everything that looks natural in the film looks normalized. Even though the nature of these things needs to be questioned because this affects the originality and elements that have been added to form a comic parody in the film.

In the movie. Eternals is led by Ajak who is a woman. Basically, this is an extraordinary opportunity where women are entrusted as team leaders even for men. A great movement if it puts women as leaders. Usually, we find that female leaders are still few to meet, especially in superhero movies it is very difficult to encounter something like this.



Pict 1. Ajak Is Dead  
Duration 01:39:42-01:42:02

But if we look at it in more detail. That Ajak character as the leader of the Eternals must die at the beginning of the movie. Her strong character in leadership had to be grounded with his early death. And her death was caused by Ikaris who we know that the character of Ikaris is a male character. This explains that the life of women as leaders must be turned off by the character of a man. So that the existence of Ajak as a leader becomes a question when what is experienced by Ajak in the movie.

Next, we are shown how Thena is depicted as being able to destroy the Deviants with her own hands. This explains that Thena was created not as an ordinary fighter. She represents a woman with cosmic powers who help her on the battlefield. This makes her invincible, that fear of Ikaris simply does not exist for a Thena (Eternals 00:04:20-00:04:23). Despite the fact that Thena is a tough and strong fighter, this cannot make Thena always move freely. It is said that Thena has a disease called Mahd Wiery is a very deadly disease for an Eternals because its side effects can endanger living things around it and making them a threat is ultimately worth killing. In addition, this disease attacks Thena's memory and mind so if this disease must be cured temporarily, it needs the power to always erase, remind Thena. And because of this Then becomes very frustrated and always looks pitiful when the disease suddenly appears. That once again we see that this is a form of incongruity of women as superior in that they are made strong but given elements which should dim that power (Eternals 00:38:01-00:38:58).



Pict 2. Makkari could feel the vibration  
Duration 00:26:11-00:26:35

Then, in another scene there is a discrepancy which leads to a point of view that women's voices should be represented by men where women should be able to voice each other. At Scene Makkari is bargaining about the price of expensive artefacts, he communicates using sign language. But it seems that the one who has to voice what Makkari said is Druig who is a male figure. Then it also becomes a question why should men when women can also voice Makkari as Eternals who cannot use the Mouth with their hearing like other normal people.

The incompatibility of women as superheroes is also found in Sprite characters who must feel injustice as long as their characters have changed gender to female. She must be trapped with her child's body without feeling the maturity of a woman. He does not feel growth like ordinary people. Although the last Sprite where the last scene is given the power to feel the name of the collision, unfortunately during the storytelling he has to feel the suffering. So, in the end we have to question the representation of women as superior. That although women are given a strength to be equal to men, there is always a weakness that must also be felt by female characters so that Parody is also It has been created not just to arrange the story but the characters receive changes that need to be criticized

Then in the image of superheroes there is also Denaturalization because the superhero characters that have been portrayed so far cannot be properly realized in the Eternals characters in the movie. If we remember the conflict they faced, it made them very fragile and put them in weakness as a superhero. Their weakness is evident when we trace their purpose in coming to earth, which was to protect humanity from the attacks of Deviants. When the truth is revealed,

their real purpose is to make humans as Celestial food which must eventually be destroyed. This they do unconsciously and ignorantly, but in the end they do it anyway on another planet with other intelligent life with a mission attached to them. This creates them as exterminations which is the opposite of a hero's purpose as a protector.

And the end of Denaturalization goes to the Deviants who are the main villains in Eternals as well as in the comics. We also see that the antagonist in the movie has also changed. The antagonist in the comics and movies both refers to the figure of the Deviants but with a different formula.

### **The Politic of Parody**

The Parody of politics is defined as a presence of revision and rereading of the past into a new form that stands alone differently even though it does not leave the past and this is found through the presence of two elements in the parody, namely subverting (refining) and legitimating (maintaining) so parody is called double coding because there are two elements that occur simultaneously.

The first impersonation was seen when the Eternals movie adapted the original comic. The title has changed from *The Eternals* to *Eternals*. Basically, grammatically one of the main properties of the article 'the' is a reference to separate or group. The Eternals mean immortal but this is a group that is separate from the rest. This is the same if we discuss the rhetoric of Eternals storytelling in comics, because *The Eternals* are a separate race from other races, especially humans. By removing this element of 'the' it certainly removes the meaning of this separating element which becomes eternal. The immortal figures in the movie are the 10 characters in the movie. They are basically separate genes and creatures but their form is the same as humans and other intelligent creatures. Which means that the Eternals and *The Eternals* represent the meaning of the characters. That it is clearly seen in the movie *Eternals* is a figure that is inseparable from humans themselves even though they are aliens. Because it is in the form of a human being who has feelings.



Pict 3. Sersi's hair was braided by a human child  
Duration 00:28:30-00:28:36

In this scene we see how deep the Eternals' relationship with humans is. In fact, if you pay attention, the Eternals always use very advanced costumes which should make humans at that time panic because of the progress they have not been able to digest. This indicates that Eternal does not need to be another form to worry about because in the movie Eternal is designed to be a guardian and protector figure who is certainly not just an alien. Their mission that binds them to get used to humans makes them fragile creatures like humans so that Eternals are in awe of humans themselves. From this, the Eternals actually want to be more human and heartless so as to form a very unique creature to explore further. And this is in contrast to the Original in that the Eternals have absolutely no intention of being together with humans. They only stand when evils like the Deviants appear in the middle of the balance created.

On the other hand, character development is represented as something new and different. Of course, in this movie there has been subverting, meaning that the original character of the comics is modified differently in the movie. The movie has omitted some details of storytelling, thus forming a new pattern, especially in character development. In addition to the comics, Eternals is introduced as a nation and in the movie, Eternals is focused on ten superheroes, there are other things, namely characters in between with different ideologies and different mission goals, it raises new problems among the Eternals characters in the movie.



Pict 4. Sersi is being shown the reality of their mission  
Duration 01:00:08-01:02:05

Through this scene it can be explained that Eternals were created with the aim of replacing Deviants for defects in creation carried out by Celestials through Deviants. Their purpose is clearly indicated to protect man himself but with a specific purpose because humans are explained as intelligent beings who are food from the Celestial seeds in the core of the earth. For thousands of years the Eternals saved other civilizations on other planets with the same goal. Because intelligent beings are food and energy sources and this is part of their mission called awakening. Resurrection is the birth of a new Celestial which of course will destroy the Earth because of the size of the Celestial as a very large cosmic being.

### **Parody in Characters**

Furthermore, Eternals characters have various forms of bleaching that make them different from the characters in the original work. This reduction includes the number of characters, gender, ideology, and personality of each character. In the movie there are only ten of them that are taken for inclusion in the story of the movie. It can also be seen that in addition to the reduced number of characters, there are also changes in the function of characters seen in the leadership of the Eternals which Ikaris initially changed to Ajak in the movie. Furthermore, the Domo character itself was turned into an inanimate object in the movie but still maintained the same element in these two things, namely they both became elements of machines and technology both in comics and in movies. Then there was the character Phastos who in fact was not included in the original comics in 1967 and appeared in a new volume in 1977 as another race, namely race Ether is the strongest alien race in technology and later appeared in the movie as characters as the Eternals who master technology.

The first figure of Ajak, in the comics, invites to be introduced as TECUMOTZIN or the ancient hero of the Incas tribe, and he is responsible for the arrival of the Celestial. With such a great responsibility, he is depicted as a loyal figure like the Celestials who are considered gods, while in the movie the figure of Ajak is Oocyte depicted in the movie. Ajak is portrayed as a woman who leads Eternals or Akita Bus called Prime Eternals, in contrast to Ajak in the comics, she is described as having fallen in love with Earth and humans so in the end she decided to turn away from her mission and betray the Celestial. Then there is Ajak, As the leader of the Eternals. Ajak change does not only include gender, but the ideology is significantly changed. At first, he was a legend who was prepared for the arrival of the Celestial. He is entrusted with his loyalty to the end, but in the movie, he is shaped to be an obedient figure but also commits a violation of his mission. He believes that among the many planets they visit during the mission, Earth is a special planet. For Ajak, the mission that the Celestial Arishem had designed, was not comparable to what she saw on earth. She had traveled a long way and for some reason he felt something extraordinary that she did not feel with other intelligent beings. So, she chose to turn away with the orders and missions set by the Celestial Arishem. So, we see that a person who is consistent with loyalty becomes a person who prefers her emotions and feelings rather than his own beliefs.

Next up is Makkari, the comic clearly portrays Makkari as a man with incredible speed and has a perfect physique like how Eternals were created. This makes Makkari's character a dexterous figure and does not waste time. He swiftly helped the human Deviants when the Deviants attacked New York when the Eternals were in a difficult position, that their identities had been in the key must be neatly sacrificed with that purpose. Related to the movie, Makkari is portrayed as a black woman with hearing disability. It is a big question that the changes that occur position the character of Makkari so very different in terms of physique and this makes this character more bold in describing the world's capabilities with regard to the periphery. Makkari becomes one of the Eternals members whose ideology has also faded. Makkari's change is seen when the appearance of herself as a deaf black makes her different from Makkari in the comics. Makkari went from a serious, masculine, impetuous and time-wasting character to something different in the movie. Makkari is not afraid to do something even if it is bad. He is built into a very good person but there is also a jail and desire in doing something that nothing can prevent her from even stealing something.



Unlike the Sprite, the character parody is only shown to the gender that changes but the character is not changed, but all of this becomes different when she is female. Sprite is designed not to become an adult and he will be trapped in the body of his little boy. This means that the sprite has been bound and not free to its own body. She had to sacrifice herself as Eternals without feeling the love of her peers and could not feel her growth or nature as a woman such as childbirth or problems normal to maturity. This exposure can show that parody of gender in movies greatly affects characters and positions characters vulnerable to current issues.

Next is Gilgamesh, he is responsible, brave, strong, and teaches us sacrifices, in the movie it is seen that Gilgamesh is an example of the hero that has been depicted. Where he always defends and protects humanity from Deviants. However, if you look at the comics, Gilgamesh was originally an outcast figure. His heyday as a hero was not as smooth as expected. The change in Gilgamesh's character shows us that even those who look scary still have feelings. This changing ideology further reinforces that the Eternals are not only perfect and powerful but they are also fragile. The movie shows this fragility in Gilgamesh's armpit as one of the powerful Eternals to die at the hands of the Deviants.

Furthermore, Kingo is a character whose changes are quite obvious. In the comics he is a samurai but, in the movie, he becomes a Bollywood artist. Of course, the character will change greatly. When he was originally a mysterious person and became a famous, cheerful, and humorous figure, he was very different from the original figure. In the end, he must become a coward who abandons the other Eternals because he does not want to fight the pros and cons of the mission. He is too afraid to do right or wrong. With this we all see the fragility like a human being. Behind a great ability to weaknesses that are not shown.

Sersi is one of the most highlighted characters in the movie because she is the next leader of the Eternals. Even though she also bevels to the Celestials like Ajak. Even so, she is described as so emotional, patient, intelligent, and very loving after being invited. If we look at the originality of Sersi's figure we will see a coquettish figure, and hyperactive. A figure who is very passionate but also a figure who does not like to be bothered. Very inversely proportional to the Sersi in the movie. We are shown that in the movie Sersi is very much shaped with great feelings and empathy for what is around him. Making Sersi a figure who is very close to humans.

The last one is Drug, he is actually anat-like who wants to rule over all the Eternals and wants to destroy humans. This action was stopped by Ikaris in the last issue of the comic. But once again, what is portrayed in the comics has changed when drug characters are shown in movies. He is indeed a stubborn figure and the person who most often disobeys the mission and invites the leader of the Eternals. But behind all that he is the one who cares most about man because his desire is that man always lives peacefully without any neglect or foolishness that is often in man. We can see that Drug shows a great sense of care in his character even in people who cannot be forbidden.

After the embodiment of the changed ideology, we can see that the Eternals were formed with a high element of humanity. Although they are aliens, robots, even creatures that are completely non-living but they are wrapped in fragility and high emotions so that they do not look like aliens. They can feel love and affection without any hindrance so that the standard of perfection has been exceeded as immortal beings.

### **Cultural is Decimated**

American culture is quite thick in the comic because in some American storytelling is often a picture of Eternals such as the use of places that are mostly in America and South America, and additions such as Russia. And there was a cultural melting in the movie, namely American culture was replaced by the presence of Mesopotamia and colonial England.

In the movie, the variety of cultures used is diverse, making this movie rich in world elements. The eternal cast is also joined by different skins, racial diversity and is put together so epic in one team. This phenomenon creates a new culture in the form of Eternals themselves such as the elements of clothes, the ships they use, visual motifs in the movie that is formed so that the Eternals movie is richer will culture and diversity. And this is a very courageous act.

### **The Parody of God**

God is a manifestation of absolute Existence, because this is the main cause of the birth of the universe, which is both external and mental (Komaruddin, 2016). In both the movie and comics, researchers found that the representation of God as the creator and almighty being has been replaced by a cosmic being. This can be seen in the comics and movies that in essence this

creature works to replace a God in the real world. These beings are called Celestials who consist of more than one individual who has created the Eternals.

Celestials are basically cosmic beings of gigantic size that were created before the universe was formed. In movie and comic storytelling, Celestials are creatures that play a very important role in the formation of the universe. Those who have orchestrated the formation of the universe with their extraordinary power. Celestials are also the reason Eternals are formed and other beings besides Eternals. They are considered the Creators of the Eternals. And those who make up the Mission and the journey of the Eternals themselves. Here are the differences in the number of Celestials in the movie and in the comics.

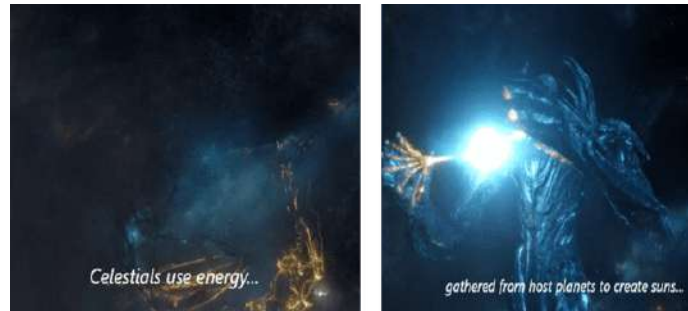
The number of Celestials in the comics is much higher and also describes the function of each of them while the movie does not. The movie shows Celestial fleets and only Celestial Arishem often appears in the movie. In the movie Arishem which plays an important role in the introduction of the Celestial itself.



Picture 5. Celestial as a Creator of Universe  
Duration 00.59.10

What distinguishes the two figures above is how they play a role in each story. In the movie Celestial (host): is a cosmic being who creates Eternals and Deviants in their mission to protect intelligent beings in each universe from Deviants who will later be used as a source of energy for the birth of new Celestials and as a forerunner to the creation of new life or what is called emerging while in the comics Celestial plays a role in literally as figures of gods because of their function as creators and as judges in a life form on earth. Therefore, the parody created does not happen to each Celestial but what they parody. Researchers see that Celestials are a form of parody in which God is an alien. All this time we believed that God is something that cannot be

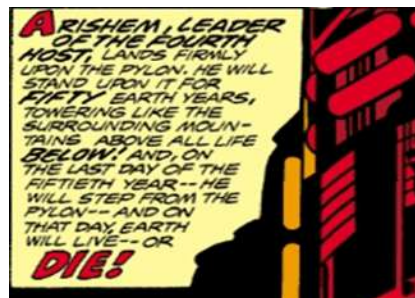
achieved but his existence is real. But in this modern life, just believing sometimes is not enough, therefore the Celestial figure becomes an icon created by humans in replacing the role of God. Here are the characteristics that the Celestials created to parody the figure of God Himself.



Picture 6. Celestials created the universe through the Resurrection  
Duration 00:58:39-00:58:53

In this scene we are shown one of the things that the Celestials parody is that they are the Creator. Without them the world would fall into darkness. This reminds us that God Himself is called the Creator. But in movies or comics that function is replaced by the Celestials by utilizing the pure energy of the universe and with experiments they are finally able to make the universe function.

Through Experiments using advanced Instruments and Special places Celestials are able to create living Beings. This is also one of the essences of God, which is to create creatures. But in Parody there is a discrepancy because the Celestials are able to create with the help of tools and require a large amount of Energy to be able to do this. So, there is still a discrepancy between the Celestials as a representation of God in movies and comics.



Picture 7. Celestial the Judge

The figure above clearly explains that Arishem's arrival was to determine whether the earth was still worth saving. This explained that the Celestials besides they created they could also

destroy. All decisions are in their hands, especially when it comes to their creation and the universe. From this we can see that the Representation of God as the only one who can judge and determine the destiny of living beings and the universe is also seen in the Celestials so that this parody includes the Celestial as God is Delivered. So, this becomes a new view that the word God wants to be below differently with a new view while following the storyline of comics and movies.

In the end we see that parody occurs gradually which includes the existence of abnormalities towards which we always consider normal in some things such as the position of women who are narrated as equal to men where there is a discrepancy in this, then villains whose representation needs to be questioned because of the responsibility of other parties and at the end this affects parody and exacerbates many elements that fade and also still exist which is maintained so as to create political parody specifically found in the structure of the story, the ideology of the story, the development of characters, the structure of the culture created, and the representation of God parodied in films and comics.

## **CONCLUSIONS**

This research has concluded that the parody contained in the movie *Eternals* (2021) which is based on the original work, namely the comic *the Eternals* (1967-1977) has not only found that the movie *Eternals* does not only parody comics, but there are social realities that are included such as gender issues, women's repression, and changes in story structure that affect character parody, conflict, and storytelling structure.

This social reality is seen in the changing representation of the original form of comics. Originality still emphasizes technological aspects and cosmic warfare that are still mythical in the real world, while *Eternals* emphasizes the deepening of human elements that can be seen in the problems faced by the characters.

In the end, Parody criticized each of the incompatible elements in the movie after finding this parody. The criticism found provides an understanding that women still experience discrimination even when they are equated with men as superior, the view as portrayed by superheroes is not represented and coherent so that the representation of superheroes is not described in such a way,

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## Femininity & Nature in Moana Movie: An Analysis of Ecofeminism

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### Abstract

The study focused on how femininity and nature are portrayed in the Moana movie. The research method used is descriptive qualitative, where data is collected by watching films critically to achieve desired results, taking screenshots and taking notes, as well as identifying and classifying to support the analysis. Researchers found several aspects of the relationship between femininity and nature in the film Moana after conducting an analysis. Twenty-one data points were identified and classified into three main data groups, to support the analysis process carried out by the researcher. One of the important discoveries in this movie is that nature is portrayed as a mother, the same as a woman who will not be angry for no reason. This is reflected in the character of Te Fiti, which also represents motherhood and interconnectedness with nature. Nature is portrayed as a mother as the film depicts the entire relationship between Moana and nature.

**Keywords:** *chipko, ecofeminism, femininity, nature*

### INTRODUCTION

Femininity is one of the traits that have the characteristics of sensitivity, sweet, gentle, expressive, warm, polite, humility, empathy, affection, emotions, kind and helpful, respectful and understanding. Usually, women possess these qualities. Nature is likened to a woman who is considered a mother. Nature is a place where life processes occur that must always be preserved. This is because living things use the natural environment to survive. The natural environment includes, in addition to humans, land, air, water, plants, animals, and vegetation. According to Anugerah Ayu Sendari (2022), two types of environments are commonly known: natural environments and artificial environments. As a natural environment, everything that is not man-made is included. The natural world includes all naturally occurring living and non-living things. The environment is the interaction of all living things, climate, weather, and natural resources that affect human survival and economic activities.

