Attitudes in Animal Welfare's Messages in the English Caption Text of @jakartaanimalaidnetwork's Instagram Account

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Abstract. With the growing global concern for animal welfare, social media platforms like Instagram are crucial in raising awareness and promoting advocacy. This research investigates the attitudes conveyed in animal welfare messages through the English caption texts on the @jakartaanimalaidnetwork Instagram account. The study aims to identify how the Appraisal System in Systemic Functional Linguistics (SFL) expresses attitudes in these captions, focusing specifically on the categories of Affect, Judgment, and Appreciation. A qualitative descriptive research design was used, with data collected from English captions relevant to animal welfare. Content analysis was employed to categorize the captions based on their emotional (Affect), evaluative (Judgment), and appreciative (Appreciation) contents. The study utilized domain, taxonomy, componential, and cultural theme analysis to interpret the attitudes expressed in the captions. The results revealed that Affect was the most dominant category, with frequent expressions of emotions such as happiness, sadness, and empathy towards the animals. Judgmental expressions, particularly regarding moral evaluation, were also prevalent, reflecting the organization's ethical stance on animal treatment. Appreciation was expressed through a positive animal care assessment, emphasizing the value and quality of animal welfare. Overall, the study highlights the organization's commitment to advocating for the humane treatment of animals, using language that emphasizes compassion, ethical responsibility,

Attitudes in Animal Welfare's Messages
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Rahmaditya Khadifa
Abdul Rozzaq Wijaya

and respect for animal rights. These findings demonstrate how the account conveys a clear and supportive message for animal welfare through its use of linguistic attitudes.

Keywords: *Animal Welfare's Messages; Attitude System; Appraisal System; English Caption Text; Systemic Functional Linguistics*

INTRODUCTION

Animal rights are receiving global attention as people become more conscious of the importance of treating animals humanely. It correlates with animal protection, and it has become a modern movement. Animal preservation is a modern social movement that originated in England in the early 18th century. Activists striving to preserve animals have long relied on the backing of affluent and influential individuals, whose political influence and economic advantages have advanced the animal-protection cause significantly (Bekoff, 1998). This notion encompasses a variety of factors, including safeguarding against abuse and exploitation and ensuring access to adequate shelter, food, and medical treatment (Singer, 2009). Efforts to improve animal welfare concentrate on practical ways to improve their living conditions and ensure their well-being.

One approach to promoting animal welfare is to provide framing to the public by effectively communicating it. Animal welfare messages are communication strategies that emphasize not only the content of the message but also how it is delivered, showcasing empathy, understanding, and respect for the recipient, in this case, animals. A key persuasive technique in public relations and media is the development of message frames (Perloff, 2008). These frames are crucial in shaping public perception and encouraging behavioral change. By utilizing such strategies, a more positive relationship between humans and animals can be fostered, ultimately improving overall animal welfare. The application of these messages is expected to inspire a shift in human behavior towards animals, promoting greater awareness of the importance of respecting and protecting animals' fundamental rights as living beings.

This approach highlights that our communication and interactions with animals indicate how much we respect their rights. By embracing animal welfare messages, we improve our treatment of animals and convey a powerful message to society about the importance of showing compassion and respect to all living beings. This can lead to wider societal changes, promoting more humane treatment of animals in various settings, including farms, research laboratories, and daily life (Perloff, 2008; Larson, 2002).

Delivering a strong message to society about showing compassion and respect for all living beings is a key step in building a more cultured and unified global community. Developing empathy and respect for life, including humans and non-humans, reflects noble human values and promotes social solidarity (Fraser, 2008).

Showing kindness and respect for all forms of life not only reduces suffering and exploitation and helps create a stronger and more sustainable environment (Rollin, 2006). If widely accepted, this message can lead to transformative changes in behavior, ranging from government policies to individual daily actions, and teach future generations the importance of maintaining ecological balance and preserving life on Earth.

The incidence of animal cruelty around the world is a profound and heartbreaking issue. From cases of torture to widespread exploitation, animals are often victims of inhumane acts of violence (Dawkins, 2006). As Dawkins highlights, animals experience a range of emotional states, making it crucial to understand their psychological needs when addressing cruelty. Animals are often subjected to painful and harmful treatment in the agricultural industry, entertainment, or domestic settings (Sapontzis, 2004). Sapontzis argues that the systematic exploitation of animals, particularly in sectors like agriculture and entertainment, poses significant ethical issues that demand society's attention.

