



**Attitudinal Resources Employed in
Tourism Promotional Videos “*Wonderful Indonesia*”**

a final project
submitted in partial fulfillment of the requirements
for the degree of *Sarjana Pendidikan* in English

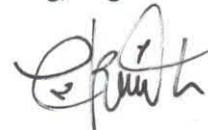
by
Erika Krismayanti
2201415128

**ENGLISH DEPARTMENT
FACULTY OF LANGUAGES AND ARTS
UNIVERSITAS NEGERI SEMARANG
2019**

DECLARATION OF ORIGINALITY

I, Erika Krismayanti, as the writer of this final project hereby declare that this final project entitled "*Attitudinal Resources Employed in Tourism Promotional Videos: Wonderful Indonesia*" is my own work and has not been submitted in any form for another degree or diploma at any universities or other institutes of tertiary education. Information derived from the published and unpublished work for others has been acknowledged in the text and a list of references is given in the bibliography.

Semarang, August 2019



Erika Krismayanti

NIM. 2201415128

APPROVAL

This final project was approved by the Board of Examiners of English Department of the Faculty of Languages and Arts of Universitas Negeri Semarang on 18th October 2019.

Board Examination

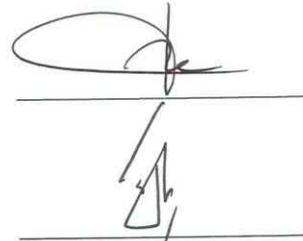
1. **Chairperson**

Dr. Sri Rejeki Urip, M. Hum.
NIP 196202211989012001



2. **Secretary**

Fatma Hetami, S.S., M.Hum.
NIP 197708272008122002



3. **First Examiner**

Widhiyanto, S.Pd., M.Pd., Ph.D.
NIP 197309052005011001



4. **Second Examiner**

Galuh Kirana Dwi Areni, S.S., M.Pd.
NIP 197411042006042001



5. **Third Examiner / First Advisor**

Yusnita Sylvia Ningrum, S.S., M.Pd.
NIP 197803292008122003

Approved by
Dean of Languages and Art Faculty


Dr. Sri Rejeki Urip, M. Hum.
NIP 196202211989012001

MOTTO AND DEDICATION

“Education breeds confidence.

Confidence breeds hope.

Hope breeds peace.”

— Confucius—

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Praise be to Jesus, the Father, the Provider. Who never ceases to walk with me from the beginning of my life up to this time, at this moment I reach 22 years of age. Without His faithful guidance, I would have never finished this final project. I would also like to express my gratitude to those who have supported me through prayers, motivations and assistance in writing my final project.

Second, I would like to express my gratitude to my advisor, Yusnita Sylvia Ningrum, S.S., M.Pd. for the assistance, time and patience so that I am able to finish this final project. Million thanks are also delivered to all my lecturers of English Department of UNNES for all guidance and chance to develop myself in the university.

Third, I would like to say thank you for both my parents, Ibu Sodinem and Bapak Suparno. Thank you for bearing with me all this time. My three brothers, Puji, Didik and Daniel who have been such good examples for me. Also for the Alm. Tuti, my big sister I miss you so much and thank you for all the good seeds you had planted in my life before you left this world. Ofcourse for all my big family, my five nephews and three nieces. Then, my sincere thanks also goes to my beloved friends, KTB Gemblondong (Mbak Melly, Dita, Beni, Sarah, Vero and Kimmy), Wikan, Rani Alma, Nadiyah, Citta, Iftita, Elyda, Istri Idaman Squad and the family of Rombel 5.

At last, I hope this final project can be useful for readers, any suggestions and critics are beneficial for this final project.

ABSTRACT

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Indonesia Ministry of Tourism under the tourism branding known as *Wonderful Indonesia*, has created various promotional materials such as videos which are accompanied by verbal texts. This study is a qualitative research, deals with Attitude analysis of the verbal texts used in tourism promotional videos created by Indonesia Ministry of Tourism. The main purpose of this study are to analyze the Attitudinal resources found in the verbal texts and to find its relation with the theory of tourism discourse by Dann (1996) and AIDA Concept by E. St. Elmo Lewis (1898). The analysis is done according to the Appraisal theory developed by Martin and White (2005).

Based on the findings it can be concluded that, first, Appreciation resources found to be highly occurred in the verbal text of tourism promotional videos: *Wonderful Indonesia* with a total of 83% occurrences. Appreciation in the type of Reaction highly occurred in the tourism video advertisement, with the distribution of 39%. Then, followed by Appreciation in the type of Valuation with 22% occurrences and Composition with 21% occurrences. Meanwhile, Judgement occurred 11% and only 2% of Affect.