Nature refers to the natural world, the physical world, or the material world in its broadest sense. The term "nature" can refer to living plants and animals, as well as geological,

meteorological, and physical processes like matter and energy. One of the movies that depicts the relationship between femininity and nature is Moana. The movie premiered On November 14, 2016, it premiered at the El Capitan Theatre in Los Angeles as part of the AFI Fest, and it was released theatrically in the United States on November 23. Moana, the movie protagonist's main character, is a metaphor for how nature and female femininity are intertwined. Moana is a 16-year-old girl who is enthralled by the world of the ocean. So, the researcher intends to look at the relationship and the relationship between femininity and nature. This research emphasizes the analysis of the problem of femininity and nature. The theory of ecofeminism will be used as a tool of analysis. Ecofeminism believes that women and nature have a big relation which is women's femininity frequently symbolically represents nature itself. In analyzing the movie using ecofeminism, researchers only look at the relationship between women and nature as portrayed by Vandana Shiva in the Moana movie. This research is to complement previous research that has been researched on ecofeminism such as "Ecofeminism dalam Novel Si Anak Pemberani karya Tere Liye" oleh Yulia Nelfita, (2020), "Women Representation as Symbols of Mother Nature: An Ecofeminist Perspective in Moana Film" oleh Mohn Hanafi Jumrah and Haryati Abdul Karim, (2022), "How Far the Ecofeminism Will Go: An Ecofeminist Reading of Disney's Moana" oleh Mala Hernawati, (2021), "Nature and Women in Pete's Dragon Movie (Analysis of Spiritual Ecofeminism by Mary Daly)" oleh Anita Purnama Sari,(2019). Other research is about "Nature Exploitation in Moana: An Ecocritical Perspective" oleh Eka Syamratul Fikriyah Agusta Akhiyat, (2021), dan "Ecological Crisis in Moana (2016) Movie by Ron Clements and John Musker" by Mega Andani Manan, (2018). This research complements the ecofeminist theory related to the relationship between femininity and nature that has never been studied in previous research.

## **RESEARCH METHOD**

The researcher used a descriptive qualitative approach in this research. The descriptive technique, According to Moleong (2005:4), descriptive qualitative research is a research method in which data is gathered in the form of words, pictures, and numbers. Interviews, field notes, photos, videotapes, personal documentation, notes, memos, and other documentation can all be used to obtain this information. According to Creswell (2016), qualitative research is a type of study that seeks to discover and comprehend meaning in a

wide range of individuals or groups of people due to social problems. In general, qualitative research can be used to examine people's lives, histories, behaviors, concepts or phenomena, social problems, and so on. Based on the explanation above, researchers use qualitative descriptive methods because the data that has been collected is data in the form of pictures and not in the form of numbers to illustrate how Femininity and nature are related.

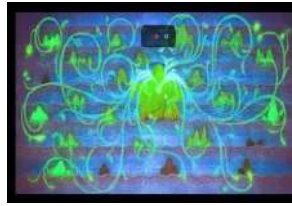
## **FINDINGS AND DISCUSSIONS**

### **Te Fiti as a Symbol of Femininity**

Femininity refers to characteristics, traits, and behaviors traditionally associated with women, as well as stereotypical ideas about women. It addresses a wide range of issues, such as emotional expression, communication styles, physical appearance, social roles, and interpersonal relationships. Femininity varies across cultures and societies, and it evolves with time. However, some common characteristics associated with femininity include gentleness, sensitivity, empathy, care, friendliness, elegance, and the ability to form close relationships with others.

In the Moana movie, there are two depictions of Te Fiti, a feminized symbol that represents the center of nature. Fiti tea is first described as a cluster of mountains in the middle of a green sea. From a distance, it appears stunning, magnificent, and lovely. It also reflects dullness, peace, and splendor. White clouds revealed his friendly face, which mingled with other natural elements. She is the island's goddess, representing life, beauty, and goodness in the world. Te Fiti's feminine characteristics give the impression of gentleness, wisdom, and strong strength. He represents the natural forces that keep ecosystems balanced and give life to all creatures.

On the contrary, her rage will devastate his surroundings. Her rage stemmed from her dissatisfaction with the man who had stolen her heart. It's the same with feminists, who will never become enraged without reason.



Picture 1 shows the image of Te Fiti with her heart is the lifeblood of the world  
duration 00:01:05-00:01:24

The image above depicts how Te Fiti became the world's lifeblood. Green represents natural fertility, beauty, strength, and ecosystem balance. The color green represents the lush life and biodiversity found on the islands. The Moana movie depicts the islands as full of beautiful and diverse greenery, creating a lush and lush environment. Green also represents the balance and harmony that exists between nature and man. The islands in Moana's movie are viewed as living entities that are important in maintaining ecosystem balance and human-nature relationships. The green color represents the islands' interconnectedness and togetherness. The islands in Moana's movie are linked and influence one another. They also serve as a meeting and collaboration point for Moana and other characters on their journey.

It depicts the significance of nature and islands in the main character's life and journey and the deep meaning of life, balance, connectedness, and togetherness among the islands. This demonstrates the significance of caring for and appreciating nature and our relationship with our surroundings. In Moana's story, Te Fiti has a close relationship with femininity and nature, with her heart serving as the world's lifeblood. Te Fiti is portrayed as a goddess full of kindness and creativity in the story. Her heart, a symbol of life and a vital force, represents fertility as well as the ability to create and sustain life. This can be attributed to the feminine aspect, which is frequently associated with reproductive ability and the ability to birth new life.

Te Fiti has a strong connection with nature. She represents the pinnacle of natural beauty and strength in the world. Its strong and harmonious presence represents harmony with nature and environmental stewardship. It reflects the frequently observed link between femininity and sensitivity to nature, as well as the role of women in protecting and nurturing life on Earth.

Recovery and balance: When Te Fiti's heart is stolen by Maui, nature goes through chaos and wrath. This suggests that the balance of nature is disturbed when the lifeblood of the world, represented by the heart of Te Fiti, is lost. Moana, as the heroine, plays an important role in

restoring the heart and restoring the balance of nature. This shows the role of femininity in the healing and restoration of damaged nature.

In Moana's story, the relationship between Te Fiti, her heart, femininity, and nature highlights the importance of women in maintaining the life and harmony of nature. It also emphasizes the importance of connectedness with nature and sensitivity to the environment as an integral part of femininity.



Picture 2 depiction Te Fiti as nature  
duration 01:30:33-01:32:40

Te Fiti is depicted as a goddess with a heart that provides life for the entire world. Her heart has the ability to bring life and beauty to the natural world. The portrayal of these characters reflects Te Fiti's relationship with femininity and nature. Te Fiti is referred to as feminine, gentle, and affectionate. She is also associated with strong natural forces and deep wisdom. The character of Te Fiti in the film "Moana" represents the close relationship between femininity and nature.

In many cultures, nature is closely associated with femininity. This is due to the belief that nature is the source of life, tenderness, fertility, and creativity, all of which are associated with feminine characteristics. In this context, Te Fiti is a harmonious representation of nature and femininity. The "Moana" movie also emphasizes the importance of preserving the balance and harmony between man and nature. When Te Fiti's heart is stolen, life in nature becomes chaotic and dangerous. The movie's main character, Moana, embarks on a journey to return Te Fiti's heart to its rightful place and restore natural balance. Thus, Te Fiti as nature and its relationship with femininity and nature in this movie emphasize the importance of respect for nature, feminine strength, and the preservation of natural ecosystem balance.



Picture 3 Te Fiti without her heart as Te Ka  
duration 01:14:18-01:29:51

Te Fiti's rage transforms her into Te Ka, who is depicted as a large figure filled with rage, filled with fire and lava, with red eyes and sharp teeth, the polar opposite of Te Fiti's nature. Anyone who dared to approach her was met with devastating and dangerous power.

Te Fiti loses her ability to bring life as Te Ka and instead becomes a destructive force. This transformation represents the consequences of losing touch with one's true identity, as well as the negative consequences for both the individual and the world around her.

The fire on The Ka's body represents burning rage, it depicts intense negative emotions that overflow from within her. When a person feels humiliated, hurt, or has lost something important to her, she may experience fire. Fire can also be interpreted as a symbol of purification and transformation. Te Fiti goes on a journey to purify herself and overcome the anger that burns within her during her transformation into Te Ka. Fire represents the process of transformation and purification required to achieve harmony and balance.

The fire on The Ka's body can also be interpreted as a test and challenge that our hero, Moana, must face. Moana's bravery and perseverance are put to the test when she meets the lethal Te Ka. Moana grows and develops as a character as a result of her battles with fire, gaining the courage and confidence required to restore Te Fiti's heart.



Picture 4 consequences of the absence of Te Fiti's heart  
duration 00:13.16-00:14.20

The loss of Te Fiti's heart caused destruction and chaos to spread throughout the world. Plants die, the oceans become dangerous, and island life is threatened. This demonstrates the significance of Te Fiti's heart in maintaining balance and life in the world. Nature would be out of balance without Te Fiti's heart. The world's beauty and life, which should exist, were disrupted. This demonstrates the significance of energy and life, as represented by Te Fiti's heart, in maintaining harmony and balance in nature.

The impact of Te Fiti's heart loss in Moana demonstrates how important it is to preserve and respect essence, life, and balance in our world. It also reminds us of the importance of appreciating our own and others' hearts.

### **Moana's Intimate with Nature**

Moana has a close relationship with nature. She grew up on a beautiful island, where nature was an important part of her life. Moana is an excellent navigator with a strong affinity for the sea. He understands the sea's language and can communicate with it. Moana values the sea as a source of life and strives to live in harmony with nature.

Moana grew up with a strong appreciation for the value of soil and plants. She looks after plants and enjoys the life that surrounds them. Moana can also communicate with and understand plants. Moana has a spiritual relationship with nature. She recognizes that nature has more power and life than she does. Moana respects nature's spirit and strives to live in harmony with it. Moana's close relationship with nature exemplifies the importance of preserving balance and respect for nature in the real world. It teaches us to take care of ourselves and our surroundings, as well as to appreciate the life that surrounds us.

The relationship between femininity and nature can also be seen in Pete's Dragon Movie. Pete's Dragon emphasizes the importance of preserving a harmonious relationship between humans and nature, as well as respecting the existence and needs of all living things within it. This movie teaches ecofeminist values through the character Grace, who is a tenacious and compassionate conservationist. Grace is a strong character who values nature. She has a strong bond with the forest and the animals that live there. When she learns of Elliot's whereabouts, she sets out to protect the dragon and its habitat from exploitation and destruction that could occur if others learned of it. Grace, as a woman, plays an important role in protecting nature and the living things within it, including Elliot. She embodies women's concern, sensitivity, and strength in the fight for environmental sustainability and balance.



Picture 5 Little Moana's fascination with the story in Te Fiti's Stolen Heart  
duration 00:03:20-00:04:00

When Moana was a child, she heard stories about Te Fiti's heart being stolen and the world falling apart. This piqued her interest and instilled in her a sense of adventure for the future.

Moana appears to be very interested in the story in the image above, indicating that she is very curious about the world outside of the island where she lives. When she heard about Te Fiti's

heart theft and its consequences, she was curious about what happened and how to fix it. Her curiosity fueled her sense of adventure. Moana has an emotional connection to Te Fiti's heart. She felt the loss and chaos that followed the loss of the heart. This sparks her desire to track down Te Fiti's heart and return it to its rightful place.

Little Moana demonstrates that size and age are not barriers to achieving noble goals. It emphasizes the importance of following one's heart's calling and facing challenges, even if we feel small and helpless at times.



Picture 6 the sea gives way to the little Moana  
duration 00:06:19-00:06:27

The image above is one example of Moana's close relationship with nature. When Moana walked towards the shore, she was met by waves that were moving towards her. Instead of being frightening, the waves formed a safe corridor for Moana to walk through. This demonstrates the existence of a special bond between Moana and the sea. Nature is compared to a feminist who is gentle, loving, and protective.

Latin nature, the word "nature" meaning nature, has feminine nature pronouns. Nature is frequently personified as a goddess or powerful female entity in mythology and traditional beliefs in various cultures around the world. Nature, according to this understanding, is fertile and full of life, just as a female can give birth and life. This analogy depicts a close relationship between humans and nature, in which humans should respect and care for nature in the same way that they care for and value femininity. Latin nature, the word "nature" meaning nature, has feminine nature pronouns. Nature is frequently personified as a goddess or powerful female entity in mythology and traditional beliefs in various cultures around the world. Nature, according to this understanding, is fertile and full of life, just as a female can give birth and life. This analogy depicts a close relationship between humans and nature, in which humans should respect and care for nature in the same way that they care for and value femininity.





Picture 7: the sea shows its beauty  
duration 00: 06:19-00:06:27

The sea revealed its beauty to little Moana in a variety of amazing ways. Little Moana is frequently captivated by the breathtaking scenery along the coast. She can see clear water, stunning waves, and the beauty of the underwater world. This gives her an incredible view of the natural wonders that surround her.

Nature is frequently identified as female or feminine in many traditions and mythologies. This is due to similarities in the characteristics and life cycles of femininity and nature. In this context, the sea displaying its beauty to little Moana can be interpreted as a symbol of a female's strength, gentleness, and natural beauty. Nature, like females, can give birth to life, provide resources, and provide extraordinary beauty. The sea, which shows its beauty to young Moana, represents the intimate and giving relationship that exists between man and nature.



Picture 8: seawater following Moana's head movement  
duration 00:06:36-00:06:40

The image above depicts Moana's human-nature connection to nature, specifically the water element. Water is frequently associated with the feminine side in many cultures, representing tenderness, wisdom, and flowing strength. The seawater that follows Moana's head movement can be interpreted as nature's reaction to Moana's presence and call in this context. It describes how humans and nature interact, as well as how we can communicate and form bonds with nature if we understand, connect with, and respect it. This scene depicts Moana's special connection with the sea, where they have a strong bond.

When little Moana felt drawn to the sea's call, she sensed its presence interacting with her. The seawater that followed the movement of little Moana's head represented their closeness

and communication. This demonstrates Moana's special relationship with the sea, in which they understand and interact with each other.

This interaction also demonstrates Moana's spiritual connection with nature and the universe. It can communicate with natural elements, such as seawater. This adds a magical dimension to the story and demonstrates Moana's special role in saving the world. Furthermore, this scene captures the magic and beauty of nature that we can find in the real world. Nature interacts with us in its unique way, and we can sometimes sense its presence and response.

The scene of seawater following the movement of little Moana's head is one of the most interesting parts of Moana's story, and it strengthens Moana's connection to nature, particularly the sea.



Picture 9: the sea seems to be decorating little Moana's hair  
duration 00:06:45-00:06:48

The scene in which the sea plays with little Moana's hair has some intriguing hooks. For starters, in some cultures' traditions and beliefs, women are frequently associated with natural elements such as the sea. feminine, according to this viewpoint, has strength and tenderness comparable to the strength and beauty of nature. The sea is compared to the feminine in the scene, showing her gentle and comforting nature by "playing" with little Moana's hair, illustrating the harmonious relationship between femininity and nature. Nature is frequently identified as female or feminine in many traditions and mythologies. This is due to similarities in the characteristics and life cycles of femininity and nature. In this context, the sea displaying its beauty to little Moana can be interpreted as a symbol of a female's strength, gentleness, and natural beauty. Nature, like females, can give birth to live, provide resources, and provide extraordinary beauty. The sea, which shows its beauty to young Moana, represents the intimate and giving relationship that exists between man and nature.



Picture 10 the sea gave Te Fiti's heart to little Moana  
duration 00:06:50-00:07:03

The sea, as the embodiment of nature, gives Te Fiti's heart to little Moana, making it her life's mission to return the heart to its rightful place. The similarity between women and men is frequently associated with the concepts of birth and life. Women are considered "life-givers" in many cultures, just as nature gives life to all creatures on Earth. The sea, as the embodiment of nature, gives little Moana Te Fiti's heart in the scene, illustrating the role of women in protecting and nurturing life in the world. The sea gives little Moana Te Fiti's heart as a sign that she has been chosen to be a hero and restore natural balance. It demonstrates Moana's special connection to the sea, as well as her role in returning the heart to Te Fiti.

Te Fiti's heart becomes an important symbol in the story because restoring it allows Moana to stop The Ka's wrath and bring life back to the Pacific Ocean islands. With Te Fiti's heart given by the sea, young Moana accepts the call and responsibility to embark on her epic adult journey.



Picture 11 Tala teaches Moana the dance of the sea  
duration 00:09:33-00:10:15

Moana's grandmother, Tala, teaches her granddaughter sea dance, which becomes an important part of Moana's journey as a hero. The symbolism and energy contained in the movements and rhythms of the sea dance represent a woman's connection with nature. In this story, the sea dance represents the close relationship between humans and nature. The sea dance depicts the strength and beauty of nature as feminine through gentle movements and flowing flows. This dance, like the movement of water following the flow of rivers and waves following the rhythm of the sea, reflects the forces of nature that are constantly moving and

flowing. Furthermore, sea dance represents harmony, harmony, and balance with nature. Tala teaches Moana in the scene that by following the moves of the sea dance, she can connect with nature and find her way to her true mission. It exemplifies how humans must interact and collaborate with nature to achieve balance and harmony in their lives. Nature is compared to femininity in this context as a source of inspiration, strength, and wisdom. Moana learns to respect and understand nature, as well as how to maintain a balanced relationship with her surroundings, through sea dance.



Picture 12 the sea illuminates Moana's journey  
duration 00:31:27-00:32:01

In this case, its resemblance to nature as a feminine can be interpreted as nature providing guidance, strength, and inspiration to Moana. femininity is often associated with a source of life, wisdom, and radiating power in many cultures. In this context, the sea represents nature's enigmatic power, wisdom, and abundance of life. The sea reveals its role as a source of inspiration and assistance to Moana in finding herself and facing challenges by emitting light that guides Moana's journey. The sea illuminates Moana's journey. Throughout her epic journey, Moana seeks guidance and assistance from the sea. The sea in this story is described as having life and intelligence of its own. He guided Moana by moving waves, shaping waterways, and providing directions using natural cues. The sea became a source of light and a guide for Moana as she traveled. Its relationship to nature as a femininity is to demonstrate nature's power and wisdom, which are frequently associated with feminine traits. This analogy also emphasizes the importance of respecting and listening to nature as a partner in our life's journey.



Picture 13 seawater lifts Moana to sit on the boat  
duration 00:42:58-00:43:32

This scene demonstrates the power and importance of the sea in Moana's journey. When Moana finds herself in a difficult situation in the middle of the sea, the sea water, which has its own life and intelligence, senses her determination and desire to continue her journey. The sea then stirred the waves, lifting Moana and her ship to the surface, providing her with a safe place to sit. This interaction also demonstrates Moana's special relationship with the sea, in which they understand and work together. The sea is more than just a passive element of nature; it can interact with humans and assist when necessary. In Moana's story, one of the most amazing moments is when the sea water lifts Moana to sit on the boat, demonstrating Moana's magical relationship with the sea. It also demonstrates the power and involvement of nature in Moana's character development.

Nature is compared to femininity, which represents strength and tenderness while also being supportive and protective. When the seawater gently lifts Moana, it symbolizes Moana's harmonious relationship with nature. Nature assists and protects Moana on her journey, much like a mother tenderly raising her child. Nature, like a feminine, has a loving nature, a supportive force, and a willingness to help humans achieve their goals. Furthermore, this scene depicts the bond between Moana and nature, as they interact and influence one another. Moana, with her bravery and determination, can form a strong bond with nature and receive assistance from it.