These cases include brutal wild capture, detention in inappropriate conditions, cruel treatment in cosmetic and drug testing, and neglect that causes suffering and death (DeGrazia, 2002). Animal suffering, whether physical or psychological, is a primary ethical concern that must be addressed in all forms of exploitation. Not only does this involve physical suffering, but it also results in severe psychological impacts on the animals (Linzey, 2009). The emotional lives of animals should be recognized, and neglect and testing can cause both physical pain and emotional distress, which must be considered when evaluating animal cruelty. These incidents call for decisive action, strict law enforcement, and efforts to raise public awareness about respecting and protecting animals' fundamental rights (Regan, 2004). Animals deserve protection simply because of their intrinsic value, a belief at the heart of animal rights advocacy. By taking this reality seriously, one can move towards a world where animal cruelty is no longer allowed to happen and where all living beings are treated with the compassion and respect they deserve.

Animal cruelty in Indonesia is a terrible reality that includes a variety of worrisome activities. Animals in Indonesia endure a variety of types of cruelty and neglect, ranging from maltreatment of home pets to exploitation of wildlife. Pet neglect and abandonment are not commonplace in metropolitan settings, with many animals left to fend for themselves in terrible conditions (Nuragustini et al, 2024; Fitri et al, 2021). Animal abuse may be a sign that the person has a mental illness. Children or adolescents who harmed animals were thought to be on a path to future violence because these acts desensitized them or tripped an underlying predisposition to aggression. Once their destructive impulses were released, the floodgates restricting violence opened, and their future targets were likely to be human, or so it was argued (Arluke, 2006). Furthermore, the illicit wildlife trade endangers the well-being of many species, as animals are frequently mistreated during capture, transit, and sale. Furthermore, despite efforts to abolish them, behaviors like dog meat eating and cockfighting continue to exist in some areas. Despite existing legislation designed to protect animals, enforcement is a struggle, and public knowledge of animal welfare concerns is frequently lacking. Addressing animal abuse in Indonesia requires a multifaceted approach, including stricter enforcement of animal protection laws, increased education and awareness

Attitudes in Animal Welfare's Messages　　　　　　　　*Rahmaditya Khadifa*
in the English Caption Text　　　　　　　　　　　　*Abdul Rozzaq Wijaya*
of @jakartaanimalaidnetwork's
Instagram Account.

campaigns, and efforts to promote compassion and empathy towards all living beings. Some licensing regimes have, as their primary purpose, something other than the protection of animals, but they include provisions that nonetheless impact animal welfare (Tyson, 2021).

In this context, communicating animal welfare issues is essential. The Systemic Functional Linguistics (SFL) appraisal system offers a helpful framework for understanding and evaluating how these messages are constructed and delivered. Animal welfare messages emphasize the need for language that conveys empathy, compassion, and respect, which creates healthy bonds and enhances overall interaction quality. Similarly, the appraisal system, especially the attitude system, offers a framework for investigating how language conveys attitudes, feelings, and evaluations, providing light on interpersonal communication dynamics (Martin & Rose, 2003). By combining animal welfare messaging principles with the SFL evaluation system's analytical capabilities, individuals can better understand how language choices influence perceptions and relationships. This integration enables practitioners to communicate more effectively and empathically, resulting in an understanding and supportive culture in interpersonal interactions, whether in healthcare, education, or ordinary conversations.

There are many ways to campaign against animal abuse in the digital era. One of them is through the Instagram platform. Many accounts aim to campaign against animal abuse, and @jakartaanimalaidnetwork is one of the Instagram accounts that campaigns against animal rights. Many captions in this account represent animal welfare messages. Then, it can be analyzed through the Appraisal System, especially in the Attitude aspect.

This study uses the Appraisal System theory outlined by Martin and White (2005) to analyze the data, focusing on its three main categories: attitude, graduation, and engagement. However, this research focuses on one of the aspects of the appraisal system. According to Martin and White (2005), the Attitude System is one of the subsystems of the Appraisal Framework, consisting of three categories: affect, judgment, and appreciation. The affect category refers to expressing feelings or emotions, often related to personal experiences or responses to situations. On the other hand, judgment deals with assessments of people's behavior or actions, usually concerning morality, ethics, or social norms. Lastly, appreciation evaluates objects, events, or experiences based on their aesthetic value or significance (Martin et al, 2005). These categories of Attitude System allow for a nuanced understanding of how language conveys attitudes towards various subjects, particularly in animal welfare messages, where compassion, ethical considerations, and value recognition play crucial roles.

This research was inspired by some previous studies discussing the Appraisal System. The first study is entitled "Attitude Perspective in BBC News' Article: An Appraisal Analysis" by Prastikawati (2021). The findings of this study revealed that the effect of unhappiness was the most controlling attitude subsystem utilized and used in the BBC News article to convey the feelings of people and phenomena/events presented in the BBC News article. The realization of other attitude subsystems followed: judgment and appreciation. Point to the findings,

which can be used as teaching material for reporting news. Students may be taught to write news using attitude words to show feelings.