The mostly occurred attitude found in the verbal text of tourism promotional videos are in Appreciation type. It contributes to the aesthetic quality of the video in order to achieve the final aim: language, images and sounds that are strategically combined together to inform, attract and persuade the potential tourist. The number of Appreciation found in the text shows that this type of tourism advertisements being analyzed in this research are persuasive advertisements.

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CHAPTER I

INTRODUCTION

This chapter deals with introduction of the study, which consists of background of the study, reasons for choosing the topic, statements of the problem, objectives of the study, significance of the study, limitation of the study and outline of the report.

1.1 Background of the Study

As one of the fastest growing economic sectors, tourism discourse finds itself as being one of the most widespread public discourse (Teodorescu, 2014). Tourism discourse is purposely similar with advertising discourse where the language used is aimed to persuade and lure the readers or the viewers. As stated by Teodorescu (2014), tourism discourse meets the characteristics of advertisement discourse which are to capture attention, maintain interest, create desire and finally get action. Przeclawski, 1993) stated in Scripta Manent 2018 previously stated that from a linguistic perspective, the increasing influence of tourism and its recognition as a social practice, the marketization of public discourse and the growing impact of the media, have resulted in a firmer grounding of tourism as discourse.

Indonesia, as a tropical country with more than 17.000 islands has taken advantage of its geographical position in tourism sector. As in February 2018, according to Indonesia Tourism Minister Arief Yahya, tourism sector is targetted to increase national income around 20 billion USD in 2019. In order to achieve

this target, various promotional materials are created to lure potential visitors, one of it is through the use of internet.

According to 4 Year Presidential Report (2018), the number of international visitors to Indonesia has reached 10,58 million visits by the end of August 2018 and under the branding known as “*Wonderful Indonesia*”, Indonesia Ministry of Tourism has received 98 awards worldwide. One of it is in November 2018 where Indonesia is regarded as one of the top ten best country to be visited in 2019, the award was given by Lonely Planet in World Travel Market conducted in London. All of this success cannot be separated from the strategy used by the Ministry of Tourism, which is through digital marketing. The acts of promotion are done mainly through internet, such as website and YouTube channel.

Since 2011, Indonesia Ministry of Tourism created a YouTube channel as a tool to promote Indonesia tourism to reach bigger audiences, especially international tourists. The channel is administered under the account: Indonesia.Travel. By the end of February 2019, it has reached around 87.000 subscribers and 247 videos have been uploaded which most of them are using either English narration (also known as verbal text). These videos have been successfully attracted more visitors to Indonesia. In 2017, the video entitled “*Wonderful Indonesia: The Journey to a Wonderful World*” received two awards from UNWTO under the categories of Best Tourism Video in East and Pacific Asia and People Choice Award.

Following the success of this digital marketing done through videos, the researcher believes that it cannot be separated from the quality of the videos

uploaded in the channel. These videos are not only contained moving images that intended to lure the viewers, but they are also accompanied with verbal text which enhanced the level of attractiveness to the viewers. Brown (1993: 3596) defines voice-over as “narration spoken by an unseen narrator in a film or television program; the unseen person providing the voice”. The researcher believes that language used in the voice-over/verbal text play an important role in the videos, also it adds the aesthetic values of the video.

According to Dann (1996, p. 2), it is stated that tourism is an “act of promotion” which has “a discourse of its own”; of course, “the language is tourism attempts to persuade, lure, woo and seduce millions of human beings, and, in doing so, convert them from potential into actual clients”. This research focuses on the English language used as the verbal text in the promotional videos created by Indonesia Ministry of Tourism. In this study, the researcher analyzes the realization of Appraisal found in the verbal text of Tourism Promotional Videos created by Indonesia Ministry of Tourism.

This work was done according to the Appraisal theory developed by Martin and White (2005). Appraisal theory is a theory of language evaluation that was developed from Interpersonal Meaning under Systemic Functional Theory by Halliday (1994). Martin and White (2005) in their book entitled “The Language of Evaluation” stated, interpersonal meaning is concerned with negotiating social relations: how people are interacting, including the feelings they try to share. There are three subtypes of Appraisal, they are Attitude, Engagement and Graduation. Martin and White (2005) explains these three sub-types as follows:

“Attitude is concerned with our feelings, including emotional reactions, judgements of behaviour and evaluation of things. Engagement deals with sourcing attitudes and the play of voices around opinions in discourse. Graduation attends to grading phenomena whereby feelings are amplified and categories blurred.”

This study only focused on the appraisal system, especially which attitudinal resource is mostly used in tourism discourse. In this case, the researcher uses the verbal text found in tourism promotional videos. Another reason is in order to give in depth analysis about the attitudinal resources found in this particular tourism discourse. This research shows the percentage of each attitudinal resources found in the clauses. Then, the researcher analyzes the relation between the characteristics of tourism discourse and the types of attitude found in the verbal text of Tourism Promotional Videos created by Indonesia Ministry of Tourism.