Picture 14: Moana dreams about her parents  
duration 00:53:29-0054:09

Moana's relationship with nature as a femininity can be interpreted as a close relationship between Moana, her family, and nature when she dreams about her parents. Moana has a dream in which she sees herself as a feminine shielded by seawater. According to the symbolic interpretation, the female nature represents wisdom, tenderness, and abundant love, much like a mother. Nature protects and guides Moana in this dream, reminding her of her strong roots and identity. This dream also reflects the close relationship that humans have with

nature. She gives Moana direction and guidance as a femininity who represents nature, reminding her of her responsibility to protect and care for it.



Picture 15 Moana tries to communicate with Te Ka  
duration 01:29:31-01:29:51

Moana's connection to nature as a femininity is through understanding and empathy for the changes that occur in nature when she tries to communicate with Te Ka, who is the embodiment of Te Fiti who lost her heart. Te Ka represents the angry and broken forces of nature in this story. When Moana attempts to communicate with Te Ka, she is attempting to comprehend and embrace nature's dark side. Moana realizes in the scene that Te Ka's grief and loss are hidden behind the rage and destruction. The similarity between femininity and nature is that femininity is frequently associated with emotional and emotional aspects. Also are thought to be more sensitive to natural changes in many cultures, and they play an important role in maintaining balance and harmony. Moana attempts to embrace the female side of nature manifested in Te Ka with empathy and understanding in this scene.

Moana was able to assist Te Ka in returning to being a true Te Fiti thanks to their communication. This demonstrates the significance of a mutual respect and understanding relationship between humans and nature, as well as the role of femininity in maintaining and restoring nature's balance.



Picture 16 Moana successfully redefines Te Fiti  
duration 01:30:01-01:32:30

The image above depicts nature's ability to restore and harmonize. Te Fiti, who resembles femininity, is the protector of life and beauty in the Pacific islands. However, when Maui steals Te Fiti's heart, nature becomes chaotic and threatens to destroy itself. Moana, the heroine, is tasked with restoring Te Fiti's heart and nature's balance. Throughout Moana's

journey, we see how nature provides assistance and support in the form of various elements such as water, wind, and plants. Moana gained the strength and wisdom to face challenges and reinvent Te Fiti through a deep connection with nature.

This analogy emphasizes the significance of remaining in harmony and balance with nature. Nature gives us mercy and strength when we care for and respect it. In this context, nature as a femininity demonstrates tenderness, wisdom, and strength, which aids us in ensuring the sustainability of nature.

### **Men and The Destruction of Nature**

Men are considered natural business owners because they have high standards. According to some research, women in general are more open to expressing their emotions, which often include feelings of care and empathy. Men, on the other hand, are more likely to suppress or restrain their emotions, and they may be more prone to emotions like success, strength, or anger.

Maui is the "footman" character who can be considered a destroyer of nature. Maui was a god who stole Te Fiti's heart, causing nature to become chaotic and threaten destruction. Maui's act of stealing Te Fiti's heart represents the actions of men who frequently destroy nature to further their interests. Maui is regarded as a destroyer of nature in this regard due to its actions that undermine nature's balance and harmony. Te Fiti cannot control herself without her heart, just as a human cannot live without her heart.



Picture 17 shows Maui stealing Te Fiti's heart  
duration 01:33-02:13

Te Fiti is portrayed as a nature goddess who exudes life and beauty. Te Fiti's heart represents nature's source of strength and balance. When Maui steals her heart, nature becomes desolate and threatens to destroy itself. It depicts the actions of men who frequently destroy nature to further their interests without regard for the consequences. Exploitation of natural resources, pollution, or destruction of natural habitats are examples of such actions. In this context, the

scene of stealing Te Fiti's heart represents men's actions that endanger the sustainability of nature. It emphasizes the importance of respecting and maintaining a balanced relationship with nature, just as we must respect and maintain a balanced relationship with femininity. It teaches us the value of maintaining balance in man's relationship with nature, as well as respecting her power and wisdom.



Picture 18 Tui's arrival makes sea water movement disappear  
duration 00:07:03-00:07:17

The image above depicts the movement of Lau's water as a female figure representing a spirit of nature in the form of water. She was critical in keeping life and balance on the island of Moana. The Lau Water Movement, however, vanished when Tui, Moana's father, took steps that reduced the residents' connection to the sea. It demonstrates how human actions that harm nature can have an impact on the existence and vitality of nature itself. When man's relationship with nature is not carefully maintained, nature can react in unfavorable ways, such as the loss of natural beauty and diversity. Moana's movie emphasizes the importance of respecting and maintaining a harmonious relationship with nature, just as we must respect and maintain a harmonious relationship with women. This analogy teaches us the value of encouraging balance and mutual support between humans and nature.



Picture 19 Maui confines Moana  
duration 00:40:57-00:42:29

Maui imprisoned Moana to protect her from potential dangers at sea. As Moana is imprisoned in a cave, this exemplifies how humans frequently take actions that restrict nature's freedom. As Moana must convince Maui to release her so she can continue her journey, the analogy



emphasizes the importance of listening to and respecting nature's wishes. We must recognize that nature has its power and wisdom, and we must work with nature rather than against it. So, in the movie, *Moana*, the scene where Maui locks Moana in a cave illustrates the connection between human actions that limit nature's freedom and the parable of nature as a femininity. The message emphasizes the importance of allowing nature to grow and develop in its natural habitat. The scene in which Maui confines Moana emphasizes the complex relationship between nature, masculinity, and femininity. It demonstrates how women can overcome oppression and find strength in vulnerability, as well as the value of collaboration and balance in achieving shared goals.



Picture 20 Maui throws Moana overboard  
duration 00:43: 17-00:43:33

In this scene, Maui wishes to complete Moana's journey more expediently and practically, by throwing her into the sea. As Moana was almost forcibly thrown into the sea, this analogy illustrates how humans frequently take rude or quick actions when interacting with nature. This scene illustrates how hasty or rude human actions can harm nature and upset the existing balance in the parable of nature as a femininity. Humans must learn to be gentle and respectful of nature, just as Moana struggles to break free and prove that she is capable of facing challenges. The analogy also highlights the importance of listening to and understanding nature's needs, as Moana had to persuade Maui to give her a chance. We must treat nature as an equal partner with whom we must collaborate, rather than as an object to which we can use without regard. So, in the movie, there's a scene where Maui tries to throw Moana overboard. Moana illustrates the connection between rude or hasty human actions and the parable of nature as a femininity. The message is that it is critical to be gentle, respectful, and cooperative with nature to maintain balance and sustainability.



Picture 21 seawater archery Maui  
duration 00:52:20-00:52:30

The sea water is portrayed as a powerful entity in this scene, with the ability to protect and defend the truth. The invincible forces of nature confront Maui, which represents man. This analogy shows how nature, which is often compared to femininity, possesses tremendous power and can teach humans about their reliance on nature's wisdom. This scene in the parable of nature as a femininity illustrates how nature can demonstrate its strength and wisdom when humans disrupt the natural balance. Nature, like the arching seawater of Maui, has a way of combating human injustice and restoring disturbed balance. This analogy also emphasizes the importance of cooperating with nature rather than resisting or ignoring it. We must recognize that nature has greater power than we do and learn to live in harmony with its wisdom.

So, in the Moana movie, the scene where the sea water shoots Maui illustrates the connection between nature's invincible forces and the parable of nature as a femininity. The message emphasizes the importance of respecting and cooperating with nature to maintain balance and appreciate nature's extraordinary forces.



Picture 22 Maui makes Moana a bait  
duration 00:59:44-01:02:29

In this scene, Maui uses Moana as bait to entice Tamatoa, a giant crab who represents humanity's desire for wealth and power. This analogy shows how humans frequently use and sacrifice nature, which is analogous to women, for their ends. This scene illustrates how

nature is frequently exploited and exploited without consideration in the parable of nature as a woman, just as Moana is used as bait to achieve Maui's goals. This emphasizes the importance of respecting and treating nature as an equal partner, rather than an object to be used at our leisure. This analogy also emphasizes the importance of being aware of how our actions affect nature. We must consider the impact of nature exploitation on the sustainability and balance of ecosystems. Using nature as a tool or bait will only aggravate the situation and disrupt the balance.

So, in the Moana Movie, the scene where Maui uses Moana as bait to attract Tamatoa's attention illustrates the relationship between the use and sacrifice of nature, as well as the parable of nature as a femininity. The message is that it is critical to respect, protect, and collaborate with nature to maintain sustainability and balance.

## **CONCLUSIONS**

Based on the findings of previous studies, researchers found many examples of how femininity and nature interact in the film Moana. Femininity and nature in Moana's film are represented through the similarity of traits that can be seen from: First, Te Fiti as a symbol of femininity, she is the goddess of the island, representing life, beauty, and goodness in the world. The feminine characteristics of Te Fiti give the impression of tenderness, wisdom and strong strength. Secondly, Moana is familiar with nature, Moana has a spiritual connection with nature. She realized that nature has more power and life than her. Moana respects the spirit of nature and strives to live in harmony with it. Third, Man and the destruction of nature, this is because Maui is the god who stole Te Fiti's heart, causing nature to become chaotic and threatening destruction. Maui's act of stealing Te Fiti's heart represents the actions of humans who often destroy nature to advance their interests. The relationship depicted in Moana between nature and women emphasizes the importance of respecting and treating nature as an equal partner. It reminds us not to sacrifice nature for selfish or materialistic reasons, but to work with it to achieve balance and sustainability.

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## An Appraisal Systems Analysis of Andrew Tate Interview on YouTube

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### **Abstract**

This study discusses the Appraisal system contained in Andrew Tate's interview with Laiyah Heilpern. This study aims to describe the use of appraisal attitude systems. The study used a descriptive qualitative method. Data collection techniques are done by downloading, reading, watching, identifying and coding. The data derived from Andrew Tate's interview contained in YouTube especially utterances which contain an appraisal system. The result shows that there are 26 data of appraisal systems used by Andrew Tate, it indicated that affect is often employed to convey affective responses. Judgement also used relevant appraisal criteria to evaluate the situation being evaluated. It also reveals that appreciation used to highlight aspects that are considered valuable in the appraisal attitude system in Andrew Tate interview.

**Keywords:** *appraisal, attitude, interview*

### **INTRODUCTION**

The inception of Systemic Functional Linguistics (SFL) can be attributed to Halliday in the year 1985. Systemic Functional Linguistics (SFL) examines language through the lens of its purpose and the ways in which it is employed within social contexts. Moreover, Systemic Functional Linguistics (SFL) examines the utilization of language meaning in various contexts (Gerot and Wignel, 1995). Based on this, Systemic Functional Linguistics, which has a clear correlation with the Appraisal theory developed by Martin and White (2005). Appraisal is a method of analysis that uncovers the interpersonal significance of a text or speech by specifically assessing the attitudes expressed within it. Appraisal theory focuses on the evaluation of attitude, engagement, and graduation (Martin and White, 2005, p. 35).

However, in this study the focus of the study is on the attitude expressed by Andrew Tate in his interview with Laiyah Heilpern. Based on these considerations, appraisal theory with a focus on attitude tools in this case affect, judgment, and appreciation is considered suitable for use in this study. The appraisal system can be observed in diverse media formats, including ads, novels,

news texts, and songs. According to systemic Functional Linguistics, appraisal in advertising is closely tied to communication involvement and social relations between the participants. This means that the way appraisal is used in advertising reflects the relationship between producers and consumers (Nugraheni, 2011). In addition to advertising, the method of evaluation can also be conducted through interviews. Moleong (2007:186) defines an interview as a gathering between two individuals for the purpose of exchanging information and ideas through a series of questions and responses. During an interview, the evaluation can be observed through the audience's feedback, which includes their reactions and comments

Andrew Tate, in his interview with Laiyah Heilpern, raised three main topics, namely, Money, Masculinity, and Women. The discussion in Tate's interview was based on news about himself that Heilpern questioned. Researchers looked at how the impact provided by Tate could be applied in Appraisal.

Researchers found previous studies related to the appraisal as theory. Septiana, 2021, assess "New Text (Gaduh Sistem Zonasi)" which focuses on two systems of appraisal attitude and engagement. (Rohmawati, 2016) assesses "Appraisal Devices Realizing Attitudes in Barack Obama's Inaugural Speech" which focuses on Attitude but in speech as the source of data. In this study, the researcher will continue previous research in the use of the same theory but only focuses on the attitude system in terms of affect, judgement, and appreciation to Tate's speech contained in his interview. There are differences between this study and previous studies, in terms focused on objects. Researchers raise interviews as research objects because appraisals in interviews occur flexibly depending on the opponent's questions. In contrast to the form of appraisal in advertisements, speeches, text, and songs where context is available and appraisal can be done without questions or question-and-answer contact with the interlocutor. Researchers try to use appraisal in Andrew Tate's interview in accordance with the discussion which seems to contain a lot of data that can be categorized as a form of appraisal.

Therefore, this study tries to solve the problem of how appraisal is applied to Andrew Tate's interview, especially in the attitude system in terms of affect, judgement, and appreciation. This study aims to describe the use of the attitude system in interviews through appraisal systems by looking at the issues discussed through interviews.

## **RESEARCH METHOD**

The researcher employs the descriptive qualitative methodology to investigate the subject at hand and analyze the study. According to Moleong (2007, p.6), descriptive qualitative research seeks to interpret the phenomena experienced by research subjects, such as behavior, attitude, opinion, desire, action, and others. This is achieved by representing these phenomena through verbal descriptions within a specific natural context, employing a variety of methods. Creswell (2012) provides a description of qualitative research, which is commonly employed to ascertain the significance of a fundamental concept and to delve into the topic at hand, fostering a knowledge of the experiences of individuals within a social context. In summary, a qualitative methodology was employed to investigate the phenomena, aiming to gain insights into the practice and behavior within authentic social contexts, particularly pertaining to minor individual issues. The researcher has chosen to utilize the qualitative technique as the study methodology due to its focus on data in the form of words rather than numerical values and statistical analysis (Donald et al., 2002).

Furthermore, the scholarly inquiry into qualitative methodologies encompasses the systematic gathering, examination, and understanding of data pertaining to individuals' experiences and viewpoints (Creswell, 2009, p.15). This research employs a descriptive and analytical approach to further examine the data presented by Andrew Tate, in accordance with relevant theoretical frameworks.

## **FINDINGS AND DISCUSSION**

The data was taken based on the results of an interview conducted by Andrew Tate on Laiyah Heilpern's YouTube personal account. Researchers present data based on each of the 3 systems of attitude, in terms of affect, judgement and appreciation. In this study, researchers found 23 data in each aspect contained in the three attitude systems in the appraisal. Below Table 1.1 shows findings of the attitude system in appraisal.



No	Attitude System	Type of Data	Number of Data
1	Affect - Irrealist	Desire	3
2	Affect – Realist	Unhappiness-Misery	1
3		Unhappiness-Antipathy	3
4		Insecurity- disquiet	1
5		Security-Confident	2
6		Security-Trust	1
7		Dissatisfaction-Ennui	1
8		Satisfaction-Pleasure	3
9		Dissatisfaction -Displeasure	1
10	Judgement	Capacity-capable	2
11		Veracity	3
12		Propriety	3
13	Appreciation	Reaction (impact)	1
14		Reaction (quality)	1
15			
	Total		26

Table 1.1 Type of attitude system

Based on the table above, it can be seen in the form of the attitude system found in Andrew Tate's interview. There are 26 data categorized into effect, judgment, and appreciation. Affect has 13 data divided into irrealist 3 data and realist affect 13 data. Judgement has 8 data and appreciation has 2 data. From the description above, it can be seen that the affect system is more found in Andrew Tate's interview, then followed by the judgment system and finally appreciation.

### **Affect – Desire**

#### **Data 1**

[20:39– 20:47]: Tate: “This is why men will work so hard to be a CEO and give up his whole life just to be a CEO because then he gets to **feel like he's conquering something**. Men have that innate desire for conquest”

#### **Data 2**

[42:00-42:20] Tate: “So I always had an intrinsic understanding that the only way to truly get rich is to break the system to some degree. So when I was going to school and the school was trying to support a system, they're trying to convince me that the system is the best way to have a successful life. I was sitting there going, but everyone's living the life **I want to break the system**. I don't believe in any of this”

### Data 3

[45:41-45:49]: **I consider myself outside the system.** I'm outside the matrix. I can say what I want. You're gonna get me fired. Who are you going to do? You're going to go, go get me fired. Anyone who's triggered by this, get me fired

The effect in data (1,2,3) above is an effect that falls into the category of dis/inclination desire. *feel like he's conquering something.* (01) in this regard, men need to engage in some form of battle or conquest, whether physical or financial, in order to gain respect and admiration from society and women, as modern society suffers from a widespread cowardice among men and a bias towards favouring females in various systems. *I want to break the system* (02) in this regard. The speaker explained how growing up in a disadvantaged area made him realize that breaking the system is the only way to truly become rich. *I consider myself outside the system* (03) in this regard, the speaker discusses his desire for a life outside the system, fueled by a masculine fire, and how being broke led him to choose a career in fighting rather than a life of crime.

### Affect – Unhappiness-misery

#### Data 1

[58:26 – 58:41]: Tate: “So he went to jail. She got some other guy, a nice guy. And she was a complete prick to this dude. And she was so unhappy. And the problem was, **it's very, very hard to be interesting when your ex is a psycho. The new guy's boring.** It's true”.

The effect in data (1) above is an effect that falls into the category misery of unhappiness. *It's very, very hard to be interesting when your ex is a psycho. The new guy's boring* (01) in this regard, the woman gets bored when she gets a good man, she misses the bad behaviour by her ex-husband. In this regard, speaker wanted to say was women are often attracted to toxic men because they provide excitement and drama, and they may end up being bored with normal guys

### Affect- Unhappiness – Antipathy

#### Data 2

[12:25 - 12:43]: Because for a female to retain her attraction to a man, there has to be a degree of mystery. That's the first thing. So, we're talking about a household where even the woman truly respects her man. There's a bunch of dudes out here, a bunch of people who are married, who are home every day, and have low testosterone levels. They're cucked out and **they're going to disagree with me.**”

### Data 3

[33:22-33:29] Tate: I've lost faith in governments to the point where I sold all my real estate. Yeah. I refuse to even hold real estate under a government. ***I hate them so much.***

### Data 4

[24:08–24:32] Tate: **Every single level of the entire environment is corrupted** because we live in a world now where everything is corrupted. I'll say this to someone the other day, there is nothing fair or just about the world anymore. Every single system from the police to the judges, to the governments, the tax, even the world health organization, even the doctors, all of it is corrupt.

Affect in data (2,3,4) above is an influence that is included in the category of unhappiness-antipathy. *they're going to disagree with me*, in this regard, the speaker explained that women maintain an attraction to men: the man must have a mystery to make women interested. The speaker spoke about this based on married women. There is a group of men who are cheated on because of their lack of mystery, and this group of men disagrees with the speaker's statement. The speaker also wants to convey that men should strive to be kings and set an example for their sons, rather than adopting a peasant mindset, and spending too much time with babies can decrease testosterone levels and diminish their "superpowers." *I hate them so much* (03) In this regard, the speaker pointed out a negative reaction of hatred towards the system of government. The reason for hatred of the government is for losing trust. *Every single level of the entire environment is corrupted* (04) in this regard. The speaker gave an emotional reaction of the government system starting from the police, judges, taxes, to world health (doctors) all corruption. The speaker articulates a negative outlook on the present condition of society, experiencing a decline in trust in law enforcement, the judicial system, and governments. Additionally, the speaker underscores the significance of being adaptable and prepared in order to navigate through periods of uncertainty.