The second study, "Depicting Appraisal Systems on Descriptive Texts From The 12th Grade Of The English Textbook", was conducted by Nurinsani et al (2022). The finding indicates that the higher appreciation was proper to achieve the communicative purpose of the descriptive text itself. To entertain the reader, the author uses more appreciation to evaluate objects, performance, and natural phenomena that are displayed in the events in the story. It helps the readers become involved in the stories, and they need to understand how the writers express their ideas.

The third study, entitled "Analisis Sistem Appraisal Dalam Teks Berita "Gaduh Sistem Zonasi" (Kajian Linguistik Sistemik Fungsional), was conducted by Septiana et al (2021). The findings reveal a negative attitude towards using appreciation in the text. It implies that news writers consider the zoning system to be a negative thing. However, there is also an appraisal in effect and judgment in the text, which uses more positive affect and favorable judgment. This indicates that the news writer is interested in showing readers how the zoning system works.

The fourth study, "A Functional Analysis of Transitivity and Attitude Systems Interacting in Student Texts in Spanish", was conducted by Ignatieya (2019). The preliminary results show specific differences between the two corpora: in the literature texts, clauses with appraisal prevail, judgment is the preferred means of expressing Attitude, while the history texts prefer clauses without appraisal, and appreciation prevails among the subtypes of Attitude.

Next is the fifth study, "Appraisal Attitude on Editorial News: Our Disastrous President" by Susanto et al. (2023). The writer looked at the creation of journalistic reality from a linguistic point of view, how the choices journalists make in terms of vocabulary reveal their ideological standing, both in terms of content and context. For this purpose, the writer uses an editorial from the Los Angeles Times published on January 17th, 2021, as an example. This chapter applies the Appraisal framework for analysis. Since these articles connect to President Donald J. Trump, they activate a powerful evaluation of appraisal attitude values that provide news articles with evaluative implications that are observed. The news editorial system draws attention to the importance of emotion, judgment, and appreciation in its coverage of problems. As a result, the study showed that performance in the appraisal system in the Los Angeles Times news editorial is almost entirely based on the writer giving some lexical items that "affect" the reader. In this case, it is an adverse effect. Then, the writer intends to give less attention to appreciating lexical items.

Based on the reviews above, the researchers identify a gap in the existing literature. None of the prior studies have specifically explored how language is used to deliver animal welfare messages, particularly in the context of social media platforms. Furthermore, the object of this study is distinct, as no previous research has analyzed English caption texts from Instagram accounts, especially those belonging to animal welfare organizations such as @jakartaanimalaidnetwork. Addressing this gap, the present study examines how language through the Attitude System in the Appraisal Framework is used to construct and convey messages about animal welfare. In line with this purpose, the study is guided by the following research questions: (1) What types of attitude Systems are used to deliver animal

Attitudes in Animal Welfare's Messages   *Rahmaditya Khadifa*
in the English Caption Text   *Abdul Rozzaq Wijaya*
of @jakartaanimalaidnetwork's
Instagram Account.

welfare messages in English caption texts on the @jakartaanimalaidnetwork Instagram account? and (2) How the identified types of Attitude System reflect the organization's stance on animal welfare.

RESEARCH METHOD

The methods of this research are outlined in terms of data sources, the research context, and data collection through focus group discussions. The number of data points collected will be specified in the analysis process. The data will be analyzed using content analysis, which allows for a comprehensive discussion of the results.

This research follows a qualitative descriptive design, grounded in a naturalistic paradigm that views reality as plural, constructed, and holistic. This paradigm acknowledges the inseparable relationship between the researchers and the subjects being studied, emphasizing that generalizations are context- and time-bound, or idiographic (Santosa, 2021:37). Furthermore, from a causal relationship perspective, all entities are formed interactively, making it impossible to separate cause from effect. Qualitative research is also descriptive, inductive, intuitive, and ethnographic. It views the researchers as an instrument using purposive sampling (Santosa, 2021:37). Its primary aim is to understand and present hidden or lesser-known cultural phenomena (Blaxter et al., 2006).

Data for this research were collected through observation and note-taking from Instagram captions. One hundred thirty data points will be analyzed based on the Attitudes of Appraisal Theory. Once the data is collected, the researchers classify it into a tabulated format based on the research focus. The researchers then analyze the classifications and conduct a focus group discussion, inviting experts to evaluate the themes presented in the research. After the debate, the validators assess and evaluate the data collected.