1.2 Reasons for Choosing the Topic

There are several reasons why the topic *“Attitude of Tourism Promotional Videos: Wonderful Indonesia”* has been chosen.

Firstly, as stated in the background of the study, Tourism has been regarded as one of the most growing economic sector both in Indonesia and globally. The researcher personally has been interested in the tourism discourse because it is intended to attract and persuade tourists to come to Indonesia and it means that Indonesia will be more known globally. Also because the English language used in tourism discourse tends to be hyperbolic and beautiful, it makes

the researcher wanted to dive deep into the language choice and analyze the meaning behind each clause.

Secondly, the researcher chose verbal text in the videos created by Indonesia Ministry of Tourism as the object of the study because by looking at the number of viewers, likes and the significant awards given to the Ministry of Tourism, these videos have definitely been a success thus they are worthy to be studied. As a language student, the researcher thinks that it is important to know how appraisal: attitude are realized in tourism discourse and how language operates in various discourse, especially tourism discourse.

Lastly, the researcher wants to learn deeper about tourism discourse, as well as to know and to give a better understanding on how to analyze spoken discourse (verbal text) using Appraisal Theory.

1.3 Research Questions

The problems discussed in this study can be stated as follows:

- (1) What is the realization of Attitude in the verbal text of tourism promotional videos: *Wonderful Indonesia*?
- (2) What is the relationship between attitude found in the verbal text of tourism promotional videos: *Wonderful Indonesia* – and the characteristic of tourism discourse?

1.4 Objectives of the Study

The aims of this study are:

- (1) to identify the realization of Attitude found in the verbal text of tourism promotional videos: *Wonderful Indonesia*
- (2) to explain the relationship between Attitude found in the verbal text of tourism promotional videos: *Wonderful Indonesia* – and the characteristic of tourism discourse

1.5 Significance of Study

Theoretically, this study provides the attitude analysis of clauses in the verbal text of tourism promotional videos: *Wonderful Indonesia*. Particularly, analysis of Attitude, including Affect, Judgement and Appreciation are presented in this research. Attitude which lies under the Interpersonal meaning shows us if the writer admire, criticize or condemn something. The types of process constructed in the instructional clauses cause language differences, which will eventually lead to the differences of knowledge in the text. This study, however, can be used for readers who are interested in a similar study.

Practically, this study can be useful for students of English Department as future teachers who are interested in the study of meaning or in tourism discourse. Hopefully, this research of appraisal analysis in verbal text of tourism promotional videos can be used as one of the references for them who are interested to do a similar study.

Pedagogically, this study can be useful in the context of English for Tourism Purposes. This study hopefully can be one of the references for them who are interested in conducting similar research. This study can be useful for the teachers or students of tourism, also for them who are interested in linguistic studies.

1.6 Limitations of the Study

In this study, the researcher focuses to analyze the appraisal aspects found in the verbal text of tourism promotional videos: *Wonderful Indonesia*. Three promotional videos of *Wonderful Indonesia* in *Indonesia.Travel* channel was transcribed and analyzed by the Martin and White theory of Appraisal (2005). The analysis of this tourism discourse was based on Dann in his book about *The Language of Tourism* (1996). This study focuses only on the verbal text eventhough the data were taken from videos; the multimodal aspect is not covered in this research.

1.7 Outline of the Report

This study consists of five chapters. Chapter I is introduction which explains about the background of the study, reasons for choosing the topic, statements of the problem, objectives of the study, significance of the study, limitation of the study and outline of the study.

Chapter II presents the review of related literature which contains review of the previous studies, review of the related theories, and theoretical framework. Meanwhile, chapter III presents the methods of investigation which includes the

approach of the study, object of the study, data sources, procedures of collecting data, procedures of analyzing data, and procedures of reporting the result.

Chapter IV presents the findings and discussions of findings supported by the analysis. Finally, chapter V presents the conclusions of the study, some suggestions in relation to the findings of the study.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter deals with review of previous studies and the relevant literature related to the research. There are several parts in review of related theory those are, systemic functional linguistics, appraisal system, and tourism discourse.

2.1 Review of Previous Studies

Some studies related to this study have been conducted in recent years. These studies vary from using appraisal framework in the public advertisement discourse, online product advertisement and also the realization of appraisal in spoken discourse which are in this case Obama's inaugural speech.

In 2013, Hai Bin Wu conducted a study using appraisal framework entitled "Appraisal Perspective on Attitudinal Analysis of Public Service Advertising Discourse". The writer used quantitative and qualitative method. The research aimed to analyze the attitudinal meaning of public advertising discourse using the Appraisal Framework with a view to reveal how linguistic elements realizes the appraisal meaning and what attitudinal value is most occurred in the public service advertising discourse. The data were analyzed in the form of clauses and sentences. The research showed that more attitudinal values occurring in the categories of judgement rather than affect and appreciation.