### Affect – Insecurity –Disquiet

### Data 5

[05:45-06:01] Tate: So I, personally, **I don't like traveling the world with women.** I think it's one of the most frustrating things a man can possibly do. Okay. Imagine you had to travel around the world and you had to take a three-year-old with you. You'd be like, where's my three-year-old? How's it eight? I have to make sure they're safe.

Affect in data (4) above falls into the category of insecurity-disquiet. *I don't like traveling the world with women* (4) In this regard, the speaker says work involving family is uncomfortable. The speakers also want to convey that misogyny is often just realism, and women are effectively like children who need to be monitored and maintained, and having a genuine masculine support network is crucial for men.

### **Affect – Security – Confident**

#### **Data 5**

[14:21 – 14:26]: I was raised in a very specific way and I'm one of the greatest men on the face of the planet. **So I know it works.**”

#### **Data 6**

[43:17-43:20]: I was like, listen, I'm going to be a kickboxing champion. **Don't worry about it.**”

Affect in data (5,6) above is an effect that falls into the category of security – confidence. *So I know it works* (05) in this regard, the speaker used to affirm his level of confidence that he was raised in a specific way and became the greatest man on the planet. This shows the level of masculinity that exists in him. *Don't worry about it* (06) in this regard, the speaker used it to convince his mother of his achievement in becoming a kickboxing champion one day. Both data are used by Tate to express his confidence level. The speaker also means his decision to not attend university and instead work a basic job and pursue kickboxing, which ultimately led to his success and financial wealth.

### **Affect – Security – Trust**

#### **Data 7**

[1:09:02-1:09:07] Tate: **“I believe the money no longer has value and it's better to spend it on a human experience.** That's what I believe...”

The effect in data (7) above is an effect that falls into the security-trust category. *I believe the money no longer has value and it's better to spend it on a human experience* (07) in this regard, the speaker says if someone has that 30, 40, or even 100 million, life will remain the same and says money has no value to live and is better used for experience. In this regard, the speaker believes in the process that having a lot of money is important, but it's also important to prioritize human experiences and not give children an easy life, as suffering builds character and is necessary for success.

### **Affect - Dissatisfaction – Ennui**

## Data 8

[43:53-44:00]: **I started off with a really basic, boring job.** I was carrying boxes of ice in a fish market. And I wasn't doing anything elaborate, but at least I was working.

The effect in data (8) above is an influence that falls into the category of dissatisfaction-ennui. *I started off with a really basic, boring job* (08) in this regard, the speaker showed a feeling of boredom towards his basic work. However, the speaker discusses his decision to not attend university and instead work a basic job and pursue kickboxing, which ultimately led to his success and financial wealth.

## Affect – Satisfaction – Pleasure

### Data 9

[03:02-03:12]: My point is, any man who has the means to attract or solicit the company of more than one female likely **will enjoy the company** of more than one female.

### Data 10

[1:05:11-1:05:20]: You have to get all the way up there to see the peak and its amazing view. Let me tell you something. **I'm happy because all I've done is suffer.** That's all I've ever done is suffer. This is how I got here.

### Data 11

[48:35-48:40] Tate: I have a lot of good friends. **I've made a load of money with crypto. Yeah. I love it.**

Affect in data (9,10,11) is an effect that falls into the satisfaction-pleasure category. *Will enjoy the company* (09) is used by the speaker to judge that a man who has the ability to attract many women as workers in a company, the man will enjoy his work more because of this ability. The speaker explained men who can attract multiple women may enjoy their company, but the speaker questions how it works practically when women desire love and attention and the man is constantly traveling. *I'm happy because all I've done is suffer* (10) in this regard, the speaker used to explain that the way he is happy now is because the suffering he has endured has passed and that's how he got to where he is now. The speaker also conveys that people do not measure or worry about their happiness, as it's a mental failure and do not deserve to be happy if people have not put in the work and suffered enough. *I've made a load of money with crypto. Yeah. I love it* (11) in this regard, the speaker expressing pleasure in something that is crypto. The speaker expresses a feeling of pleasure because of an event.

## **Affect – Dissatisfaction – Displeasure**

### **Data 12**

[43:33 – 43:37] Tate: “**That was oppression. I can't accept that.** No, no, I don't. I know I'm smart enough.”

Affect in data (12) is an effect that falls into the dissatisfaction-displeasure category. *That was oppression. I can't accept that* (12) in this regard, the speaker said he could not accept bullying from parents who required a child to go to college rather than letting the child choose his own path. The speaker could not accept that and considered himself smart and would be fine without college and that sentence was included in the reaction as impact positive. In this regard, the speaker discusses his decision to not attend university and instead work a basic job and pursue kickboxing, which ultimately led to his success and financial wealth.

## **Judgement – Capacity – Capable**

### **Data 1**

[20:39 – 20:45]: This is why men will **work so hard** to be a CEO and give up his whole life just to be a CEO because then he gets to feel like he's conquering something.

### **Data 2**

[19:55 – 19:59]: Every single man watching this **would love to be able** to say he's a fighter”

The judgment in data (1,2) above is a judgment that falls into the social esteem/capacity-capable category. *Men will work so hard* (01) in this regard, the speaker said that men need to engage in some form of battle or conquest, whether physical or financial, in order to gain respect and admiration from society and women, as modern society suffers from a widespread cowardice among men and a bias towards favouring females in various systems. used to judge a man in order to be appreciated. In this case, the speaker gives a positive picture of why men have to work hard to become a leader, in this case being a CEO to be able to feel in conquering or mastering something. *would love to be able* (02) in this regard, the speaker shows an advice that men need to engage in some form of battle or conquest, whether physical or financial, in order to gain respect and admiration from society and women, as modern society suffers from a widespread cowardice among men and a bias towards favouring females in various systems.

## Judgement – Veracity

### Data 3

[3:36 – 3:40]: I don't have any women... **I can't lie**"

### Data 4

[44:51-44:58]: I think every man is born with a masculine fire. **I think it's certainly** the reason why so many things in history happen

### Data 5

[02.03-02.38] Tate: "Okay, **that's not completely true. It's not completely true.** I'm not saying I couldn't have and enjoy the company of a single female for eternity. I'm saying, my point is that truthfully, if we remove all the garbage and the fairy tales, if men are true to their biology, no man is completely and utterly a one-woman man. That's my point".

The judgment in data (3,4,5) above is a judgment that falls into the category of social sanction-veracity. *I can't lie* (3,4,5) in this regard, the speaker tells the truth that himself has women and does not lie on the questions given. *I think it's certainly* (03) in this regard, the speaker conveys that Every history created in this world is shaped by the masculine side of men. That's not completely true. *It's not completely true* (05) the speaker indicates the extent to which the information is accurate, in this case the information in question is about "Does the speaker have more than one woman?" In this case, the speaker gives an answer based on the condition he is experiencing. The speaker provides a refutation to the question of whether the speaker is the type of person who has more than one woman. The speaker explains this with a biologically-based parable of a man, that if men follow their biological desires, no man really has one woman and that shows the strong impact of denying that the speaker has more than one woman. In this regard, men lack a biological inclination towards monogamy, and throughout history, men in positions of authority have consistently engaged in relationships with several partners, disregarding cultural norms.

## Judgement – Propriety

### Data 6

[33:17 – 33:34] Tate: "So all cops are bad. So I've lost faith in the law enforcement systems. I've lost faith in the judicial system. I've lost faith in governments to the point where I sold all my real estate. Yeah. I refuse to even hold

real estate under a government. I hate them so much. **Every single one of them. I can't stand any of them.** They're all corrupt from head to toe..”

### **Data 7**

[11:07 – 11:11]: It's hard to be a superhero at your home every day arguing with your wife changing diapers. **That's not what a man should do**

### **Data 8**

[18:01 – 18:03]: How's a woman going to respect you as a man **if people don't fear you**

The judgment in data (5,6,7) above is a judgment that falls into the social sanction-ethics negative category. *Every single one of them. I can't stand any of them* (05) in this regard, the speaker said that he did not trust the government and the devices inside. The speaker believes that the financial system is designed to steal wealth from the poor, and he aims to break the system and become wealthy through unconventional means. *That's not what a man should do* (06) shows a man's work that is not supposed to be and is considered inappropriate for man nature. In this regard, the speaker referred to men being superheroes in the family, not being or replacing the role of mothers taking care of children. The speaker explained that it was not a man's job. *If people don't fear you?* (07). is used to positively assess how women will appreciate if there is no fear or others in them towards men. This is based on the experience of the speaker. In this regard, women want to be with a man they genuinely respect, and in order to be respected, a man must have qualities that may be detrimental to the overall happiness of the relationship, such as not putting the woman above his friends, prioritizing making money, and being respected by others.

## **Appreciation – Reaction – Impact and Quality**

### **Data 1**

[08:49-09:05] Tate: The best possible thing that can happen to somebody is to be born broke and become rich. If you're born rich, life's terrible. If you're born broke and you stay broke, life's terrible. **But to be born broke and become rich is a beautiful thing.** Because truthfully, **money really isn't all that interesting**

Appreciation in data (1,2) above is an appreciation that is included in the category of appreciation as impact positive. *Money really isn't all that interesting* (01) *But to be born broke and become rich is a beautiful thing* (02) in this regard, the speaker explained that money is not that attractive.



The speaker gives the difference between being born rich and being born poor and being rich. The speaker also said that being born into both conditions is a beautiful thing. The speaker discusses his upbringing in a council estate in Luton, being born broke and becoming rich, and the value of money in relation to past experiences of poverty.

## Discussions

Based on the findings above, the researcher answered objective research to describe and find the three forms of attitude systems (affect, judgement, and appreciation) in Andrew Tate's interview with Laiyah Heilpern who talked about "money masculinity & women". This research focuses on analysis and finding the forms of the three attitude systems using appraisal theory by Martin and White (2005). Based on this, researchers get dominant data, namely on the affect system then followed by affect, judgment, and appreciation.

Based on the research above, researchers found 26 data. 3 data on irrealist affect namely aspects desire, 13 data on realist affect namely unhappiness (misery, antipathy) happiness-affection, insecurity-disquiet, security (confident, trust) dissatisfaction-ennui, satisfaction-pleasure, and dissatisfaction-displeasure. In judgement, researchers found 8 data in capacity-capable, veracity, and propriety. While in appreciation, researchers found 2 data in reaction-as impact and reaction as quality. Therefore, the total data in this appraisal study is 26 data containing the three attitude systems, namely affect judgment, and appreciation.

In the irrealist effect, data 1 shows the desired aspect, namely indicating feelings that manifest worry, anxiety or fear related to certain circumstances or events. Data 1, *feel like he's conquering something*. indicates desire. In this regard, most men work hard to become CEO to show a desire to conquer something. Data 2, *I want broke the system*. It used by the speaker to show a desire that he wants to destroy the system. The system in question is that being rich or successful must be through school, Tate wants to destroy the system. Data 3, *I consider myself outside the system*. It is the speaker's assumption or desire. In this regard, the speaker shows a desire to consider himself out of the system or what he calls the matrix. The data show aspects of desire or assumption of the speaker, this is indicated imaginary feelings or mere thoughts from The Speaker

In the realist effect, data 1 shows unhappiness-misery. *And she was so unhappy*. It shows feelings of sadness or suffering. In this regard, the sadness shown is judging a woman when she gets a new

man. The speaker expresses bad emotions with *The new guy's boredom*. The speaker says a woman gets bored when she gets a good man. Data 2 Show unhappiness-antipathy, *they're going to disagree with me*. It is used by the speaker to assess positions of disagreement from a male perspective on what the speaker's saying. In this regard, the speaker says that a man must have a side of mystery so that women can maintain their attraction to men. Data 3, *I hate them so much*. Shows feelings of hatred and dislike towards the government. In this case, the speaker loses confidence in the government system, namely the police, law enforcement system, judiciary and others. Data 4, *Every single level of the entire environment is corrupted*, shows emotion of disagreement with something. This is disapproval of the government. The speaker said there is no fair system of government in this world. Data 5 shows insecurity-disquiet. *I have to make sure they're safe*. shows a feeling of comfort towards responsibility. In this case, the speaker refers to the discomfort of work involving family. Family will cause work to be hard, this then shows feelings of worry, and discomfort. Data 6 shows security-confidence, *So i know it works*. It shows feelings of confidence about how to be a father and how to educate children. In this case, the speaker states his masculinity level by saying that the speaker is raised in a certain way. Therefore, *I know it works as a confidence that shows masculinity*. Likewise, data 7 shows security-confidence, *Don't worry about it*. It shows a feeling of self-confidence in the future. In this case, the speaker believed and convinced his mother that he would become a kickboxing champion one day. That was true. Both data are used by Tate to express his confidence level. Data 8 shows security-trust, *I believe the money no longer has value and it's better to spend it on a human experience*. It shows a feeling of trust in the entity that is "money". In this regard, the speaker explains that money no longer has value and is more important to use on human experience. Data 9 shows dissatisfaction-ennui, *I started off with a really basic, boring job*. It shows a feeling of boredom towards work. In this regard, the speaker says his first job was a boring one in which the speaker works as an employee at a fish market. Tate calls the job very basic and boring but at least he has a job.

Data 10 shows satisfaction-pleasure, *will enjoy the company*. It shows the feeling of pleasure caused by an event, in this case men tend to be happy with companies that have more than one woman. Data 11 shows the same aspect, namely satisfaction-pleasure. *I'm happy because all I've done is suffer*, this shows a feeling of pleasure towards an event, namely that the way he is happy now is because the suffering he has endured has passed and that's how he got to where he is now. Data 12, *I've made a load of money with crypto. Yeah. I love it*. This shows pleasure or satisfaction with an

event, in this case the pleasure obtained is that The Speaker makes a lot of money from crypto and the speaker likes. Based on the data above identify the definition of satisfaction pleasure which shows a feeling of satisfaction from an action or situation. Data 13 shows dissatisfaction-displeasure, *That was oppression. I can't accept that*, indicating a feeling of displeasure, in this case the speaker uses the word *That was oppression. I can't accept that* to articulate the level of displeasure. Displeasure in question is the attitude of parents who seem to force children to follow their will. The speaker referred to this as bullying.

In judgement, data 1 shows capacity-capable positives. *Men will work so hard*. It shows feelings that show the individual's capacity in this case "men" in achieving something and valuable value. In this case, the speaker states that most men want to be CEO in order to feel or master something. Data 2 *would love to be able to* show that the relation to capacity is that the speaker assesses the extent to which men who see his interview want to be strong men or have valuable abilities. Data 3 shows veracity, *I can't lie*. refers to the truth or the speaker giving information correctly and being considered honest. In this context, Tate gives the truth that he has more than 1 woman. Data 4 shows veracity also, *I think it's certainly true*. It shows information that is considered honest or true. In this case, the information. refers to the concept of innate masculinity posits that every individual is born with inherent male qualities, which have played a significant role in shaping most of human history. In relation to veracity, the speaker tries to judge the statement to be true honestly. It also reveals data 5 shows *that's not completely true. It's not completely true*, the speaker indicates the extent to which the information is accurate, in this case the information in question is about "Does the speaker have more than one woman?". Data 6 shows propriety in judgment, *Every single one of them. I can't stand any of them*. It shows unacceptable behaviour by the speaker because the government system is corrupt and not in accordance with existing norms. It also refers to the speaker's assessment of negative behaviour to the system under government. These data show how actions are considered according to the norms prevailing in society. Data 7 shows propriety. *That's not what a man should do*, in this regard. In relation to propriety, the speaker assesses the extent to which male behaviour in the household is considered to be in accordance with the existing system. Data 8 shows propriety. *If people don't fear you?*. it shows the extent to which the information is declared true, in this regard, the information in question is the side of male masculinity that must be possessed.

In appreciation, data 1 shows reaction as impact. *Money really isn't all that interesting*, showing a reaction to something that has been conveyed by referring to the word "Interesting", the speaker evaluates against "money" based on the experience he has experienced. Data 2, *But to be born broke and become rich is a beautiful thing*, showing the assessment of being born rich or poor, the assessment in question is contained in the word "beautiful" this is an evaluation of the topic being discussed and included in the positive reaction as quality.

In the three forms of attitude systems above, there are meanings that are not conveyed directly from every utterance that falls into the category of attitude system. Based on the three dimensions of affect, the speaker tends to stay away from emotions by giving answers to the aspect of desire, and giving answers in a way tries to show his masculinity with a feeling of confidence in every utterance that exists such as in the aspect of trust and confidence, as well as in insecurity-disquiet, the speaker gives a form of utterance that shows anxiety about a condition but with answers that show the level of masculinity is higher. In the last affect dimension, namely dissatisfaction and satisfaction, in this dimension, the speaker tends to give satisfaction answers that show satisfaction in the existing utterance, the nature of masculinity in this dimension is aimed at the pleasure aspect, as well as in dissatisfaction which emphasizes feelings of disappointment which in this case the speaker shows a feeling of boredom that is included in the ennui aspect. In this regard, the speaker tends to give emotional reactions to questions to convey affective responses. In a judgement system, the speaker applies relevant assessment criteria to evaluate the stimulus or situation being evaluated. The speaker used clear standards or guidelines to make objective, consistent assessments that reflect subjective aspects of assessments. This includes judgments that are based on personal experience, accepted values, or individual preferences. In the appreciation system, the speaker tends to recognize or appreciate the positive qualities of the situation being evaluated. The speaker may highlight aspects that are considered valuable or important in their assessment. However, the speakers also highlight deficiencies or weaknesses in individual or group performance in a performance appraisal.

In conjunction with Systemic Functional Linguistics. Researchers conduct an appraisal attitude system for interpersonal meaning or relationships between participants that specifically see how a person evaluates other people / other participants, of an object, a place, a phenomenon and so on. In this study, data were found from all three systems in attitude showing:

### 1. Assessment and evaluation

This research and evaluation was found in the judgment system, in which the speaker evaluates the extent to which the individual should have valuable abilities. On the aspect of veracity, the speaker evaluates the extent to which the information is said to be accurate or appropriate. On the aspect of propriety, the speaker assesses the extent to which actions or behaviours are considered appropriate in life. S

Assessment is also found in the appreciation system, in reaction as impact, and quality. The speaker responds to something that has been delivered and in reaction as quality, the speaker shows an evaluation of something that is related to characters.

### 2. Emotional reaction

The study found emotional reactions in the affect system. In the irrealist affect, the speaker shows an emotional tendency or desire towards something. In fact, the realist effect, the speaker shows emotional reactions such as Unhappiness, insecurity and security, as well as satisfaction and dissatisfaction in every aspect.

## CONCLUSIONS

According to this research, the researcher gave an overview of the conclusions of the Appraisal system analysis in Andrew Tate's interview with Laiyah Heilpern. This study focuses on the Attitude system which is divided into 3, namely affect, judgment, and appreciation.

The study has found 26 data in the attitude system. 16 data from the affect system which is divided into irrealist effect 3 data, realist effect 13 data. In the judgement system, researchers found 8 data in social sanction (veracity and propriety) veracity 3 data, propriety 3 data and social esteem (capacity-capable) 2 data. In the appreciation system, researchers found 1 data that fall into the category of reaction as impact and quality 1 data. This research also shows that system influence is more dominating, especially in realist affect contained in Andrew Tate's interview with Laiyah Heilpern. Researchers hope that the results of this research can be a reference to be used as the next research in Theory Appraisal by Martin and White (2005).