Once the data collection was complete, the researchers analyzed the data using content analysis techniques outlined by Spradley (1980). This content analysis involved domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis, with each method modified by Santosa (2023) and presented in each table that included the study focus. These are the distributions of the data:

Table 1. Distribution of Domain Analysis

Stages of Caption Text	Themes of Animal
Lead	Monkey
	Dog
	Horse
Content	Monkey
	Dog
	Horse
Call to Action	Monkey
	Dog
	Horse

Table 1 illustrates the distribution of animal themes—monkey, dog, and horse—across the three generic stages of caption text: lead, Content, and Call to Action.

These themes appear consistently in each stage, indicating a cohesive narrative structure in delivering animal welfare messages.

Table 2. Distribution of Taxonomy Analysis

Attitudes												
Affect						Judgment					Appreciation		
Hap	Unh	Sec	Ins	Dis	Sat	Nor	Cap	Ten	Ver	Pro	Re	Val	Com

The table serves as an analytical tool or interpretive framework for examining the expression of attitudes within the data using the Appraisal System. It breaks down the Attitude category into three key dimensions: Affect, Judgment, and Appreciation, each of which captures different evaluative meanings. Affect reflects emotional responses such as happiness (Hap), unhappiness (Unh), security (Sec), insecurity (Ins), dissatisfaction (Dis), and satisfaction (Sat). Judgment evaluates human behavior through aspects of social esteem, including normality (Nor), capacity (Cap), and tenacity (Ten). Then, social sanctions include veracity (Ver) and propriety (Pro). Meanwhile, Appreciation focuses on the assessment of objects, phenomena, or processes through reaction (Re), valuation (Val), and composition (Com).

Table 3. Distribution of Componential Analysis

Stages of Caption Text	Themes of Animal	Attitudes System												
		Affect						Judgment					Appreciation		
		Hap	Unh	Sec	Ins	Dis	Sat	Nor	Cap	Ten	Ver	Pro	Re	Val	Com
Lead	Monkey														
	Dog														
	Horse														
Content	Monkey														
	Dog														
	Horse														
Call to Action	Monkey														
	Dog														
	Horse														

The table presents the relationship between the stages of caption text, the animal themes featured (monkey, dog, and horse), and the types of Attitude expressed using the Appraisal System, namely Affect, Judgment, and Appreciation. Each stage is explained as Lead, Content, and Call to Action. These stages are analyzed for the presence of these animals and the evaluative language associated with them. The Affect system includes emotions such as happiness, unhappiness, security, and insecurity; Judgment evaluates behaviors through indicators like satisfaction, normality, capacity, and tenacity; while Appreciation assesses value through reaction, valuation, and composition.

The final stage of the analysis focuses on identifying the cultural themes reflected in the data. After examining the Attitude systems, Affect, Judgment, and Appreciation, across the stages of caption text and animal themes, the researchers interpret how these evaluative expressions reveal deeper cultural values, beliefs, and social concerns.

Attitudes in Animal Welfare's Messages   *Rahmaditya Khadifa*
in the English Caption Text   *Abdul Rozzaq Wijaya*
of @jakartaanimalaidnetwork's
Instagram Account.

RESULT AND DISCUSSION

This section discusses the representation of the findings from this study based on the following two research questions: (1) What are the types of attitude systems used for delivering the messages of animal welfare in the English caption texts of @jakartaanimalaidnetwork? (2) How do the identified types of Attitude System reflect the organization's stance on animal welfare in the English caption text of @jakartaanimalaidnetwork's Instagram account? As a result of data collection, the findings can be seen in the following recap table:

Table 4. Recapitulation of Attitudes System containing Animal Welfare's Messages in English Caption Texts

Themes	Attitudes												
	Affect						Judgment					Appreciation		
	Hap	Unh	Sec	Ins	Dis	Sat	Nor	Cap	Ten	Ver	Pro	Re	Val	Com
Monkey	4	-	5	2	-	3	1	1	-	-	7	5	8	3
Dog	5	5	2	5	-	3	-	6	2	-	6	5	6	-
Horse	4	7	2	1	-	3	-	1	5	-	8	5	8	2
TOTAL	13	12	9	8	-	9	1	8	7	-	21	15	22	5

The table presents the classification of themes and attitudes with corresponding values. Affect reflects emotional responses, including **Hap** (Happiness), which refers to a positive emotional reaction characterized by feelings of joy and contentment; **Unh** (Unhappiness), representing a negative emotional response marked by sadness or dissatisfaction; **Sec** (Security), which denotes a sense of safety or stability; **Ins** (Insecurity), indicating a lack of security or feelings of vulnerability; **Dis** (Dissatisfaction), which refers to a negative evaluative response indicating unmet expectations, discontent, or displeasure with a situation, product, or experience; and **Sat** (Satisfaction), representing a positive evaluative response characterized by the fulfillment of expectations, contentment, or approval of a particular outcome or experience.