The next research used as a reference is a study conducted by Baramee Kovichai (2014) from Thailand. The study entitled "Evaluative Language in Online Product Advertising Discourse". The aim of this research is to investigate

the language of evaluation in online product advertisements. The writer took the data from amazon.com, where 100 product descriptions of best-sellers in the computer and accessories department were being analyzed. First, the product descriptions were uploaded into the UAM Corpus Tool (O'Donnell, 2008). Then, the words or phrases which have evaluative meanings were coded using the coding function in the application and categorized according to their semantic groups. The result showed that five categories of evaluative meanings are used to describe products: emotive impact, aestheticism, quality, convenience and cost-effectiveness. The study also showed that quality and convenience are the most salient types of evaluative meanings, indicating that these two are the most important features of computers and accessories.

The researcher also studied the research conducted by Hadidi and Mohammadbagheri-Parvin in 2015 entitled "Systemic Functional Linguistics as Interpersonal Semantics: Appraisal and Attitude in The Stylistic Analysis of an English Novel" which had succeeded to reveal the attitudinal modes found in The Great Gatsby novel. The data includes frequencies and percentages of each of the attitudinal modes used in each character's discourse. The whole novel was scrutinized manually to extract and lay bare attitudinal patterns of the whole text, and then after the discursive and linguistic analysis of the corpus, the numerical analysis of the data was conducted. The total number of each occurrence were counted using Microsoft Word software. From this quantitative-qualitative study, it was found that attitude was deployed in the expected order of Appreciation,

Judgement and Affect and also that Attitude was stylistically indicative of and worked in line with character and context within the novel.

The use of Appraisal Framework is not only for written but also spoken discourse. In order to have a better understanding about this particular topic, a research conducted by Ida Rohmawati (2016) has been studied. This descriptive qualitative study entitled “Appraisal Devices Realizing Attitudes in Barack Obama’s Inaugural Speech” aimed to describe and analyze Obama’s attitude towards phenomenon happened in America and the world realized in speech using the Appraisal Framework. The data were taken from the transcribed speech which were then being broken down into manageable clauses. Then, these clauses were analyzed using Appraisal Framework. This research concluded that there were 323 clauses consisted of 51 Affects, 155 Judgements and 117 Appreciations. Positive Attitudes in the speech were used more than Negative Attitudes. Rohmawati (2016) also concluded that Obama gave priorities to Positive Attitudes in presenting his speech because he was optimistic that the obstacles in his country would be solved and the condition in America would be better.

The last and recent research that plays an important role in conducting this study was done by Agata Krizan in 2016. Krizan conducted a quantitative qualitative study entitled “The Language of Appraisal in British Advertisements: The Construal of Attitudinal Judgement”. His study aimed to explore the occurrence and frequency of use of attitudinal judgement in British advertisement texts. The article focouses on the judgement categories of capability and propriety, as the research described concludes that they are the most frequently occurring of

the judgement categories. The data were taken from 200 randomly selected printed advertisements appeared in British women's magazines which comprises around 15.000 words in total. The textual sections were transcribed and analyzed. Then, within these attitudes, all the attitudes of judgement were identified and coded in terms of judgement subcategories, attitudinal status (positive/negative) and type of attitudinal realization (explicit/implicit) following the Martin and White (2005) Appraisal Model. A coding tag was provided next to each identified judgement and then these tags were counted in each advertisement to obtain the total number of occurrences. Finally, the average frequency of occurrence of judgement categories were calculated by using the arithmetic means formula to establish their patterns and preference of use. The results show that the judgement categories of capability and propriety greatly prevail over the categories of normality, tenacity and veracity. This study has demonstrated the important social role appraisals play in advertisements by directly and indirectly revealing the value system, social roles and relationships of the participants.

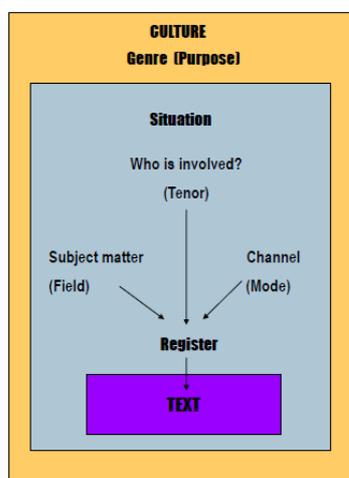
2.2 Reviews of the Related Theory

In this section, some related literature which was taken from the library and internet are presented. As a note, the researcher conducted the analysis mainly using the Appraisal Theory especially focus on Attitude System by Martin and White (2005). However some related theory are also presented in this section, they are SFL (Systemic Functional Linguistic) which was the main theory

Appraisal System developed from. The theory about Tourism and Advertisement Discourse are also presented.