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# The Language of Persuasion in *Grammarly's* Advertisements on YouTube

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## Abstract

This research analyzed the persuasion strategies in Grammarly's advertisements on YouTube. The types of persuasion strategies derived from McPheat's linguistic tools to persuade (2010). This research focused on the linguistic tools to persuade which include reframing, using someone's name, mind reading, lost performative, cause and effect relationships, presupposition, universal beliefs, tag questions, and embedded commands. Therefore, the objective of this research is intended to describe the types of persuasion strategies in Grammarly's advertisements on YouTube based on McPheat linguistic tools to persuade (2010) theory. This research used a descriptive qualitative method. The source of data was taken from Grammarly's advertisements published on YouTube in February 2019-October 2022. The researcher collected data by downloading, transcribing, watching videos and reading the script, capturing, conducting data reduction, coding, and then analyzed by presenting, describing, and interpreting the data using McPheat's, then concluding the data. The results showed that only 7 out of 17 types of persuasion strategies were found in a total of 20 data. Those are presupposition, cause and effect relationships, embedded commands, lost performative, universal beliefs, reframing: change the time frame, and reframing: appeal to the positive intention behind the belief. The most dominant strategy is presupposition that features other strategies in one data set. The conclusion is that effective communication relies on a successful exchange of information, and Grammarly achieves this through a diverse range of persuasive strategies, ensuring its message is well-received by the targeted audiences.

**Keywords:** *advertisement, grammarly, linguistic tools to persuade, persuasion strategy, youtube*

## INTRODUCTION

Persuasion is the process of influencing another person's viewpoint so that they adopt the persuader's viewpoint and act in a way that aligns with the persuader's implicit desires. Another important characteristic of persuasion is that it tends to involve at least some strategizing (Reardon, 1991). Persuasion strategies are a complex set of linguistic tools employed to change or influence someone's thoughts, beliefs, or behaviors and get responses without forcing ideas on them (Romanova, & Smirnova, 2019). One of the forms of persuasive communication is advertising or advertisement. Advertising is the structured and formed non-personal communication of information about products (goods, services, and ideas) by identified sponsors and is typically paid for and designed to persuade through

diverse media channels (Arens et al. (2008)). Social media is now a popular way to persuade people, such as YouTube, which is used by Grammarly. Inc. to advertise Grammarly. *Grammarly* is a smart writing tool that uses AI. It's owned by Grammarly Inc. and was started by Alex Shevchenko and Max Lytvyn in 2009. Grammarly checks spelling, grammar, punctuation, plagiarism, and delivery errors in English content. Its ads on YouTube showcase these features, demonstrating how it improves users' writing skills. Grammarly has been advertising on YouTube since at least 2016, targeting viewers struggling with writing. It has been downloaded over 10 million times on the Play Store, proving the advertiser uses persuasive strategies to support advertising work and help the brand gain the public's attention. So, the researcher intends to see the types of persuasion strategies described in Grammarly's advertisements on YouTube.

This research focuses on the linguistic tools used to persuade in Grammarly advertisements, in which these tools are used to encourage a stronger sense of connection between the persuader and the target audience. Thus, increasing the effectiveness of persuasion. The types of linguistic tools to persuade are based on McPheat are reframing, which consists of: redefine the words, change the time frame, explore the consequences, change the chunk size, find a counter-example, ask for evidence, appeal to the positive intention behind the belief, and change the context so that the relationship does not apply in the same way. Other strategies are using someone's name, mind reading, lost performative, cause and effect relationships, presupposition, universal beliefs, tag questions, and embedded commands. These elements are contained in Grammarly's advertisements on YouTube. The reason the researcher uses linguistic tools to persuade is because their use is intricately linked to the effectiveness of Grammarly's YouTube advertisements in capturing audience attention, shaping perceptions, and influencing viewer behavior through Grammarly's advertising efforts.

This study is fundamentally important to answer an aspect that has not been answered in previous studies, that is the types of linguistic tools used to persuade that occur in Grammarly advertisements based on McPheat's theory. The researcher chose to investigate Grammarly's advertisement videos as the research object and the advertisement script as the data source because it is interesting to investigate and contains many persuasive words. The researcher observed in delivering its advertisements, the company uses linguistic tools, which these tools are likely to be used to build more rapport between the company and its audiences and



strengthen the company's arguments to persuade others and make the advertising successful. Moreover, another intriguing aspect of Grammarly is that it hasn't been thoroughly examined in terms of McPheat's linguistic tools to persuade theory.

This research complements previous studies on persuasion strategies, such as "An Analysis of Persuasion Models in Cosmopolitan Magazine" by Wardani (2019), "Figurative and Persuasive Language in Nivea Advertisement on Instagram" by Pratiwi (2022), and "An Analysis of Persuasive Language in Facebook Advertising" by Nirwati (2020). The current research adopts a distinct theoretical framework, which is McPheat's Linguistic Tools to Persuade theory. It specifically focuses on analyzing Grammarly advertisements on YouTube as the object, exploring aspects of persuasion strategies within Grammarly's YouTube ads that haven't been explored in previous studies.

## **RESEARCH METHOD**

Research design or type is to translate a research problem into analyzable data in order to provide relevant answers to research questions (Asenahabi, 2019). To explore the research question, this research uses qualitative research. Creswell (2012) describes qualitative research as typically used to establish the importance of the central idea, to explore the problem, and to develop an understanding of small individuals in social problems. The researcher applied the qualitative method for this research because this method involves collecting data in the form of words or utterances. This research aims to provide a precise description, and accurate analysis, and present the phenomenon of persuasion strategies found in Grammarly advertisements on YouTube based on McPheat's theory (2010).

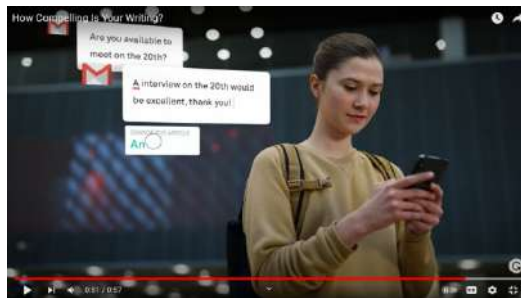
## **FINDINGS AND DISCUSSION**

### **Linguistic tools to persuade in Grammarly advertisements on YouTube videos**

The persuasion strategy in this research can be seen from the narrator or advertiser's script where the advertiser uses linguistic tools to persuade the viewer. This persuasive communication not only aims to inform but also to create a compelling narrative that resonates with the audience. Through these persuasion strategies, the advertiser empowers and influences audiences, encouraging them to take proactive steps, such as incorporating

Grammarly into their writing routine, to improve their overall communication skills, leading them to download Grammarly. The researcher found each type of persuasion strategy in the Grammarly advertisements script based on McPheat's theory. The elaboration is as follows:

### Data 1

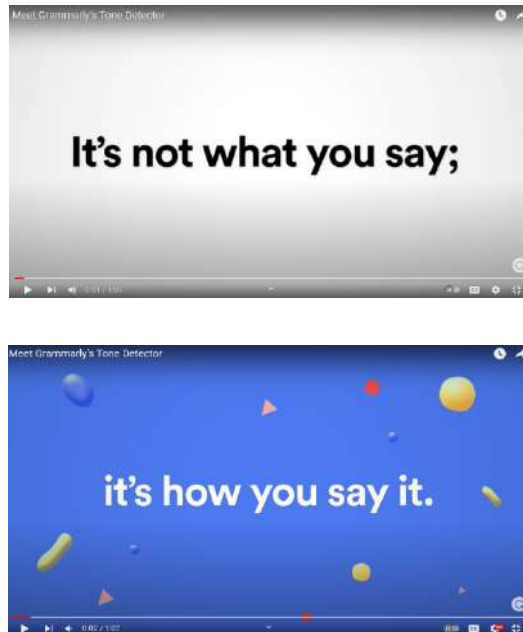


Pict.1 How compelling is your writing  
Duration 0-43 – 0:57

***Imagine** what you could do with the secrets of the world's best writers at your fingertips anytime you need them?. Are you ready to give it a try? Installation is simple and free, Visit [grammarly.com](https://grammarly.com) today.*

The advertisement above is categorized as the Embedded command strategy. The opening phrase 'Imagine,' indirectly directs the receiver to imagine whatever the speaker suggests (Young, 2016). Therefore, the use of the opening phrase 'imagine,' subtly directs the viewer to mentally visualize the scenario proposed by the advertiser. The ad specifically prompts viewers to contemplate the possibilities of what they "could achieve with the secrets of the world's best writers at their fingertips anytime they need them." This indicates that the advertiser encourages viewers to envision the potential benefits of them accessing and using Grammarly. The utilization of a rhetorical question enhances this effect, prompting viewers to consider how their writing and overall skills might improve with such access to Grammarly. The "imagine" phrase serves as an attention-grabbing technique, actively involving the audience's imagination. When individuals encounter phrases like "imagine," it triggers a mental process, prompting them to vividly picture a scenario or situation. This not only enhances the message's compelling nature but also establishes a stronger connection between the advertisement message with the audience.

## Data 2



Pict 2. Meet Grammarly tone detector  
Duration 0:01-0:02

*It's not what you say, it's how you say it*—introducing Grammarly tone detector.

The advertisement above is categorized as Lost performative. A lost performative is when someone talks about judgments, beliefs, or rules, but they don't say who's making those judgments or rules from their own point of view (Lewis, 2012). The ad aligns with the characteristics of a lost performative by discussing a judgment 'it's not what you say, it's how you say it' which expresses the same idea as the importance of the manner of speaking over the content of speech, but doesn't specify who is making this judgment or who considers the manner of communication to be more important. It leaves that part unstated. The speaker doesn't use phrases such as 'i believe' or 'i think' or mention 'according to who'. This lack of attribution makes it a neutral statement that can potentially allow the speaker to control the conversation without taking a clear position or responsibility for the judgment expressed.

In addition to Lost performative, The ad also employs the strategy of existential presupposition. It presupposes the existence and effectiveness of the Grammarly tone detector as a solution for enhancing the viewers' way of communication. Indicating the advertiser's intention to attract the viewers by promoting that the Grammarly tone detector exists and is an effective means to improve their communication skills.

### Data 3



Pict 3. Meet Grammarly tone detector  
Duration 0:17-0:34

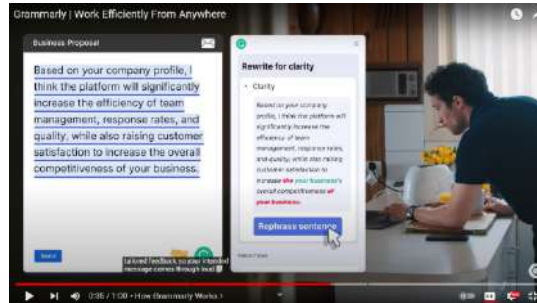
*Have you ever wanted to sound confident? But end up sounding defensive. Or you wanted to be encouraging, but your enthusiasm didn't come through. We're here to help with Grammarly's tone detector.*

Every person has positive intentions. Analyzing a person's positive intentions is one of the persuasion strategies to convince others. The advertisement is categorized as reframing: appeals to the positive intentions behind the belief. By talking about this “*Have you ever wanted to sound confident? ....Or you wanted to be encouraging,*” the part aligns with the speaker understanding the viewer's positive intentions. It achieves this by acknowledging common experiences where people aim to convey specific positive tones, like confidence or encouragement. Nonetheless, due to various factors, these intentions might not translate seamlessly, leading to unintended undertones such as defensiveness or lack of enthusiasm. This phenomenon underscores that, despite well-meaning intentions, miscommunication can arise. The instances “*But end up sounding defensive*” and “*but your enthusiasm didn't come through*” emphasize this notion. As part of reframing, this strategy aims to shift the viewer's perspective on a situation, or belief, in a more positive and constructive outlook. In the sentence, the advertiser also recognizes the challenges that might hinder achieving that goal. By introducing the solution, Grammarly's tone detector is reframing the initial issue as an opportunity for improvement and getting better. It suggests Grammarly as a practical tool that can bridge the gap between their positive intentions and the actual conveyed tone. In essence, it creates a persuasive context for the introduction of Grammarly's tone detector, which is presented as a supportive resource to help align intentions with communication effectively.

This ad also employs the existential presupposition strategy. It takes for granted the existence and effectiveness of the Grammarly tone detector as a solution to help the viewer use tone the way they intended. Indicating the advertiser's intention to attract the viewers by promoting the Grammarly tone detector exists and functions as an effective tool to assist them in

achieving the intended tone in their communication.

#### Data 4



Pict 4. Grammarly| work efficiently from anywhere  
Duration 0:21-0:26

*When you're thinking fast and writing faster, Grammarly provides tailored feedback, so your intended message comes through loud and clear.*

This advertisement is categorized as a cause-and-effect relationship. It is linked by the word 'So,' which shows the narrator's conclusion, indicating what happens as a result (Sanders, 2005; Sanders & Sweetser, 2009). The Cause is: "*When you're thinking fast and writing faster, Grammarly provides tailored feedback*", which leads to the Effect: "*So, your intended message comes through loud and clear*". The characteristic of a cause-and-effect pattern is it persuades people by presenting a logical sequence of action where each 'effect' has a cause point (Briggs & Proszek, 2015). Cause-and-effect is used to appeal to people's intellect or reasoning as Aristotle called this strategy "Logos" (Nazim & Yousaf, 2021). The advertiser wants to persuade the viewer by presenting a logical reason for using Grammarly. When the statement mentions, "*When you're thinking fast and writing faster,*" it suggests that the viewer is likely someone who works quickly, possibly in a hurry. The part about *Grammarly providing tailored feedback* means that the advertiser is highlighting Grammarly's ability to give users feedback specifically tailored to their writing style and individual needs. This personalized feedback helps users communicate their message precisely the way they intend, ensuring clarity and effectiveness in their communication. The description of Grammarly's features enhances Grammarly's credibility, thereby gaining the trust of the viewers. Because it fits the characteristics of the cause and effect relationship, then data 6 is classified as a cause and effect relationship strategy.

This ad also employs the existential presupposition strategy. It presupposes that Grammarly exists and has a tailored feedback feature. It indicates that the advertiser intends to attract the viewers by informing them that there is Grammarly, and it has a feature that provides tailored

feedback, which the function is to help the viewer communicate their message in the way they intended when they think and write fast.

## Data 5



Pict 5. Better results through better communication | Grammarly business  
Duration 0:01- 0:07

***Grammarly Business is an AI-powered writing assistant enabling teams around the world to reach their goals faster***

The advertisement is categorized as a presupposition strategy. In the ad, the advertiser presupposes that Grammarly Business exists and functions as an AI-powered writing assistant that enables teams to reach their goals faster. It assumes the existence and capabilities of Grammarly Business as true. This ad belongs to the type of existential presupposition. It indicates that the advertiser intends to attract the viewers by informing them that there is Grammarly business and functions as an effective solution for teams looking to achieve their goals more quickly with the help of an AI-powered writing tool.

Moreover, this advertisement also aligns with the presupposition type of persuasion through targeting consumers. The advertiser presupposes a specific group of customers – in this case, businesses or professionals looking for a solution for teams to achieve their goals more quickly with the help of an AI-powered writing tool. By using the term "business," the advertisement is designed to appeal directly to individuals associated with business or professional writing contexts. Also, by using the term "team", the advertisers are implicitly targeting individuals who are likely to benefit from an AI-powered writing assistant in a team setting. With the use of compelling advertising language that emphasizes the efficiency and effectiveness of Grammarly Business in enabling teams around the world to reach their goals faster, reinforces the idea that this AI-powered writing assistant is a valuable tool for businesses seeking enhanced productivity and successful goal accomplishment. Ultimately, it will attract the targeted viewer.

## Data 6



Pict 6. Strengthen everything you write  
Duration 0:52 – 1:00

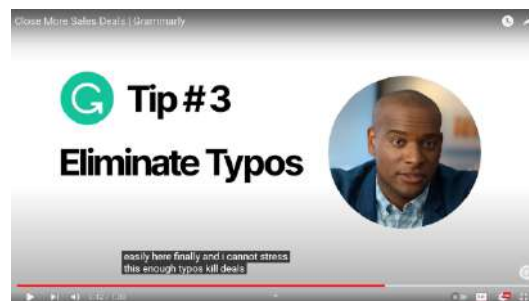
***Imagine*** what would happen if everything you wrote was a little bit better. All those small improvements really add up over time.

In the advertisement above, the research identified two persuasive strategies based on McPheat's Linguistic tools to persuade. These strategies are referred to as embedded command and Reframing: change the time frame. The advertisement uses the weasel phrase “*Imagine*” to subtly direct the viewer to visualize the scenario proposed by the advertiser mentally. ‘What would it be like if’ is a question and another way of saying, ‘Imagine,’ that means the speaker is indirectly directing the targeted audience to imagine whatever it suggests (Young, 2016). The advertiser is embedding the command “*everything you wrote was a little bit better*” while forming a question. This indicates that the advertiser encourages viewers to envision the potential benefits of using Grammarly, without explicitly stating the command. The use of a rhetorical question enhances this effect, prompting viewers to consider how fantastic and beneficial it will be to have improved writing skills through Grammarly. The “*imagine*” phrase serves as an attention-grabbing technique, actively involving the audience's imagination. When individuals encounter phrases like “*imagine*,” it triggers a mental process, prompting them to vividly picture a scenario or situation. This not only enhances the message's compelling nature but also establishes a stronger connection between the advertisement message with the audience.

The featured advertisement was also categorized as a change in the time frame strategy. Changing the time frame is changing how someone sees time that affects how they think. As part of reframing, it means changing how one views time to influence their way of thinking, which helps them to think about things differently in a more positive way. In the ad, “*All those small improvements really add up over time*”, the advertiser aims to make the viewer see time in a way that promotes optimism, motivation, and productivity. This ad “*Imagine*

*what would happen if everything you wrote was a little bit better. All those small improvements really add up over time*”, The advertiser specifically wants the viewer to imagine the idea that as time passes, their writing quality will improve step by step. This encourages a more forward-thinking and constructive approach to the writing process. The viewer is encouraged to recognize that the accumulation of small, continuous improvements over time will have a significant and positive impact. In essence, this advertisement adheres to the "change the time frame" strategy by influencing the viewer's thinking in a more positive and beneficial way by altering how they perceive time.

### Data 7



Pict 7. Close more sales deals  
Duration 0:38 – 0:43

Finally and I cannot stress this enough *"typos kill deals"*

The advertisement is categorized as a Universal belief. Universal belief is a statement of something as a universal belief implies that there is no exception to what the speaker is saying. The speaker can use universal beliefs to get the person in the habit of agreeing with them. This part *"Finally and I cannot stress this enough"* emphasizes the seriousness of the message. It conveys a strong sense of urgency and importance, indicating that the advertiser wants to make it very clear that what they are about to say is truly crucial. *"Typos kill deals"* is the core message of the belief. It asserts that typographical errors "typos" can lead to the failure or loss of business deals, agreements, or opportunities. In a business context, errors in written communication can lead to misunderstandings, weaken trust, and potentially result in lost business, partnerships, or opportunities. Some studies have shown that participants expressed reduced interest in engaging with the business when exposed to advertisements containing errors compared to those with error-free content (Mozafari, 2019). Usually, People tend to be less interested in reading content that contains typos compared to error-free material. This can extend to a negative impact on perceived employee and



business/advertisement quality regardless of the type of service offered (Mozari, 2019). Therefore, this is a universal belief strategy, as it is universally accepted that typographical errors can have negative effects on business success.