In the Appraisal framework, Judgment refers to evaluating human behavior based on social norms, ethical standards, and perceived competence. It captures how individuals assess others not only through emotional responses but also through socially constructed values. Judgment is divided into two dimensions: *Social Esteem*, which includes Nor (Normality), Cap (Capacity), and Ten (Tenacity); and *Social Sanction*, which provides for Ver (Veracity) and Pro (Propriety). **Normality** evaluates whether a person's behavior aligns with social expectations, reflecting how typical or unusual their actions are. **Capacity** assesses perceived ability or competence in fulfilling tasks, whether intellectually, physically, or emotionally. **Tenacity** measures perseverance and determination in facing challenges. **Veracity** concerns honesty and the reliability of a person's words or actions, while **Propriety** judges the moral appropriateness of their behavior.

Meanwhile, Appreciation focuses on assessing objects, phenomena, or processes. This includes Re (Reaction), which describes the emotional or physical response to an object or phenomenon; Val (Valuation), which refers to the process of assessing

the worth or importance of something; and **Com** (Composition), which examines the structure or arrangement of the components of an object or phenomenon.

After reviewing the recap table presented earlier, the findings of this study provide a deeper understanding of the use of the Attitude System in conveying messages about animal welfare on the @jakartaanimalaidnetwork Instagram account. Based on the two research questions posed, namely (1) the types of Attitude System used to deliver animal welfare messages in the English caption texts on the account, and (2) how the identified types of Attitude System reflect the organization's stance on animal welfare, the researchers can analyze each finding in the analysis below.

The types of attitude systems used to deliver animal welfare messages are in the English caption texts on the @jakartaanimalaidnetwork.

This section will focus on identifying and categorizing the types of Attitude Systems used in the English caption texts on the @jakartaanimalaidnetwork Instagram account. The analysis will specifically look at the distribution of Affect, Judgment, and Appreciation within the captions, and how these elements are employed to communicate messages about animal welfare. By examining these components, we can gain insight into the organization's strategies to engage its audience and advocate for the well-being of animals.

The affect system delivers animal welfare messages in English caption texts on the @jakartaanimalaidnetwork.

The Affect system conveys emotional responses and is key in engaging the audience and evoking empathy towards the needy animals. By analyzing the presence and distribution of affective expressions, we can better understand how the organization appeals to its audience's emotions to raise awareness about animal welfare issues.

DATA (1) Monkey
We are grateful we have been able to care for Samson these few years and were able to socialize him at @ellisparksumatra with Rina 🫶, finally able to move climb explore and have long grooming sessions.

"We are grateful" can be categorized under Satisfaction, as gratitude indicates contentment with the results achieved in caring for Samson. Furthermore, the data excerpt in the sentence *"we have been able to care for Samson"* reflects happiness and emotional satisfaction. The organization feels happy because it has successfully cared for Samson and witnessed his progress over the past few years.

Attitudes in Animal Welfare's Messages Rahmaditya Khadifa
in the English Caption Text Abdul Rozzaq Wijaya
of @jakartaanimalaidnetwork's
Instagram Account.

DATA (2) Horse

We are shocked and immensely sad. You passed away so sudden and none of us was prepared for that .... 🙀 Please tell (+) Maxima , Stanley , Brando , Gary & Kevin that *we miss them terribly*.

The sentence *"We are shocked and immensely sad"* reflects negative emotions and can be categorized under *Unhappiness*, specifically *Misery*, as it expresses a profound sense of loss and sadness due to an unexpected event. The phrase *"You passed away so sudden and none of us was prepared for that"* intensifies this feeling of sorrow, further emphasizing the unpredictable nature of the loss.

Additionally, the sentence *"Please tell Maxima, Stanley, Brando, Gary & Kevin that we miss them terribly"* conveys emotional longing and yearning for others, which also falls under *Unhappiness*. This statement reveals a deep connection and the emotional weight carried by the speaker in remembering those who have passed.

DATA (3) Dog

Has been 1.5 weeks ago since *we rescued these 2 adorable girls*. The 1st couple of days *we were SERIOUSLY worried* because they tested positive for 2 different types of blood parasites, also known as the " silent killer " , and they were just in overall bad shape.