2.2.1 Systemic Functional Linguistics

In the 1960's, an English-born linguist known as Michael Halliday developed SFL (Systemic Functional Linguistics) model of language. According to his theory, Halliday describes language as a semiotic system, not just a system of signs as being told in traditional grammar, but it is a systemic resource for meaning. SFL concerns in how meanings are created in a text, by looking through the context because in SFL text and context are closely related. By studying SFL, it will help us understand how text works to create meanings.



(Halliday, 1994)

Figure 2.1 The Illustration of Text and Context

On the figure above, it is shown the relationship between text and context. The context of situation includes: field, tenor and mode. Before discussing about the context, we should know first what is meant by text. According to Neubert (1992), "Text are used as a tools and, at the same time, they reveal the tool-user.

They communicate something and about someone”. An effective communication can be achieved only if the reader or the listener understands the meaning through text. This is where SFL performs to check the accuracy of the text.

Halliday and Hasan (1976:1-2) states that text is a term used in linguistics to refer to any passage spoken or written, or whatever length, that does form a unified whole. According to this definition, text is not only written but also spoken. When we communicate spoken or written, we are actually constructing a text. Our choice of words matter and it really depends on the context of situation. Field, tenor and mode are register variables that explain the context of situation in a text (Gerrot and Wignell, 1994:12). Field talks about what is going on in the text, tenor talks about who is taking part and mode talks about how language is being used, whether it is spoken or written text. In this research, we can deduce the field is about a tourism promotional text, and the tenor is it is narrated by Indonesian tourism ministry to allure potential tourists to visit Indonesia, and the mode is it is spoken text.

According to Systemic Functional Linguistic, there are three kinds of meaning: textual, ideational and interpersonal. Field is related to the ideational meaning, tenor is related to interpersonal meaning and mode is related to textual meaning. Utami (2014) states that the discussion of interpersonal meaning in the text will give us perspective on how language takes a great influences of interpersonal relationship among people. Interpersonal meaning is about how we use language to interact with other people, wheter it is to establish and mantain

relationship, to influence their behaviour, also to express, elicit or change point of view of various things in the world.

Speaker's attitude and judgements can be analyzed through looking at the interpersonal aspects because interpersonal meaning also relates to the speaker's stance in judging or evaluating someone or something as told by Gerrot and Wignell (1994:13), "Interpersonal meanings are meanings which express a speaker's attitudes and judgements". The speaker's evaluation about something or someone is known as Appraisal (Language of evaluation). Interpersonal meaning (Mood and Modality) in SFL is the main theory which later is more specified through appraisal system developed by Martin (1997).

2.2.2 Appraisal System (Attitude)

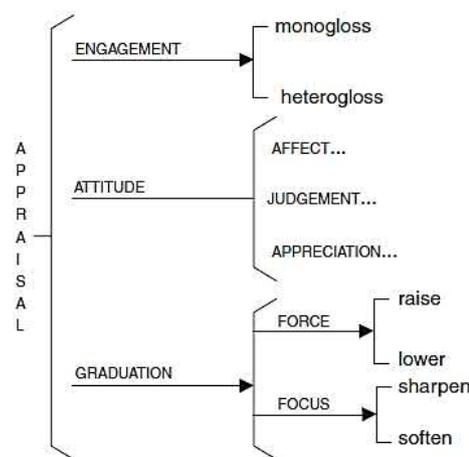
The Appraisal theory is involved with the interpersonal meaning in language use, for example how certain attitudes are being expressed in a spoken/written text. Martin and White (2005) in their book "*The Language of Evaluation*" explains that:

"Appraisal is concerned with how writers/speakers approve and disapprove, enthuse and abhor, applaud and criticize, and with how they position their readers/listeners to do likewise. It is concerned with the construction by texts of communities of shared feelings and values, and with the linguistic mechanisms for the sharing of emotions, tastes and normative assessments. It is concerned with how writers/speakers construe for themselves particular authorial identities or personae, with how they align or disalign themselves with actual or potential respondents, and with how they construct for their texts an intended or ideal audience."

The Appraisal Theory includes a collection of semantic resources. Yumin (2009) cited from Martin and Rose (2007a: 25) explains that Appraisal is

concerned with ‘evaluation – the kinds of attitudes that are negotiated in a text, the strength of the feelings involved and the ways in which values are sourced and reader aligned’. These include gradable resources to evaluate people, places and things in our experience (Attitude), to adjust our commitment to what we evaluate (Engagement) and to turn up or down the volume of what we evaluate (Graduation).