## **CONCLUSIONS**

Based on the results of findings and discussion, the researcher concludes that in *Grammarly's* advertisements on YouTube, only 7 out of 17 types of persuasion strategies were found from the total of 20 data sets, with some ads combining two different strategies in one. Those are presupposition, cause and effect relationships, embedded commands, lost performative, universal beliefs, reframing: change the time frame, and reframing: appeal to the positive intention behind the belief. The most dominant strategy used is presupposition, and it appears 12 times, making it a frequent occurrence in almost all data sets compared to other strategies. It is a way to persuade by promoting Grammarly's existence and benefits in a relevant way according to the viewer's needs. There were 8 instances of cause and effect relationships, which is a way to persuade by making logical connections of how Grammarly features benefit users. Additionally, 6 occurrences of embedded commands were observed, which is a way to persuade the viewers to subconsciously visualize the good impact of them using Grammarly. 1 instance of lost performatives was identified, which can keep the advertisement neutral, making it more agreeable and preserving credibility in the presence of opposing beliefs. Similarly, 1 instance of reframing: appeal to positive intentions behind beliefs, was noted, is a way to persuade by presenting Grammarly as a product that supports viewers' values and desires, and appeals to emotion. 1 occurrence of reframing: change the time frame was observed, used to direct the viewer's focus to see time as a helpful factor. Finally, 1 instance of universal belief. is the way to persuade by highlighting the universal value of Grammarly advertisement which is effective communication and clear writing, to attract a broader audience that relates to this advertising message.

The conclusion is effective communication relies on a successful exchange of information, and Grammarly achieves this through a diverse range of persuasive strategies, ensuring its message is well-received. By resonating with specific user needs, Grammarly tailors its approach to create relevance and engagement. These elements minimize the risk of misinterpretation, allowing viewers to seamlessly absorb the advertising message and enhancing the overall effectiveness of Grammarly's efforts. Employing various persuasive techniques can establish a strong connection with a wide audience either through aspects such

as logic, emotion, the conciseness of the advertisement, or its trustworthiness. This makes the message more effective in reaching and persuading many people, helping Grammarly achieve its goals. Based on the explanation above, it can be seen that the problem in this research has been answered so that the objective of this research clearly found and explained clearly, which is the types of persuasion strategies described in *Grammarly's* advertisements on YouTube based on Linguistic tools to persuade by McPheat (2010).

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## Representation of Liberal Feminism in Character of Lady Diana in *Spencer* Movie

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### Abstract

This study is intended to analyze the representation liberal feminism in the character of Lady Diana in the *Spencer* movie based on the theory of liberal feminism by Mary Wollstonecraft focusing on the elements of marginalization, subordination, mental or physique violence and domestication. The objective of this research is to describe “how the representation of liberal feminism in the character of Lady Diana in the *Spencer* movie”. The researcher used Liberal Feminism by Mary Wollstonecraft to analyze the data. This research used a descriptive qualitative method. The source of the data in this research was taken from the movie entitled *Spencer*. The data was collected through watching movies repeatedly, screen-shooting and note-taking, identifying and classifying, and then analyzed by presenting, describing, and interpreting as well as concluding the analysis result. As a result of the analysis, the researcher discovered 14 data of the movie that has a marginalization, subordination, and mental or physical violence. Meanwhile, there is no domestication that the character of Lady Diana founded. The data found referring to showing the struggle of the character Lady Diana in the movie against marginalization, subordination and mental violence. Therefore, mental violence becomes the most dominant that Lady Diana faces in this movie.

**Keywords:** *character of lady diana, liberal feminism, representation, spencer movie*

### INTRODUCTION

Man and woman have equal opportunity to determine their life path, accessing education, fields of employment, social, economic, political as well as in various aspects of life. Nareswara in her thesis argued that: Self-discovery, equal opportunities and freedom are basic human rights and including women have the right to that matter, to make choices without pressure from certain people and society in general (Nareswara, 2019). The representation of women's struggle in facing various treatment of inequality, building equal access, proving themselves to be free from the stigma of the second gender in the social system and struggling to determine their own way of life (Hall, 1997). This is also reflected in one of the literary works in the form of a movie entitled *Spencer*. *Spencer* (2021) is a film that tells the life of Lady Diana, she wanted to be an ordinary woman, to blend into ordinary society like before she met Prince Charles, she also showed the character of a woman who could live independently, freely and live a happier life

with a way of life that she chooses instead of having to be pressured to follow various royal rules (Maharani, 2021). The character of Lady Diana in the movie is then seen through the perspective of Marry Wollstonecraft which includes (1) marginalization of women in various areas of family, work and community life, (2) subordination that harms women, (3) various violence against women, whether physically or mentally, caused by the assumption that women are weak, and (4) women's domesticity in household work (Fakih, 2006).

The importance of this research is to investigate marginalization, subordination, various violence against women whether physically and mentally, and domesticity of Lady Diana character that have not been answered in the previous research, so it is considered important to study. Second, this movie is the adoption of the true story of a pair of British royal aristocrats so that they are figures which of course many people make of them as one of the influencers in their lives so that it indirectly has the effect of influencing values on society including Lady Diana's decision bravely to live as an ordinary citizen with his two children, uncertain future, living independently and struggling individually and then leaving the luxury of life in the palace.

This research is to complete previous research that have been researched on feminism such as “Power Feminism of Victoria as the Main Character in the Young Victoria Movie Directed by Jean-Marc Val e (Application of Naomi Wolf’s Feminism)” by Nurhalifah (2020),” Liberal Feminism Seen Through the Main Character in Educating Rita Movie” by Nareswara (2019). Another research project is “The Representation of Hindi Women in English Vinglish Movie” by Priskila (2022). This research is to complete aspects of liberal feminism of Lady Diana character in Spencer movie that have not been researched in previous research.

## **RESEARCH METHOD**

In this research, the researcher used a qualitative descriptive method. Qualitative research is a research method that provides descriptive data in spoken words from various sources and observes behavior (Bogdan, R; Taylor, Sj, 1975). Analyzing qualitative data allows us to explore ideas and further explain qualitative data, whereas descriptive qualitative research seeks to provide an explanation using data in the form of words or pictures in preference over number (Obara & Were, 2020). Based on the explanation above, the researcher used a qualitative descriptive method because the data in the form of qualitative is words, phrases, sentences,

utterances, images and not in the form of numbers, to describe how liberal feminism in the terms of marginalization, subordination, again violence both mental and physical, and domestication in *Spencer* movie

## **FINDINGS AND DISCUSSION**

In this section, the researcher discuss elements of liberal feminism in *Spencer* movie where the researcher describe the findings will explain the meaning of the findings as in the point below:

### **Liberal Feminism in *Spencer* Movie**

The purpose of this section is to present the result and discuss the research findings that aims to answer the research question of this research, that How is the representation of liberal feminism in the character of Lady Diana in *Spencer* movie based on Marry Wollstonecraft perspective. The source of data in this research, which is the *Spencer* movie, was being analyzed using the theory of liberal feminism described in the terms of marginalization, subordination, again violence mental or physical, and domestication. The data presented below are based on the aspects of marginalization, subordination, again violence both mental and physical.

### ***Marginalization***

#### **Data 1: Marginalization of Female Workers**



Pict.1 Male dominance in the world of work is depicted through the royal chef  
Duration 05:09

In this movie, the marginalization of women cannot only be seen and understood through verbal or non-verbal forms of communication and is focused on the main character, Lady Diana. However, restrictions on women in the family, community and access to the world of work can

be seen in the early scenes of the film when the entire royal chef's compound is filled entirely by men. This is in line with Wollstonecraft's idea, which was written back by Fakih, that discrimination against women often occurs in the work environment as a consequence of the masculine understanding that women are weak creatures so they are given restrictions in accessing employment opportunities. Furthermore, for researchers, this is also an inseparable part of the unequal role of women in the social system, regardless of their inability to fill these positions or not being given space to actualize themselves. Education is not enough to be given but also to be given the opportunity to play a role including job field (Arivia, 2003).

### **Data 2: Marginalization**



Pict. 2 Lady Diana cut the stitching of the palace curtains  
Duration 01:16:17

The peak of Lady Diana's resistance to one of the royal traditions that gave her limitations was when she decided to open the seams of the curtains using scissors. Restrictions on rights, including enjoying the natural beauty of the kingdom, can be seen as a form of limiting individual basic rights, as was felt by Lady Diana, so in the end she decided to open them. This is a form of resistance to work traditions. However, what was disturbing was another discovery that when she managed to open the curtains, Lady Diana cut the skin on her own arm. These findings indicate that apart from the desire to free herself, the actions of Lady Diana's character are indicated to have so much mental pressure that it is then released through the act of mentally injuring herself.

## ***Mental and physical violence***

### **Data 3: Mental Violence**



Pict 3. Lady Diana's negotiations with the royal servants  
Duration 15:47 – 16:14

Diana : *No Gary usually let me off*  
Page : *Gary, your royal highness?*  
Diana : *The normal page, the usual Christmas page, we have thing between us, an understanding, I don't usually do the getting weight thing, I'm half of jewelry anyway.*

The scene above shows the tradition of weighing before and after Christmas celebrations at the British royal palace. Lady Diana is depicted as not really liking this tradition and even refusing to do it. Basically, weight measurements are carried out to ensure that all royal members enjoy the Christmas celebrations as evidenced by the increase in body weight of royal members after the celebration. However, Lady Diana argued that half of her body weight came from her decorations. Researchers think that in this scene, Lady Diana was trying to say that weight is not a symbol of happiness. In this position, Lady Diana was really uncomfortable with the traditions in the palace, and because she couldn't negotiate it so he tried to fight and didn't do it, he had succeeded in doing this before when he was still accompanied by the old guard, the old guard was still trying to make Lady Diana comfortable with the rules provided by the palace by relaxing the rules in line with Humm that liberal feminism is a movement that is reflected in every struggle done by women to demand the right to freedom (Humm, 2002). This was against Lady Diana and did not report these incidents to the palace, Lady Diana called it "understanding", but it turned out that the palace knew about this and immediately replaced the special guards with guards who were more obedient and more favorable to the palace. It is known that the previous guard was a woman, and Lady Diana said that she always skipped the



scale tradition because she was not forced to by the previous guard, of course this was because there was "understanding" between women in this condition, the old guard also hated this tradition and agreed with Lady Diana.

#### **Data 4: Mental Violence**



Pict 4. Lady Diana's debate with royal administrators  
Duration 16:13

The three data above show that there was an argument between Lady Diana and the palace staff whose job it was to weigh her before entering the royal palace to take part in the Christmas celebrations. In this conversation, the royal employee gave confirmation and defense in carrying out his duties by saying that "there is no one above tradition." Indirectly, he wanted to express that everyone is obliged by law to submit and obey royal rules or traditions without exception, including Lady Diana. At this point there was a conflict with Lady Diana's wishes and understanding. So, referring to one of the categories of liberal feminist struggle proposed by Wollstonecraft, women's resistance in opposing established rules in a community and family group because they feel disadvantaged is the entry point seen by researchers because traditions cannot be criticized, contested and tested. repetition is a form of arrogance from tradition itself. Examples of the traditions in question include: weighing yourself before and after Christmas celebrations and expecting your weight to increase after participating in the celebrations at the palace for several days as a form of happiness. Second, they are not allowed to turn on the water heater while bathing. Instead, to overcome the cold after bathing, they will be given thicker and more blankets to combat the feeling of cold. This is something that Lady Diana questioned and opposed.

It's not just a debate about the tradition of weighing and the prohibition on using a water heater when bathing, in this section it can generally be read that royal regulations limit the choice and freedom of royal members, in this case especially women, because of these rules such as weighing and designing. clothes are the kingdom's choice and Lady Diana was not given the freedom to choose the designer she wanted, even when Lady Diana tried to make her own choice, the kingdom immediately replaced the person Lady Diana chose with another designer, of course this phenomenon is part of the amputation of a woman's freedom in the work environment experienced by Lady Diana.

### Data 5: Psychological Pressure



Pict 5. Lady Diana expressed her sadness to one of the royal administrators  
Duration 28:25-30:33

Page : *Remember, we used to talk*  
Diana : *They fill your eggs with princes and ride away, that's fine, it's just fine, oh, fuck it.*  
Page : *it will be fine*  
Diana : *yes it will be fine, you'll be in the world in some pub. Laughing. (looking at the mirror)*

Lady Diana's position as the main character in this movie does not indicate that she experienced physical violence. However, in this scene it is clear that she is experiencing mental pressure and violence within the kingdom caused by the issue of her husband's affair with another woman. From the conversation and expressions, it was clear that Lady Diana was experiencing severe physical pressure and she had to face it alone. The situation when she wore the same necklace as her husband's mistress made her feel even more confused. In line with this incident, this is a

phenomenon that Fakhri wrote about based on her conclusions from Wollstonecraft's writings which said that "one form of violence that many women experience is mental violence" (Fakhri, 2006). This image is seen by researchers as a form of oppression experienced by Lady Diana which is categorized as mental violence.

#### **Data 6: Mental Violence**



Pict 6. The royal dinner  
Duration 33:25-34:41

Scene above shows that Lady Diana was attending a royal dinner. At that dinner Lady Diana wore a very beautiful green gown. Apart from that, Lady Diana also wore a pearl necklace given to her by her husband. In this movie, it is depicted that Lady Diana knew about her husband's affair and she also knew that her husband had also given the same pearl necklace to his mistress. This makes Lady Diana feel insulted when she wears the pearls in front of her husband. When she wears the pearl necklace, she feels like she is shackled in a bondage.

In this scene, it is shown that Lady Diana imagines deciding and putting the pearl necklace on her plate and eating it. This seems to illustrate Lady Diana's resistance to humiliation of herself as a woman, wife and mother. Before attending the dinner, Lady Diana had time to confer with Gary, he was a page who served Lady Diana, he was one of several palace employees who were close and understood Lady Diana's suffering. During the preparations, Lady Diana did not want to wear the pearl necklace jewelry, but Gary believed that Lady Diana was being tested by members of the royal family, and Gary did not want Lady Diana to take part in the game that was

being played, if Lady Diana was still adamant about not wearing a necklace. This would make Lady Diana look like a rebel and not appreciate her husband's gifts.

### Data 7: Psychological Pressure



Pict 7. William emphasized Lady Diana to obey royal rules  
Duration 01:01:35

This scene is the ending of Lady Diana and William's conversation discussing royal traditions during the few days during Christmas celebrations. They argue with each other. The conclusion of the conversation shows that William emphasized to Lady Diana not to take actions outside royal regulations such as opening the curtains in the room, not visiting buildings outside the palace, allowing her children to take part in shooting practice, submitting to the royal designer's choice as well as Tong said that *Women should have the same opportunities as men to succeed in society including make a decision* (Tong, 2010).

Because, apart from being a component of royal traditions that have been carried out for many years, this activity also shows and wants to create exclusivity, differences in treatment and life between ordinary people and royal members, this is proven by William's words which said that "they want us to be different than other people" while on the other hand Lady Diana wanted to celebrate Christmas like people in general, this was one of the fights for individual freedom that Lady Diana wanted and she wanted her children to do the same.

## ***Subordination***

### **Data 8: Resistance to Restrictions on Individual Freedom**



Pict 8. Lady Diana drives alone while visiting the palace  
Duration 11:14-11:26

Darren : *Where is your driver? Where is your security detail?*  
Diana : *I don't know, I was in the café in Kensington giving some presents and I thought I might just drive.*  
Darren : *Do they know?*  
Diana : *No, I just drove*  
Darren : *Well anyway, hello again.*

For liberal feminism, there are two ways to achieve its goals, the first is by taking a psychological approach by increasing individual awareness, including through discussions about women's experiences in a society dominated by men (Ratna, 2004). In the picture and dialogue above, it is shown that Lady Diana is explaining why she was driving a car alone without an escort and a driver. This scene does not explain why Lady Diana left her bodyguards, but after watching the movie in its entirety it can be concluded that Lady Diana did not like being restrained by the palace's very strict security system. The scene above is just one of the forms of resistance that Lady Diana carried out against the existing system at the palace which she thought was very restrictive and did not favor her at all.

Looking further, Lady Diana's anxiety was the background reason for carrying out many activities herself without involving other parties, in this case the palace guard. Researchers see this reason in two forms, firstly as the instinct of independence which shows that women can do various things including taking long trips that have never been visited before, even though they have facilities that allow them to arrive at their destination with a driver and security forces, but

Lady Diana did not use these facilities, so this incident gave rise to the reverse logic that a woman's independence is not only born from limited conditions that force her to do such things. However, Lady Diana's actions were decisions made consciously and show us that women can also act, walk, determine attitudes and make decisions like men.

Lady Diana's actions symbolically show that men are not completely determined in the success of doing something. Even though several shows in the movie show that there was minor chaos arising from Lady Diana's rebellious actions because she did not comply with royal regulations, such as arriving late at the palace compared to the royal entourage, so that several palace officers seemed annoyed by Lady Diana's actions, her mental strength showed the ability to facing a situation that was actually a cold conflict between members of the royal family as a result of his attitude of not wanting to follow all the systems set by the kingdom during the holiday event.

#### Data 9: Restriction of Freedom



Pict 9 Lady Diana is in the royal kitchen and meets one of the royal guards  
Duration 38:28 – 39:19

Lady Diana : *and what do you watch?*  
New Guard : *Mostly in here because of the press, it's a fact that we need to be on guard because of all the silly attention*

The scene above shows that Lady Diana is in the presence of a new head of security who has been specifically assigned to monitor Lady Diana. From the statement made by the head of security it is known that the presence of the head of security is to ensure that Lady Diana is not photographed by the paparazzi. This happened because there were frequent photo shoots of Lady Diana and the royal family didn't like this, in a conversation the head of security warned Lady

Diana not to open the curtains on her windows. However, Lady Diana said that let the Paparazzi take pictures and find out the actual conditions and events. Through this conversation, it can be ascertained that the palace does not want the media to know about what is happening.

#### **Data 10: Constraints Determine Choices**



Pict 10. Lady Diana complaining to one of the work officers  
Duration 48:02 – 50:07

In the picture above it is shown that Lady Diana is wanting to change costumes, only it turns out that the page that usually accompanies her has been replaced, the page change occurred because the old page was very close to Lady Diana. Why is the closeness of Page and Lady Diana considered a problem by the royal family? Because this closeness gives Lady Diana the freedom to determine things that should be regulated by the palace, for example the dress code, the dress code is very strict, this makes Lady Diana even more stressed, but under Gary's supervision, Lady Diana always has the freedom to choose clothes that suit her. he likes it. Lady Diana's action of wearing clothes that did not comply with the dress color rules designated by the palace was an action that wanted to show that the clothes she wore had to match the atmosphere or at least that was what Lady Diana wanted to convey when she wore all black at Christmas mass.

## **Data 11: Involvement in Determining Decisions**



Pict 11. Lady Diana is in debate  
Duration 52:34

Liberal feminist understanding and movements do not only talk about women's freedom to think, behave and express their thoughts in public spaces. However, in general it provides possibilities and opportunities for women to take part and have the same role as men in household responsibilities such as child custody. So that everything related to children, such as: food, level of education, choice of games and activities in which children will participate, has the right to be known and considered together with the wife. In the scene above, Lady Diana shows emotion towards her husband (Prince William) because he did not listen to her wishes not to involve her child in shooting practice activities. As a mother, of course Lady Diana had her own thoughts and considerations regarding this decision. Regardless of whether the reasons for both parties are correct or not, the point that the researcher wants to emphasize is the involvement of women in joint decision making so that women's aspirations in all walks of life can be heard, acknowledged and accommodated for the sake of realizing overall gender equality.