The phrase *"we were SERIOUSLY worried"* conveys a strong emotional response and falls under the category of *Insecurity*, specifically *Disquiet*, as it reflects an intense concern and anxiety about the condition of the two rescued dogs. This worry stems from their health condition, as they were diagnosed with two types of blood parasites and were described as being in "overall bad shape." The use of the term *"silent killer"* further amplifies the sense of fear and urgency, highlighting the precariousness of the situation and the rescuers' emotional investment in the dogs' recovery. This instance of *Insecurity* underscores the organization's deep care and concern for animal welfare.

The judgment system delivers animal welfare messages in English caption texts on the @jakartaanimalaidnetwork.

This section explores how the *Judgment System* is employed in the English caption texts of @jakartaanimalaidnetwork to evaluate and express moral or ethical attitudes towards actions and behaviors related to animal welfare. By examining instances of *Judgment*, the analysis highlights the organization's perspective on responsibility, care, and treatment of animals.

DATA (4) Monkey

The handler was taken to the social department where **he will be provided different options to do** in the future instead of abusing monkeys.

The phrase *"instead of abusing monkeys"* reflects a clear negative *Judgment* towards the handler's prior actions. It evaluates the handler's behavior as morally

wrong and unacceptable, aligning with the organization's stance against animal cruelty. This evaluation is categorized under *Judgment: Social Sanction (Propriety)*, as it highlights a violation of ethical standards regarding the humane treatment of animals. Additionally, mentioning that the handler was *"provided different options to do in the future"* suggests an attempt to rehabilitate the individual, which can be interpreted as a constructive *Judgment: Social Esteem (Capacity)*. This portrays the handler as capable of change and improvement, emphasizing the organization's balanced approach of condemning harmful actions while fostering positive transformation.

DATA (5) Horse
He was frolicking around with his friends when suddenly **he froze** and seconds later **he collapsed.** Ollie had a heart attack while he was playing 🙀

The data *"he froze and seconds later he collapsed"* and *"Ollie had a heart attack while he was playing"* can be analyzed under the category of *Judgment*, specifically *Social Esteem (Tenacity)*. The description portrays Ollie as a resilient and lively animal, actively engaging with his friends until an unexpected tragedy struck. The suddenness of his collapse and the mention of a heart attack evoke sympathy while implicitly acknowledging the vulnerability of animals in such circumstances. This evaluation highlights Ollie's enduring spirit despite unforeseen health challenges, emphasizing the organization's value in the vitality and perseverance of the animals under their care. The narrative further reflects the organization's commitment to recognizing the individuality and dignity of each animal, even in their final moments.

DATA (6) Dog
Vincent was a brave boy – sometimes too brave, like when **he jumped off the roof to prevent his enemies (the pack of collies**) from walking by our house.

The data *"Vincent was a brave boy–sometimes too brave, like when he jumped off the roof to prevent his enemies (the pack of collies) from walking by our house"* can be analyzed under the category of *Judgment*, specifically *Social Esteem (Tenacity)*. The statement portrays Vincent as courageous and determined, emphasizing his willingness to take risks to protect his territory. Describing him as "too brave" suggests an admirable yet potentially excessive level of daring, highlighting his boldness and unyielding nature. Jumping off a roof to confront his perceived enemies illustrates his unwavering commitment and loyalty, which earn him respect and affection. This evaluation underlines the organization's acknowledgment of Vincent's spirited character, which serves to humanize the animal and connect emotionally with the audience.

The appreciation system delivers animal welfare messages in English caption texts on the @jakartaanimalaidnetwork.

The appreciation system highlights how the @jakartaanimalaidnetwork values and evaluates animals' qualities, actions, and efforts to ensure their welfare. This system allows the organization to express admiration and respect for the

Attitudes in Animal Welfare's Messages　　　　　　　　*Rahmaditya Khadifa*
in the English Caption Text　　　　　　　　　　　　　*Abdul Rozzaq Wijaya*
of @jakartaanimalaidnetwork's
Instagram Account.

animals and their unique attributes while acknowledging the importance of humane care and intervention.

DATA (7) Monkey
This amazing primate species still does not face any protection in Indonesia. **Babies are sold only** to end up caged or chained….

　　　The statement *"This amazing primate species still does not face any protection in Indonesia"* reflects appreciation, particularly within the valuation category. The phrase *"amazing primate species"* expresses admiration and highlights the unique qualities of the species, emphasizing their inherent worth and significance. However, the latter part of the statement, *"still does not face any protection in Indonesia,"* critically evaluates these animals' lack of protective measures. This juxtaposition underscores both the value of the species and the pressing need for action to ensure their well-being. By incorporating such evaluative language, the caption effectively appeals to the audience's sense of responsibility and moral judgment regarding wildlife protection.