The system of Attitude is concerned with emotional responses, judgements of human behaviours and evaluations of products and processes, known as: Affect, Judgement and Appreciation. The Engagement relates with the source of the attitude while Graduation deals with how attitude is being amplified. However, this research only focuses on the system of Attitude in order to reveal how attitude are being used in tourism promotional videos. These attitude now have been known as emotions, ethics and aesthetics. To better understand about the Appraisal, take a look at the diagram by Martin and White (2005) below:



(Martin and White, 2005)

Figure 2.2 Appraisal Framework

In verbal communication, Attitude is realized through the lexis (a term in linguistics for the vocabulary of a language) and mental process of reaction (Yumin, 2009). Attitude can be directly inscribed and indirectly invoked through different strategies. In the tri-stratal system of language, Attitude is realized through explicit (inscribed) or implicit (invoked) means at the level of lexicogrammar (Macken-Horarik 2003; Martin 2000a; Martin and White 2005; Page 2003). Here are some of the examples taken from Yumin (2009)

<i>a magnificent palace</i>	}	Directly inscribed
<i>the servant is honest</i>		
<i>the child went home happily</i>		

Martin and White (2005: 61-68) cited in Yumin (2009) explore the variations of invoking attitudinal meanings, including: the use of lexical metaphor, the use of non-core vocabulary infused with manner and counter-expectancy, and the deliberate selection of ideational meanings in affording an Attitude.

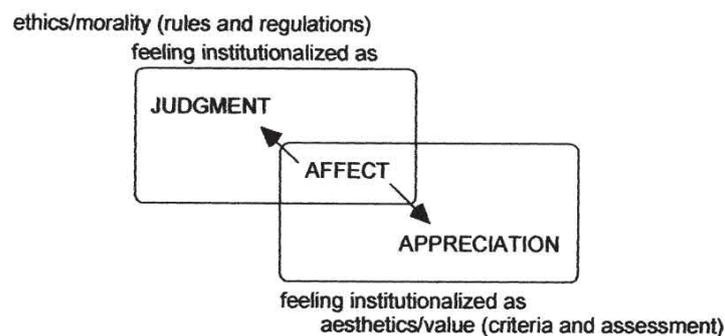
2.2.2.1 Affect

Affect involves the expression of feelings. They might be the feelings of the speaker/ writer or the feelings attributed to another (Derewianka, 2007). Affect usually being realized as adjectives, verbs, adverbs or nominalizations. Martin (2000a) cited in Yumin (2009) identifies the six factors to classify Affect:

1. whether the emotions are construed as positive or negative (e.g. *satisfied* vs. *upset*)
2. whether they are realized as an emotional surge or as an internal disposition (e.g. *attentive* vs. *satisfied*)
3. whether the feelings are reactions to a certain emotional stimulus or as an undirected ongoing mood (e.g. she *disliked* swimming vs. she was *upset*)
4. whether the emotions involve a reaction to an existing stimulus or an intention towards a prospective stimulus (e.g. she *liked* meeting new friends vs. she *looked forward to* meeting new friends)
5. whether the emotions are concerned with un/happiness (e.g. *misery/cheer*), in/security (e.g. *nervous/confident*) or dis/satisfaction (e.g. *bored with/satisfied*) and the degree of intensity of emotions (e.g. from low through medium to high values: *dislike* < *hate* < *loathe*)

Macken-Horarik (2003) states that Affect focuses on the feelings and emotional dispositions of the persons, that is why they are so important in creating the reader's empathy. Affect usually corresponds with characters'/readers'/listeners' internal evaluations of events. Each Attitude involves positive or negative feeling and that Judgement and Appreciation could be interpreted as institutionalized Affect which have developed to socialize individuals into various uncommon sense communities of feeling. Judgement recontextualized to control behaviour, for example what we should and should not do. On the other hand, Appreciation recontextualized to manage taste (Martin, 200a). Affect concerns the 'resources for expressing feelings', whilst both

Judgement and Appreciation are to do with the resources for ‘judging character’ and for valuing the worth of things’ respectively (Martin and Rose 2003: 24). To understand this concept, take a look at the following figure by Painter, Page and Macken-Horarik.