## **Data 12: Movement Space Restrictions**



Pict 12 Firmness and regularity emphasized everyone to follow the schedule according to the specified time, including Lady Diana  
Duration 01:09:42

The series of conversations above shows how strict and inflexible the royal regulations are regarding the time and sequence of events so that every activity outside the royal agenda is also monitored in detail by work officers. While Lady Diana was still enjoying the natural scenery and talking to animals in the yard, she was approached by royal officers to immediately return to the palace to prepare for dinner at 08:00 pm while the time was still 05:00 pm.

Researchers are of the view that this is a form of restriction on Lady Diana's freedom to manage her own time because she is still determined to take part in the dinner procession together, but she chooses not to prepare because time still allows her to enjoy the open air in the royal yard, in this scene Lady Diana put up a small resistance and would return to the palace to prepare according to the time she had estimated herself. This action is a manifestation of the form of liberal feminism defined by researchers in the literature review above.

## *Peak of resistance*

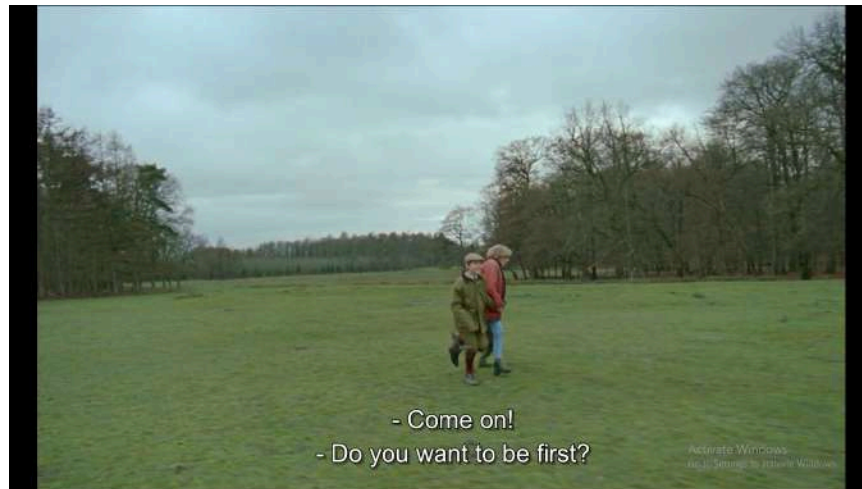
### **Data 13: Resistance Action**



Pict 13 One of the peaks of Lady Diana's resistance  
Duration 01:44:17

Researchers say this was the peak of Lady Diana's resistance to a series of royal traditions in celebrating Christmas, namely shooting a type of chicken in the palace forest. Lady Diana was standing right in front of the shooters who were about to carry out the shooting. Lady Diana's actions were triggered by two things: first, she did not want the bird to be shot every year. Second, he doesn't want his child to shoot anything, because the security and safety of his child is the most important thing, he doesn't want his child to get used to holding a gun and shooting. Researchers see this as a struggle for Lady Diana who had full rights to determine what activities her children would carry out because as Hidayat said that *Women are herded out of the house, have free careers and are no longer dependent on men so they are supposed to be free their willingness* Hidayat (2004). What Wollstonecraft calls the marginalization of women in their role in a community and/or family, in this case Lady Diana's voice was not heard by the kingdom so she then dared to fight dangerously by standing in front of the person who was about to carry out the shooting. Lady Diana threatened to remain standing and not be afraid to be shot, saying "you'll just have to shoot me" as a verbal bluff against the monarchy.

#### Data 14: Towards Liberation



Pict 14 The ending of Lady Diana's journey in the movie of Spencer  
Duration 01:45:43

In Spencer's movie the end of the peak of resistance Lady Diana's character shows freedom. After standing in front of the royal members and servants who were going to carry out the agenda of shooting the birds, he then ran with his two children and decided to leave work and start a new life in another city. Lady Diana's choice to leave the palace and indirectly sever ties with palace members in the researcher's view is the culmination of liberal feminist resistance carried out by Lady Diana's character against royal traditions and not giving her space to be heard. This action is in line with Wolf's statement that *women were aware of their liberties and limitations with men, as well as the culture at that time which limited them and emphasized the role of men more* (Wolf, 2002).

#### CONCLUSIONS

Based on the discussion above, a conclusion can be drawn that researchers discovered 14 data of the movie that has a marginalization, subordination, and mental or physical violence. Meanwhile, there is no domestication that the character of Lady Diana founded. The data found referring to showing the struggle of the character Lady Diana in the movie against marginalization, subordination and mental violence the representation of Liberal Feminism in the *Spencer* movie is depicted by including two phenomena among the four phenomena that were the aim of the emergence of the Liberal Feminism movement, namely marginalization and violence against women. It should be remembered that Lady Diana's position in this movie is not only as a

woman but also as a wife and mother, so that the struggle of liberal feminism that is depicted is very right on target, this movie also shows two ways that must be done to achieve the goals of liberal feminism itself, namely by holding discussions amidst the domination that occurs over himself, the second is by going against the regulations because it is impossible to change the regulations in his current position.

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## Persuasive Language in Pauline Hanson's *Speech*

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### Abstract

The objective of this research is to describe and find out the kinds of linguistic tools for influence and persuasion used in Pauline Hanson speech using Mc Pheat's theory. This research used a qualitative descriptive method where the data refer from the speech and the source of data is written words and utterances in speech. The data were collected by watching the video and the transcript of speech, and selecting the related tools for persuasion. The data were analyzed by presenting, describing, interpreting and concluding the data. The results show that her speech to the Senate was a highly persuasive speech that had a significant impact on Australian politics. Hanson used a variety of linguistic tools for persuasion to appeal to her audience, especially using someone name lost performative, reframing, cause effect relationship, tag questions, presupposition and embedded commands. Her speech was particularly persuasive because it appealed to a sense of grievance and frustration that many Australians were feeling at the time. Many Australians were concerned about the country's high immigration rate, the loss of jobs to overseas workers, and the increasing diversity of Australian society and also the sensitive issue about Islam and its teachings. Her speech gave voice to these concerns and offered a simple solution: reduce immigration and Islamic teachings and return to a more traditional Australian identity.

**Keywords:** *Pauline Hanson, persuasion, speech*

### INTRODUCTION

Language as a communication medium has an important role in human life. Language allows humans to communicate and interact with other people around us. Language allows humans to express their feelings, thoughts and ideas to others. Language and communication have a tight relation. The relations between the two are reflected in the meaning of language, namely Language is a tool or media of communication used by humans to interact with each other. On the other hand, communication needs media, that is language. Persuasion is an attempt to convince people to believe or do something by giving the reason and evidence. Basically, persuasion is a form of communication that focuses on influencing others, this can be seen in TV commercials, social media, magazines, billboards, speech, and advertisement campaigns. According to McPheat (2010) "Persuasion is convincing others to change their point of view, agree to a commitment, purchase a product or service, or take a course of action". Persuasion and speech are generally interrelated because speech can be used as a tool to achieve

persuasion goals. When delivering a speech, the ultimate goal of a speaker is often to persuade the audience to accept a certain message or idea. To achieve this, speakers may use a variety of persuasive techniques, such as appealing to audience emotions, using clear language and examples, and presenting evidence to support arguments. In a speech, a speaker will use language and speech style that will influence the audience to accept the message or idea conveyed. A good speech will contain persuasion elements, such as the use of logic and knowledge of the audience. Speech is a form of oral communication that aims to convey messages or ideas to a group of people at an event or meeting. Speech refers to formal or informal. Usually a speech is delivered by a speaker on a particular topic or issue. The speaker does not only say something but tries to communicate by giving a speech so they can express their thoughts after hearing the speech. According to McPhail (2002) Speech is a form of verbal communication that conveys to the audience with intention to influence their actions or thoughts one of speech that contains to persuade people is through this speech. Pauline Hanson also known as Pauline Lee Hanson was born in Brisbane, Queensland, on May 27, 1954. She is an Australian politician who is the founder and leader of One Nation, a right-wing populist political party. Hanson was known for his controversial views on race, immigration, Islam and other social issues. Her views are considered often radical and populist perspectives. In 2016, Muslims in Queensland judged Hanson for being racist after she called for an end to Muslim immigration in Australia towards them. Hanson itself views immigrants and refugees as a threat to security, safety in Australian culture. This can be seen when she made a speech asking to close the border for immigrants and give foreigners a choice between assimilation and repatriation. An example of this can be seen in Pauline Hanson's 2016 maiden speech on Storyful News and Weather channel: *If you are not prepare to become Australian and give this country your undivided loyalty . . . then I suggest you go back to where you came from. If it would be any help, I will take you to the airport and wave you goodbye.* The statement contains persuasive elements because it aims to influence people to take a certain action, which is to become an Australian citizen and give full allegiance to the country. This statement also has a challenging and threatening tone by stating that if someone is not ready to become an Australian citizen and give full allegiance, then they should return to their home country. The statement "If it would be any help, I will take you to the airport and wave you goodbye" also adds a stronger persuasive element, as it shows seriousness and a firm decision to encourage someone to take a certain action. Thus, the statement can be considered a persuasive attempt to influence a person's attitude and behavior. Hanson was the leader of the party from 1997 to 2002, and 2014 to the present.

Hanson was reportedly a member of the Australian House of Representatives for Oxley, Queensland in 1996. Hanson was also briefly elected to the Senate for Queensland in 2016, and re-elected in 2022. This research focuses on the linguistic tools for persuasion use by Pauline Hanson in her speech. The linguistic tools for persuasion include reframing, using someone's name, mind reading, lost performative or stating a value judgment that omits identifying the person who is doing the judging, cause and effect relationship, presupposition, universal beliefs, tag questions, and embedded commands or a command in language without actually commanding someone to do something based on McPheat (2010) theory. These linguistic tools for persuasion need to be investigated because they have not been investigated in previous research.

The researcher chooses Pauline Hanson's speech because there are many persuasive elements that have not been clearly revealed and require in-depth research. The reason for using McPheat's theory in this research is that the theory uses several aspects that can help when persuading someone and to solve the problems in this research. And the theory is rarely used in previous research. Furthermore, this speech contains linguistic tools for persuasion intended for influencing the audience.

## **RESEARCH METHOD**

The design of this research is a qualitative descriptive method, because the data of this research are in form utterances and words. The writer analyzes the utterance in the video of youtube.com and the transcript of the speech. The writer analyzes through describing and explaining the data based on McPheat's theory. To gain information about tools for persuasion use in Pauline Hanson's speech. In this research, the writer uses qualitative descriptive design in order to describe the typical characteristics of tools for persuasion use in Pauline Hanson's speech. The reason why choosing a qualitative descriptive research type is because first, the data are in qualitative form, and second, in order to describe the tools for persuasion used in Pauline Hanson's speech.

## **FINDINGS AND DISCUSSION**

This chapter discussed the data analysis used to answer the research questions raised in Chapter One. This research aims to analyze the use of persuasive language in Pauline Hanson's speech. All research questions are expected to be answered in data analysis based



on the McPheat approach of linguistic tools for influence and persuasion (2010). This section provides a description of the findings from the examination of instances of persuasion in Pauline Hanson's speech, which will be presented qualitatively. Pauline Hanson is an Australian politician who is the founder and leader of One Nation, a right-wing populist political party. Hanson was known for his controversial views on race, immigration, Islam and other social issues. Her views are often considering radical and populist perspectives. On 14 September 2016, Hanson made a speech to Australian parliamentarians about banning Muslim immigration and said the country was in danger of multiculturalism as expressed in his famous 1996 speech. Muslims in Queensland judge Hanson for being racist after her call for an end to Muslim immigration in Australia towards them. Hanson itself views immigrants and refugees as a threat to security, safety in Australian culture. Based on the explanation above, in the simple way, persuasiveness are linguistics tools which are divided into nine aspects as follows: reframing, using someone's name, mind reading, lost performative, cause effect relationships, presupposition, universal beliefs, tag questions, embedded commands. (mcpheat 2010).

### **Linguistic tools for persuasion in aspect using someone's name**

"Using someone's name" in a speech refers to using the name of a particular individual or figure in a speech to pay tribute, honor, or provide a more specific context to the message to be conveyed. Using names in speech can have effects such as: Using someone's name specifically shows appreciation and respect for their contribution or support. Can provide context about the important role of an individual or group in the situation described. Helps bring authenticity to the speech and helps the audience feel more connected to the story or message being conveyed. Can indicate support, agreement, or belief in the views or case described. (McPheat: 2010)

***(Using someone's name)***

### **Data 1**

**(2 : 06 / 30 : 13)**

*I cannot begin to express the pride and honour I have in being joined in this place by three of my colleagues — **Senator Malcolm Roberts, also representing Queensland; New South Wales Senator Brian Burston; and Western Australian Senator Rod Culleton** — elected under Pauline Hanson's One Nation. As a strong, united team I guarantee we will make a difference.*

The excerpt above depicts how Hanson mentioned three of his colleagues : Senator Malcolm Roberts, Senator Brian Burston, and Senator Rod Culleton. By mentioning their names, it can give the impression that Senator Malcolm Roberts, Senator Brian Burston, and Senator Rod

Culleton are members who support and are part of the same team, show unity because they are in the same party, and can also convey confidence in the use of sentence **"I cannot begin to express the pride and honor i have"** indicates the level of pride and honor felt by the speaker in the presence of his colleagues. This can give the impression that the speaker has full confidence and support for his or her teammates. The use of names in this speech aims to impress unity, pride, and support in order to achieve common goals under the same political flag. The explanation above shows that the speech delivered by Pauline Hanson contains elements of the linguistic persuasion tools part of using someone's name.

### **Linguistic tools for persuasion in aspect cause effect relationship**

Cause effect relationships aim to convey arguments about the impact of various policies and social problems. This is one of the techniques often used in speeches to clarify or strengthen a message, as well as to convince the audience that the problem identified is worthy of attention and action. However, you need to remember that cause-and-effect relationships must be supported by strong evidence or data to guarantee accuracy and trust in the statement. ( McPheat: 2010)

### **(Cause effect relationship)**

#### **Data 2**

( 03 : 10 / 30 : 13 )

***This is due to foreign takeover of our land and assets, out-of-control debt, failing infrastructure, high unemployment or underemployment and the destruction of our farming sector. Indiscriminate immigration and aggressive multiculturalism have caused crime to escalate and trust and social cohesion to decline. Too many Australians are afraid to walk alone at night in their neighbourhoods. Too many of us live in fear of terrorism.***

The excerpt above connect of economic and social problems (causes) with a consequences, such as a decline in trust and structural damage in society, stating that non-selective immigration policies and an aggressive approach to multiculturalism (causes) have led to an increase in crime and a decline in trust and social coherence (consequences). It then links rising crime rates and fear of terrorism (effect) to the previously mentioned immigration policies and multiculturalism (cause).

The speech above shows there is a cause-effect relationship in Hanson's speech ***"This is due to foreign takeover of our land and assets, out-of-control debt, failing infrastructure, high unemployment or underemployment and the destruction of our farming sector."*** In this speech the speaker explained that some of the problems mentioned are the cause of the situation faced by the country. The speaker connects the cause with the situation that

happened, by creating a causal link between the problem and the impact it causes. Cause-effect relationship is a way to describe the relationship between an event or condition (cause) and the results or impacts that arise as a result (consequence).

### Data 3

( 10 : 26 / 30 : 13 )

*“Muslims want to see sharia law introduced in Australia. This law is a totalitarian civil code which prescribes harsh feudal rules imposed on everything, firstly for Muslims, later for everyone. As long as Islam is considered a religion, sharia conflicts with our secular state”.*

In the excerpt above, Pauline Hanson claims that Muslims want to see sharia law introduced in Australia, and that this law is a totalitarian civil law that establishes harsh feudal rules that apply to everything. She also claims that sharia is at odds with Australia's secular state. Hanson's claims are not supported by evidence. There is no evidence that Muslims in Australia have any desire to implement sharia law. In fact, the vast majority of Muslims in Australia are law-abiding citizens and respect Australian values and the Australian legal system. Hanson's claim that sharia is totalitarian civil law is also false. Sharia is a complex legal system that is based on Islamic principles, but is not totalitarian. Sharia law includes provisions on religious freedom, human rights, and the supremacy of law.

Hanson's claim that sharia is inimical to Australia's secular state is also false. Australia is a secular country, but this does not mean that religion is excluded from public life. Muslims in Australia are free to practice their religion and live according to their beliefs, as long as they do not violate Australian law.

Important to remember that the vast majority of Muslims are peace-loving, law-abiding citizens who respect Australian values and the Australian legal system.

In terms of linguistic tools for the persuasion aspect above uses the principle of cause and effect relationships. This helps us get the message across when we want others to see the impact of what we are talking about. In this case Hanson wants to say that it is Islam that will cause conflict or discord with Australian society, especially if *sharia law* is introduced among them.

### Linguistic tools for persuasion in aspect Tag Question

Tag question is a short type of question that is usually added at the end of a sentence to confirm or get agreement from the listener. In speeches, tag questions can be used for a variety of purposes, including engaging the audience, strengthening an argument, or direct attention to an important point. (Mc pheat: 2010)

**(Tag Question)**

**Data 4**

**( 29 : 26 / 30 : 13 )**

*I will never take my position as a senator in this place for granted and nor should I. To the people of Queensland and Australia who voted for me and my party: thank you. You have given me a great honor. Now it is up to me to prove my worth to you. I can guarantee Pauline Hanson is a name that carries with it independence, honesty, assurance, quality and reliability — things the Chinese can never buy. Also, Halal snack packs are never provided — **isn't that right, Sam?***

In the excerpt above, Hanson expressed his gratitude to his voters and promised to carry out his duties well. Hanson stated that now his job is to prove value or benefit to his voters. She feels has a responsibility to produce a good performance. She considers this is a great honor and committed to never belittling his position as a senator and reminding him that no one should underestimate him either. And guarantee that Pauline Hanson is a symbol of independence, honesty, assurance, quality and reliability even the Chinese side cannot buy.

At the end of the sentence the statement "**isn't that right, Sam?**" it was addressed to Sam regarding the use of halal snacks packs. This is a form of tag question that seeks confirmation or agreement from the listener to the statements made in the speech. In this context, the speaker identified by the name "Sam," uses a tag question to seek approval or confirmation from Sam about a previously made statement, namely that "Halal snack packs are never provided".

**Linguistic tools for persuasion in aspect lost performative**

Lost performative or a way of expressing a value judgment that eliminates identification of the person making the judgment. This makes it a neutral statement and easy to agree with. It is called a lost performative because the source of the information is not stated. (McPheat: 2010)

**(Lost performative)**

**Data 5**

**( 06 : 45 / 30 : 13 )**

*"Why then has Islam and its teachings had such an impact on Australia like no other religion? **Islam sees itself as a theocracy. Islam does not believe in democracy, freedom of speech, freedom of the press, or freedom of assembly. It does not separate religion and politics. It is partly a religion, but it is much more than that. It has a political agenda that goes far outside the realm of religion. It regulates Muslims' social and domestic life, their legal system and politics—their total life**".*

The excerpt from Hanson's above is about her views on the existence of Islam and its teachings and their impact on Australian society. Pauline Hanson's speech on Islam and its

impact in Australia has been widely criticized for being Islamophobic and inaccurate. Hanson's claim that Islam is a theocracy is not supported by evidence. In fact, Islam is a religion that has lots of different thoughts, and not all Muslims agree on the role of religion in government. Hanson's claim that Islam does not believe in democracy, freedom of speech, freedom of the press, or freedom of assembly is also false. There are many Muslim-majority countries that are democracies, and many Muslims support these values. Hanson's statement that Islam does not separate religion and politics is also incorrect. There is science about separation of religion and country.