DATA (8) Horse
Its was so clear that **he had lived a tough life** and that he was **a senior horse** that was already tired and broken. He had **so many medical issues**…

　　　The statement *"It was so clear that he had lived a tough life and that he was a senior horse that was already tired and broken"* exemplifies appreciation within the valuation category. The description acknowledges the horse's challenging past and deeply empathizes with its condition. The terms *"tough life," "tired,"* and *"broken"* highlight the hardships and physical toll the horse has endured, framing its existence as one deserving of recognition and care. Furthermore, the addition of *"he had so many medical issues"* provides a factual assessment that amplifies the seriousness of the horse's situation. This evaluative language elicits compassion and emphasizes the need for immediate attention and action to improve the horse's quality of life. Through this statement, the organization effectively conveys the importance of animal welfare and the necessity of addressing such cases with empathy and urgency.

DATA (9) Dog
She needed emergency surgery, but because **her condition was bad**, **the chances of surviving surgery were slim.**

　　　The statement *"She needed emergency surgery, but because her condition was bad,* the *chances of surviving surgery were slim"* falls under the appreciation category, specifically in *valuation*. The phrase *"her condition was bad"* communicates the severity of the situation, which portrays the animal's critical state. This emphasizes the gravity of the circumstances and underscores the challenges faced in her care. Additionally, *"chances of surviving surgery were slim"* conveys a sense of urgency and

loss, evaluating the situation as highly precarious. By highlighting the animal's fragile state, the text invites empathy and draws attention to the difficulty of making life-saving decisions under dire conditions. Overall, the language employed here accentuates the seriousness of the animal's health, further stressing the need for immediate and thoughtful intervention in animal welfare.

How do the identified attitude systems reflect the organization's stance on animal welfare?

The results of the preceding Attitude System Analysis above showed that @jakartaanimalaidnetwork, through their English Caption Text, used a variety of attitudes to deliver animal welfare messages. These attitudes are classified as Affect, Judgment, and Appreciation. It also represented the organization's position on animal welfare in various ways.

Affect, which encompasses emotional responses of happiness, grief, and empathy, is frequently utilized to communicate a strong sense of compassion for animals. The use of positive emotions, such as "thank you" or "happy to have helped," as well as expressions of sadness, such as "we are shocked and extremely sad," demonstrates the organization's emotional involvement in the well-being of the animals in its care. This emotive tone emphasizes the organization's genuine concern and empathy for animals, implying that they see them as beings worthy of emotional connection and respect.

Judgment, which refers to moral and ethical behavior assessments, reinforces the organization's position on animal welfare by emphasizing accountability and recognizing positive behaviors. For example, when discussing actions such as rescuing or caring for animals, expressions like "a brave boy" (to characterize a rescued animal) or "seriously worried" imply a moral framework in which the organization holds itself accountable for the animals' welfare. The organization also employs this approach to make ethical decisions about animal abusers, as seen by language such as "he will be given other options to pursue in the future rather than abusing monkeys." These judgments indicate the organization's belief in the importance of responsible behavior toward animals and show that they advocate for animals' physical and moral care.

Appreciation, particularly in the form of valuation, is used to convey the value and relevance of animals and their welfare. Expressions like "amazing primate species" and "he had lived a tough life" demonstrate the organization's appreciation for each animal's distinct features and their trials. Using language like "the chances of surviving surgery were slim" reflects the organization's understanding of the fragility and sensitivity of the animals it rescues. By valuing these creatures' lives this way, the organization demonstrates a strong dedication to ensuring that animals are treated with dignity and respect, emphasizing the importance of proper care and attention during their recovery.

To summarize, the types of attitude systems found in the Instagram captions show that the @jakartaanimalaidnetwork positions itself as an organization deeply committed to animal care's emotional, ethical, and practical elements. They employ Affect, Judgment, and Appreciation to communicate their compassion and care for animals and their advocacy for responsible animal treatment and protection,

Attitudes in Animal Welfare's Messages   *Rahmaditya Khadifa*
in the English Caption Text   *Abdul Rozzaq Wijaya*
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aligning their message with a strong, empathetic, and ethical stance on animal welfare.

DISCUSSION

Analyzing the Attitude System used by the @jakartaanimalaidnetwork Instagram account to express animal welfare messages reveals a nuanced engagement with Affect, Judgment, and Appreciation. Each of these components illustrates the organization's dedicated stance towards the well-being of animals, as evidenced by the tone and content of its communications.