Source: Martin and White (2005)

Figure 2.3 Attitude

Martin and White (2003) states that Affect can be differentiated into three, they are Affect as ‘quality’, affect as ‘process’ and affect as ‘comment’. Here are the sub-division:

Affect as ‘quality’

- describing participants *a **sad** captain* epithet
- attributed to participants *the captain was **sad*** attribute
- manner of processes *the captain left **sadly*** circumstance

Affect as ‘process’

- affective mental *his departure **upset** him* process(effective)
- he **missed** them* process (middle)
- affective behavioural *the captain **wept*** process

Affect as ‘comment’

- desiderative ***sadly**, he had to go* modal adjunct

2.2.2.2 Judgement

Judgement is concerned with the evaluative meanings, whether it is positive or negative and it constures the attitudinal positioning towards human characters and behaviours. According to Martin (1997:23; Martin 2001, 2004), Judgement concerns human behaviour which may be formalized ideationally as rules and regulations in a given culture and become part of the field. Judgement is divided into two categories, i.e. ‘social esteem’ and ‘social sanction’. Social esteem includes normality, capacity and tenacity. On the other hand, judgement of social sanction includes veracity and propriety. See the table below (Martin and White, 2005):

A. Judgement of Social Esteem

Table 2.1 Judgement of Social Esteem

SOCIAL ESTEEM	Positive [admire]	Negative [criticise]
normality 'how special?'	lucky, fortunate, charmed ...; normal, natural, familiar ...; cool, stable, predictable ...; in, fashionable, avant garde ...; celebrated, unsung ...	unlucky, hapless, star-crossed ...; odd, peculiar, eccentric ...; erratic, unpredictable ...; dated, daggy, retrograde ...; obscure, also-ran ...
capacity 'how capable?'	powerful, vigorous, robust ...; sound, healthy, fit ...; adult, mature, experienced ...; witty, humorous, droll ...; insightful, clever, gifted ...; balanced, together, sane ...; sensible, expert, shrewd ...; literate, educated, learned ...; competent, accomplished ...; successful, productive ...	mild, weak, whimpy ...; unsound, sick, crippled ...; immature, childish, helpless ...; dull, dreary, grave ...; slow, stupid, thick ...; flaky, neurotic, insane ...; naive, inexperienced, foolish ...; illiterate, uneducated, ignorant ...; incompetent; unaccomplished ...; unsuccessful, unproductive ...
tenacity 'how dependable?'	plucky, brave, heroic ...; cautious, wary, patient ...; careful, thorough, meticulous tireless, persevering, resolute ...; reliable, dependable ...; faithful, loyal, constant ...; flexible, adaptable, accommodating ...	timid, cowardly, gutless ...; rash, impatient, impetuous ...; hasty, capricious, reckless ...; weak, distracted, despondent ...; unreliable, undependable ...; unfaithful, disloyal, inconstant ...; stubborn, obstinate, wilful ...

(Martin and White, 2005)

B. Judgement of Social Sanction

Table 2.2 Judgement of Social Sanction

SOCIAL SANCTION 'mortal'	Positive [praise]	Negative [condemn]
veracity [truth] 'how honest?'	truthful, honest, credible ...; frank, candid, direct ...; discrete, tactful ...	dishonest, deceitful, lying ...; deceptive, manipulative, devious ...; blunt, blabbermouth ...
propriety [ethics] 'how far beyond reproach?'	good, moral, ethical ...; law abiding, fair, just ...; sensitive, kind, caring ...; unassuming, modest, humble ...; polite, respectful, reverent ...; altruistic, generous, charitable ...	bad, immoral, evil ...; corrupt, unfair, unjust ...; insensitive, mean, cruel ...; vain, snobby, arrogant ...; rude, discourteous, irreverent ...; selfish, greedy, avaricious ...

(Martin and White, 2005)

Halliday's work on mood, modality and interpersonal metaphor provides the relation between interpersonal grammar and appraisal (Halliday 1994, Martin 1992b, 1995b; see also Lemke 1998). Modalizations of probability in Mood can be related to judgement of veracity:

He's naughty.

*He's **certainly** naughty.*

*It's **certain** he's naughty.*

*It's **true** he's naughty.*

*It's **true, honest, credible, authentic, bogus, etc.** [judgement: veracity]*

On the other hand, modalities of usuality can be related to judgements of normality:

*He's **naughty**.*

*He's **often** naughty.*

*It's **usual** for him to be naughty.*

*It's **normal** for him to be naughty.*

It's normal, average, fashionable, peculiar, etc. [Judgement: normality]

Modalities for ability and capacity:

He can go.

He's able to go.

He's capable for going.

He's strong enough to go.

He's healthy enough, mature enough, etc. [Judgement: Capacity]

On the other hand, modulations of obligation can be related to lexicalized judgements of propriety:

Go.

You should go.

You're supposed to go.

It's expected you'll go.

It'd be unfair for you to go.

It'd be corrupt, arrogant, selfish, etc. [Judgement: propriety]

2.2.2.3 Appreciation

As explained by Martin (2000a), Appreciation encompasses evaluations of either man-made or natural, concrete or abstract phenomena and processes. These evaluations can be positive as well as negative, also could be direct or invoked.