Hanson's speech had a negative impact on the Australian Muslim community. Many Muslims feel that they are being targeted and excluded. This has led to an increase in Islamophobia and hate crimes. Hanson's speech also damaged Australia's reputation as a tolerant and multicultural country. It is important to note that Hanson's views are not shared by the majority of Australians. Only 25% of Australians believe that Islam is a threat to Australia. The majority of Australians support the right of Muslims to practice their religion freely. Hanson's speech is a dangerous example of Islamophobia. It is important to challenge its views and to increase understanding and tolerance between different religions and cultures.

In terms of linguistic tools for the persuasion aspect, the above uses the principle of lost performative or a way of expressing a value judgment that eliminates identification of the person making the judgment. This makes it a neutral statement and easy to agree with. It is called a lost performative because the source of the information is not stated. In this case, she does not mention valid sources of information especially when she claims that “*Islam sees itself as a theocracy*”. Theocracy means a state or government led by religious leaders. The use of "lost performative" is also clearly visible when she states “*Islam does not believe in democracy, freedom of speech, freedom of the press, or freedom of assembly. She does not separate religion and politics. It is partly a religion, but it is more than that. She has a political agenda that goes far beyond the realm of religion. It regulates the social and domestic life of Muslims, their legal and political systems—their life as a whole*”. All of his claims are not supported by legitimate sources of information that Islam does not embrace democracy, freedom of opinion, freedom of the press, freedom of assembly, and other claims.

## Data 6

( 11 : 43 / 30 : 13 )

“Therefore, I call for stopping further Muslim immigration and banning the burqa, as they have done in many countries around the world. **Burqa is not a religious requirement. Most Australians find them confronting, as did two of our former prime ministers.**”

His remarks above reflect his attitude towards Muslim immigration and the usage of burqa is type covering clothing almost all over part body, except eyes.

*"Therefore, I call for stopping further Muslim immigration"*

This Part of statement reflects Pauline Hanson's call to stop the immigration of Muslim individuals to Australia. This shows his belief that Australia should limit or limit the entry of Muslim immigrants into the country.

***"Banning the burqa, as they have done in many countries around the world"***

Here, Hanson advocates a ban on burqas, which are the clothes worn by some Muslim women to cover their entire face, leaving only gauze for sight.

She justified this by pointing out that many other countries have implemented such bans.

*"Burqa are not a religious requirement"*

Hanson's assertion that the burqa is not a religious requirement implies her belief that wearing burqa is not an important or obligatory practice in Islam. She argued that burqa is a cultural or personal choice, not a religious obligation.

*"Most Australians find them confronting, as did two of our former prime ministers"*

In this part of her statement, Hanson claims that the majority of Australians find burqa confrontational or disturbing. She also noted that two former Australian prime ministers shared similar sentiments, indicating that there was a level of discomfort or concern regarding burqa among the country's political leadership. This statement is very controversial and divisive. Critics argue that it could be considered discriminatory against the Muslim community, violating religious freedom and cultural practices. Proponents of this view often raise concerns regarding security, integration and women's rights. On the other hand, opponents argue that banning religious clothing such as burqas is a violation of personal freedom and the expression of religious identity. In Australia and other countries, debates regarding immigration, cultural diversity, religious freedom, and social cohesion are ongoing, and views on these issues can vary widely. Pauline Hanson's statement is just one perspective in this larger and complex discussion. Public opinion and government policies on these issues may change over time, reflecting changes in the social and political landscape.

In terms of linguistic tools for the persuasion aspect above uses lost performative principles which are lost because the source of the information is not mentioned. She improved his ability to control the conversation without taking on and misinterpreting other people's points of view As he said “ ***Burqa is not a religious requirement. Most Australians find them confronting***” in fact, she’s using lost performative because his statement is not supported by

valid data. His opinion is in a way a personal target that burqa is something against Australian society.

### **Linguistic tools for persuasion in aspect reframing**

Reframing in speech is a communication technique that involves changing the way a message is presented or altering the perspective through which a particular situation, idea, or concept is viewed. ( Mc pheat: 2010)

#### **(Reframing)**

#### **Data 7**

( 10 : 52 / 30 : 13 )

*“Islam cannot have a significant presence in Australia if we are to live in an open, secular and cohesive society. Never before in Australia's history have we seen civil unrest and terror associated with a so-called religion, or from followers of that faith. We have seen the destruction that it is causing around the world”.*

Pauline Hanson is an Australian politician known for her anti-immigration and Islam phobic views. His statement that *“Islam cannot have a significant presence in Australia if we are to live in an open, secular and cohesive society”* is a reflection of these views. Hanson argues that Islam is incompatible with Australian values such as openness, secularism and cohesion. She also claims that Islam is associated with civil unrest and terror, and it's causing destruction throughout the world. This claim is not supported by evidence. There is no evidence that Islam is incompatible with Australian values. In fact, Australian Muslims have made significant contributions to Australian society in all areas, including business, academic, arts and sport. There is also no evidence that Islam is linked to civil unrest and terror. In fact, most Muslims have nothing to do with violence or terrorism. Lots Muslims who are victims of violence and terrorism. Therefore, Hanson's statement is dangerous and misleading. Hanson perpetuated stereotypes negative against Muslims and encouraged intolerance and discrimination.

Australia is a multicultural country with religious tolerance. The majority of Australians accept and respect Muslims as fellow citizens. From the linguistics tools for persuasion aspect above uses the principle of exploring the consequences of reframing because she uses conditional sentences marked with "if" which indicate that Australia will not live in an open, secular and cohesive society as expected. As far as Islam still exists (in Australia). This is a typical reframing technique in an attempt to convince the Australian public that Islam is radical and dangerous and they can be hostile to each other.

## Data 8

( 10 : 08 / 30 : 13 )

*“Halal certification tax has been forced upon us, costing Australians approximately \$10 million a year. Halal certification is not a religious requirement but a money making racket, and certification is unnecessary for Muslims' welfare because **non-halal products can be consumed, provided the word 'Bismillah' is said over the food and a prayer is recited**”.*

In his statement above, she states that halal certification has been forced on Australians, which halal certification is a money-making scam, and that it is not necessary for the welfare of Muslims. Hanson's statement is not supported by evidence. Halal certification is a voluntary system used by businesses to ensure that products fulfill Islamic requirements. Halal certification is not required by law, and is not forced on anyone. Hanson's claim that halal certification is a money-making scam is also false. Halal certification bodies charge a fee for their services, but this fee is usually very small. Most of the funds collected from halal certification fees are used to fund the certification process itself. Hanson's claim that halal certification is not necessary for the well-being of Muslims is also false. Halal certification is a way for Muslims to ensure that they are consuming food that is permitted under Islamic law. For many Muslims, this is a very important religious requirement.

In terms of linguistic tools for the persuasion aspect, the above uses the principle of reframing in context to explore consequence Because word “*provided*” (used to state what must happen or be done for something else to happen). Used to indicate the element of exploring consequences. In this case, she wants to say, halal certification taxes are not needed because non-halal products can be consumed, as long as the word ' *Bismillah*' is said over the food and a prayer is said.

## Data 9

( 11 : 15 / 30 : 13 )

*“If we do not make changes now, there will be no hope in the future. Have no doubt that we will be living under sharia law and treated as second-class citizens with second-class rights if we keep heading down the path with the attitude, 'Should be right, mate.'*

In his remarks above, she claims that if Australians do not change, Australians will live under sharia law and be treated as second-class citizens with second-class rights in the future. She also called for a halt to further Muslim immigration and a ban on the burqa. Again, his claims are not supported by evidence. There is no evidence that Muslims in Australia are interested in implementing sharia law or treating non-Muslims as second-class citizens. In fact, the vast



majority of Muslims in Australia are law-abiding citizens and respect Australian values and the Australian legal system.

From linguistic aspects of persuasion above uses the principle of reframing, especially exploring the consequences. This can be seen from the use of conditional sentences "*If we do not make changes now, there will be no hope in the future*" and "*Have no doubt that we will be living under sharia law and treated as second class citizens with second class.*" - *Rights if we keep heading down the path with the attitude.* With reframing, she tries to persuade the audience to agree with it that sharia law is said to be dangerous so that Australians will become second class citizens in their own country.

### **Linguistic tools for persuasion in aspect embedded commands**

Embedded commands in speech are a form of covert communication where a speaker includes a directive or command within a sentence in a subtle, indirect manner. The goal is to influence the listener's thoughts or behavior without making it obvious that a command is being given. This technique is often used in persuasion, sales, hypnosis, and various forms of interpersonal influence. Embedded commands typically rely on the use of specific linguistic patterns or emphasis to make the command stand out. (McPheat: 2010)

#### ***(Embedded commands)***

##### **Data 10**

( 11 : 52 / 30 : 13 )

*"I am sure a lot of the women forced to wear them would love to cast them aside but live in fear to do so. In addition, no more mosques or schools should be built, and those that already exist should be monitored with regard to what they are teaching until the present crisis is over. Sharia law should not be acknowledged or allowed and Australian companies should be banned from paying for halal certification".*

First, it is necessary to outline the statement and discuss the meaning and implications of each part:

*Forced Wearing of Religious Clothing* : When Hanson says, "*I am sure a lot of the women forced to wear them would love to cast them aside but live in fear to do so*," she probably means the hijab or another form of clothes Islamic . This statement suggests that she believes some Muslim women in Australia may wear such clothing against their will due to cultural or family pressure. Important to note that using a headscarf is a personal choice for Muslim women and not something to force.

*Opposition to Mosques and School Construction*: Hanson's statement also called for a halt to the construction of new mosques and schools and increased monitoring of existing ones. This

reflects his long-standing rejection of the growth of Islamic institutions in Australia. Critics argue that this position is discriminatory and violates religious freedom, as other religious groups are not subject to similar restrictions.

*Monitoring Islamic Schools:* Calls to monitor what is taught in Islamic schools are likely linked to concerns about potential radicalization or teachings that are inconsistent with Australian values. This is a sensitive issue because it raises questions about how to balance national security concerns with religious freedom and cultural diversity.

*Rejection of Sharia Law:* Pauline Hanson vehemently opposes the recognition or acceptance of Sharia law in Australia. Sharia law is a system of Islamic jurisprudence that regulates various aspects of a Muslim's life. Many Muslims view it as a guide to personal morals and ethics, while others interpret it as a legal code. Critics like Hanson often equate Sharia law with extremist interpretations, which they believe pose a threat to the country's legal system and social norms.

*Halal Certification Ban:* Lastly, Hanson called for Australian companies to be banned from paying for halal certification. Halal certification is a process that ensures that products are prepared and produced in accordance with Islamic food laws. Some critics argue that this is a form of "tax" that funds Islamic organizations, while supporters of halal certification argue that it allows Muslim consumers to make informed choices regarding their food. Hanson's call for a ban is seen by many as targeting the Muslim community's religious and business practices.

His statement has triggered debates regarding religious freedom, multiculturalism, and the balance between national security issues and individual rights in Australia. Public opinion on the issue varies widely, with many Australians supporting multiculturalism and religious diversity, while others share Hanson's concerns. Political discourse on these topics continues to develop, and they remain a matter of debate and discussion in Australia.

In terms of linguistic tools for the persuasion aspect, the above uses the principle of *an embedded command* or an order in our language without actually ordering someone to do something. These words speak to the subconscious and are part of a larger context. When she said " *no more mosques or schools should be built, and those that already exist should be monitored with regard to what they are teaching until the present crisis is over. Sharia law should not be acknowledged or allowed and Australian companies should be banned from paying for halal certification*", this implies that she rejects everything related to Islam such as

mosques, Islamic schools, sharia law, and halal certification. These remarks represent an implied order to Australian society to prohibit everything related to Islamic teachings.

### **Linguistic tools for persuasion in aspect Presupposition**

Presupposition in speech refers to an implicit assumption or belief that underlies the meaning of a statement or question. When someone makes a statement or asks a question, there are often unspoken or presupposed assumptions that listeners are expected to accept as true for the conversation to make sense. Presuppositions can be tricky to identify because they are not explicitly stated but are inferred based on the context and language used. (McPheat: 2010)

#### ***(Presupposition)***

### **Data 11**

**( 13 : 22 / 30 : 13 )**

*“At present, our immigration intake is 190,000 a year. **High immigration is only beneficial to multinationals, banks and big business, seeking a larger market while everyday Australians suffer from this massive intake.** They are waiting longer for their life-saving operation. The unemployment queues grow longer—and even longer when government jobs are given priority to migrants.”*

Pauline Hanson is an Australian politician known for her controversial statements and positions on immigration, among other issues. The remarks above highlight her views on immigration and its impact on Australia.

*"At present, our immigration intake is 190,000 a year."*

This part of her statement simply provides a fact: Australia's annual immigration intake is currently set at 190,000 people. This figure is used as a baseline for her argument.

*"High immigration is only beneficial to multinationals, banks, and big business, seeking a larger market while everyday Australians suffer from this massive intake."*

In this statement, Hanson makes an argument against high levels of immigration. She claims that large corporations and businesses benefit from high immigration because it increases the potential market for their products and services. This could be due to the fact that immigrants often contribute to economic growth by participating in the workforce and consuming goods and services. However, Hanson suggests that everyday Australians suffer from this high intake of immigrants. Her argument is that this level of immigration may have negative consequences for the local population. This could include concerns about job competition,

wage suppression, or strain on public services such as healthcare, education, and housing due to an increased population.

*"They are waiting longer for their life-saving operation."*

Here, Hanson implies that the strain on public services caused by high immigration levels, particularly in healthcare, results in longer wait times for essential medical procedures, such as life-saving surgeries. She suggests that local citizens are negatively impacted because resources are spread thin due to the demands placed on them by the growing population.

*"The unemployment queues grow longer—and even longer when government jobs are given priority to migrants."*

This part of Hanson's statement touches on two points. First, she argues that high immigration can lead to longer unemployment queues for Australian citizens. The idea is that more people entering the labor market can potentially increase competition for jobs, which may lead to higher unemployment rates for locals.

Second, Hanson suggests that government jobs are being prioritized for migrants over Australian citizens. This assertion implies that public sector employment opportunities are being directed towards newcomers rather than being offered to local residents. This claim, if true, could be seen as detrimental to Australian job seekers.

In summary, Pauline Hanson's remarks highlight her concerns about the impact of high levels of immigration on everyday Australians. She argues that while large corporations and businesses may benefit from immigration by expanding their markets, ordinary citizens may face challenges such as longer wait times for critical medical procedures, increased competition for jobs, and potential unfairness in government employment opportunities. It's important to note that these remarks reflect her perspective, and public opinion on immigration in Australia is diverse, with many people holding differing views on its effects on the country's economy and society.

From the linguistic tools for persuasion aspect, Pauline Hanson's speech above uses the principles of *presupposition* or something that she has not stated but that is assumed to be present or true for her statement to be understood. It can be seen in her remarks "*High immigration is only beneficial to multinationals, banks and big business, seeking a larger market while everyday Australians suffer from this massive intake*" and "*The unemployment queues grow longer—and even longer when government jobs are given priority to migrants*".

These two remarks clearly show that she opposes or defies any forms of immigration because she contended that migrants are only beneficial to multinationals, banks and big business

while everyday Australians suffer from this massive intake. On the other hand, Hanson said that government jobs are given priority to migrants rather than the local workers.

## Data 12

( 14 : 35 / 30 : 13 )

*“Foreign investment and foreign ownership are great concerns. The government finally released its register of foreign ownership, which reveals that foreign interests owned 13.6 per cent of Australia's farmland. That is 52 million hectares. It includes 30 per cent of the Northern Territory's farmland and 22 percent of Tasmania's. **The register fails to show the quality of the foreign owned land.** Is it the jewels in the nation's agricultural crown?”*

Pauline Hanson's remarks above show that she also opposes foreign investment and foreign ownership. The detailed descriptions can be shown as follows: *"Foreign investment and foreign ownership are great concerns."* Hanson starts by establishing the overarching theme of her remarks: she believes that foreign investment and foreign ownership of Australian assets, particularly farmland, are significant issues that need attention. This sets the context for her subsequent arguments. *"The government finally released its register of foreign ownership, which reveals that foreign interests owned 13.6 per cent of Australia's farmland."*

Hanson references a specific action taken by the government – the release of a register of foreign ownership. This register provides data on the extent of foreign ownership of farmland in Australia. According to the register, foreign interests own 13.6% of the country's farmland, which translates to 52 million hectares. This statistics serves as a key piece of evidence in her argument, suggesting that a substantial portion of Australia's farmland is controlled by foreign entities. *"That is 52 million hectares. It includes 30 per cent of the Northern Territory's farmland and 22 percent of Tasmania's."* Hanson further breaks down the statistics to emphasize the regional impact. She highlights that foreign ownership is particularly significant in certain regions, such as the Northern Territory and Tasmania. Foreign interests own 30% of the farmland in the Northern Territory and 22% in Tasmania.

By specifying these regional figures, Hanson suggests that the impact of foreign ownership is not evenly distributed across the country, potentially leading to regional imbalances or concerns specific to these areas. *"The register fails to show the quality of the foreign-owned land. Is it the jewels in the nation's agricultural crown?"* Here, Hanson raises an important question about the nature of the foreign-owned land. She points out a limitation in the government's register: it does not provide information about the quality or significance of the

land that foreign interests have acquired. By asking whether this land represents "*the jewels in the nation's agricultural crown*," Hanson is suggesting that it's possible that foreign entities have acquired some of the most productive or strategic agricultural land in Australia. This would raise concerns about the country's long-term food security and agricultural sustainability. In summary, Pauline Hanson's remarks express her concerns about foreign ownership of Australian farmland. She uses the data from the government's register to underscore the extent of foreign ownership and its regional distribution. Additionally, she raises questions about the quality and significance of the land owned by foreign interests, implying that it may include some of Australia's most valuable agricultural assets. Overall, her remarks are intended to draw attention to what she sees as a pressing issue related to national sovereignty and the control of vital agricultural resources. From the linguistic tools for persuasion aspect above uses the principles of presupposition or something that she has not stated but that is assumed to be present or true for her statement to be understood. It can be seen in her remarks "*The register fails to show the quality of the foreign owned land*". It means that she opposes or defies any forms of foreign owned land in Australia because the data show that it has no positive impact on Australians.

## CONCLUSIONS

Based on the findings on the data and discussion of the data above, the researcher draws conclusions regarding the research question to find out linguistic tools for influence and persuasion in Pauline Hanson Speech, Based on Mcpheats theory (2010) with nine aspects. Reframing, using someone name, mind reading, lost performative, cause effect relationships, presupposition, universal beliefs, tag questions and embedded commands. Based on the data analysis above, the researcher found seven aspects in this speech. Hanson used a variety of linguistic tools for persuasion to appeal to her audience, especially lost performative, reframing, cause-effect relationship, using someone's name, tag questions, embedded commands and presupposition. Hanson's speech was particularly persuasive because it appealed to a sense of grievance and frustration that many Australians were feeling at the time. Many Australians were concerned about the country's high immigration rate, the loss of jobs to overseas workers, and the increasing diversity of Australian society and also the sensitive issue about Islam and its teachings. Hanson's speech gave voice to these concerns

and offered a simple solution: reduce immigration and Islamic teachings and return to a more traditional Australian identity.

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