In examining the Affect system, the data indicates that emotional responses play a pivotal role in fostering empathy among the audience. The prevalence of terms indicating positive emotions, such as "grateful" and "happy," contrasts sharply with expressions of sorrow, such as "immensely sad" and "seriously worried" regarding unfortunate events surrounding animals, as seen in the data excerpts about the monkey, horse, and dog. This emotional dichotomy aligns with findings in previous research, wherein emotional response mechanisms were highlighted as crucial for promoting empathy and activism related to animal welfare (Johnstone et al., 2019; Spooner et al., 2014; Sinclair et al., 2017). Such strategies are echoed in literature, underscoring the importance of emotional communication in shaping public attitudes towards animal welfare (Mariti et al., 2018), ultimately illustrating the organization's more profound commitment to emotional engagement in its advocacy efforts.

The examination of the Judgment system further substantiates how the @jakartaanimalaidnetwork frames its advocacy through moral evaluations of behaviors related to animal welfare. Instances such as condemning the abusive actions of handlers reflect a strong ethical stance against cruelty. This judgment demonstrates moral accountability and highlights the organization's ethos of rehabilitation rather than punishment, as seen in the data about offering handlers alternative futures. Similar sentiments are echoed in prior studies emphasizing the moral dimensions of animal welfare assessments and the importance of fostering a culture of responsibility towards animal treatment (Sharma et al., 2019; Liang et al., 2024). Furthermore, the organization's portrayal of animals as brave or resilient reinforces a narrative that values their well-being and strength, aligning with broader studies on social esteem in animal welfare discussions (Platto et al., 2022), demonstrating a commitment not just to critique hostile practices but to celebrate positive narratives in animal care.

Appreciation, particularly regarding valuation, offers another critical lens through which the organization communicates its stance on animal welfare. The explicit recognition of animal species as "amazing" or the acknowledgment of an individual's complicated past enhances public understanding of each animal's unique context and inherent worth. This acknowledgment is supported by previous findings that suggest that appreciation language fosters community involvement and ethical consideration in animal welfare dynamics (Lemma et al., 2022). By emphasizing the hardships faced by individual animals, the organization cultivates a richer narrative that compels the audience toward action, as literature indicates

that recognition of animal suffering can elevate public awareness and spur proactive behaviors concerning animal welfare (Balzani & Hanlon, 2020; Gazzano et al., 2018).

In summary, the attitudinal components identified in the Instagram captions distinctly represent the @jakartaanimalaidnetwork's multifaceted approach to advocacy within the context of animal welfare. The organization effectively uses Affect, Judgment, and Appreciation to convey its messages and position itself as a compassionate and ethical advocate dedicated to the emotional and practical aspects of animal protection. This thorough integration of emotional, moral, and value-based rhetoric plays a crucial role in shaping public attitudes toward animal welfare, reflecting broader societal shifts towards recognizing and acting upon the rights and needs of animals.

CONCLUSION

The analysis of the Attitude System used by @jakartaanimalaidnetwork in its English caption texts reveals how the organization conveys its stance on animal welfare. The organization communicates emotional engagement and ethical accountability by employing the three categories of Affect, Judgment, and Appreciation. The use of Affect, particularly in the form of happiness and sadness, demonstrates the organization's emotional investment in animal welfare. The prevalence of positive emotions such as gratitude and happiness underscores the organization's commitment to celebrating the recovery and well-being of animals. At the same time, expressions of sadness and concern reflect the genuine empathy it feels for animals in distress.

In the Judgment category, the organization emphasizes moral and ethical assessments of behaviors towards animals, condemning actions such as animal abuse and praising positive qualities like bravery and resilience. The judgment of handlers who harm animals shows the organization's stance against cruelty, and portraying animals as strong and brave reflects respect for their dignity. This use of Judgment emphasizes the organization's ethical responsibility towards both the animals and those who interact with them, highlighting its belief in rehabilitation and positive change.

Lastly, the Appreciation system highlights the value and worth of the animals in the organization's care. By valuing animals as "amazing" or acknowledging their challenging pasts, the organization fosters a more profound sense of respect and empathy among its audience. This appreciation not only emphasizes the importance of each animal but also motivates action towards improving their welfare. Overall, using Affect, Judgment, and Appreciation in @jakartaanimalaidnetwork's communication reinforces its commitment to animal welfare, positioning the organization as a compassionate and ethical advocate for needy animals.

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Attitudes in Animal Welfare's Messages　　　　　　　　*Rahmaditya Khadifa*
in the English Caption Text　　　　　　　　　　　　　*Abdul Rozzaq Wijaya*
of @jakartaanimalaidnetwork's
Instagram Account.

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