These evaluative meanings are divided into three sub-system, they are:

1. reaction, where evaluation is based on its impact or quality),

2. composition (evaluation is based on its complexity or conformity to organizational principles)
3. valuation (evaluation is based on its social value)

Appreciation defines the aesthetic quality of text, performances and natural phenomena ('remarkable, desirable, harmonious, elegant, innovative', etc). Take a look at this table to understand the realizations of appreciation. (Martin and White, 2005)

Table 2.3 Types of Appreciation

	Positive	Negative
<u>Reaction:</u> impact 'did it grab me?'	arresting, captivating, engaging ...; fascinating, exciting, moving ...; lively, dramatic, intense ...; remarkable, notable, sensational ...	dull, boring, tedious ...; dry, ascetic, uninviting ...; flat, predictable, monotonous ...; unremarkable, pedestrian ...
<u>Reaction:</u> quality 'did I like it?'	okay, fine, good ... lovely, beautiful, splendid ...; appealing, enchanting, welcome ...	bad, yuk, nasty ...; plain, ugly, grotesque ...; repulsive, revolting, off-putting ...
<u>Composition:</u> balance 'did it hang together?'	balanced, harmonious, unified, symmetrical, proportioned ...; consistent, considered, logical ...; shapely, curvaceous, willowly ...	unbalanced, discordant, irregular, uneven, flawed ...; contradictory, disorganised ...; shapeless, amorphous, distorted ...
<u>Composition:</u> Complexity 'was it hard to follow?'	simple, pure, elegant ...; lucid, clear, precise ...; intricate, rich, detailed, precise ...	ornate, extravagant, byzantine ...; arcane, unclear, woolly ...; plain, monolithic, simplistic ...
<u>Valuation</u> 'was it worthwhile?'	penetrating, profound, deep ...; innovative, original, creative ...; timely, long awaited, landmark ...; inimitable, exceptional, unique ...; authentic, real, genuine ...; valuable, priceless, worthwhile ...; appropriate, helpful, effective ...	shallow, reductive, insignificant ...; derivative, conventional, prosaic ...; dated, overdue, untimely ...; dime-a-dozen, everyday, common; fake, bogus, glitzy ...; worthless, shoddy, pricey ...; ineffective, useless, write-off ...

(Martin and White, 2005)

Suzanne Eggin's cited in Martin and White (2003) suggested that we might think of reaction, composition and valuation in relation to mental processes – the way we look at things (our gaze). Reaction is related to affection, composition is

related to perception and valuation is related to cognition. It is important to understand that judgment evaluates behaviour while appreciation evaluates things. The source of affect is conscious participants, including persons, human collectives and institutions (Halliday & Matthiesen 1999).

Table 2.4 The Source of Affect

Persons	woman, boy, mother, striker, stalker, lawyer, client, teacher, etc.
Human collectives	family, team, platoon, class, clergy, judiciary, etc.
Institutions	government, commission, court, council, board, company, senate, etc.

(Martin and White, 2005)

The behaviour of these conscious participants is the target of judgement. Appreciation on the other side targets things, whether concrete or abstract, material or semiotic (Martin and White, 2005). Take a look at these example:

<i>he played skilfully</i>	judgement
<i>he's a skilful player</i>	judgement
<i>it was a skilful innings</i>	appreciation

The same attitudinal lexis can be used to judge or appreciate, therefore to differentiate we have to take a look at the noun as in the example below (Martin and White, 2005):

judgement	appreciation
<i>he proved a fascinating player</i>	<i>it was fascinating innings (impact)</i>
<i>he proved a splendid player</i>	<i>it was a splendid innings (quality)</i>
<i>he proved a balanced player</i>	<i>it was a balanced innings (balance)</i>
<i>he proved an economical player (complexity)</i>	<i>it was an economical innings</i>
<i>he proved an invaluable player</i>	<i>it was an invaluable innings (valuation)</i>
<i>he was an average player</i>	<i>it was an average innings (normality)</i>

<i>he was a strong player (capacity)</i>	<i>it was a strong innings</i>
<i>he was a brave player (tenacity)</i>	<i>it was a brave innings</i>
<i>he was an honest player (veracity)</i>	<i>it was an honest innings</i>
<i>he was a responsible (propriety)</i>	<i>it was a responsible innings</i>

2.2.3 Tourism Discourse and Advertisement

Tourism is more than just a leisure or professional activity, it also represents the cultural identity of a country. As stated by Manca (2016), the words which are selected to promote a tourist destination as well as the accompanying images and the way these two modes of communication are organized in a website, brochure or guidebook reflect more than just a promotional aim. According to Przeclawski (1993), the increasing influence of tourism and its recognition as a social practice, the marketization of public discourse and the growing impact of the media, have resulted in a firmer grounding of tourism as discourse. This is explained by Dann (1996: 2):

....tourism, in the act of promotion, as well as in the accounts of its practitioners and clients, has a discourse of its own. Seen in this light, the language of tourism is thus a great deal more than a metaphor. Via static and moving pictures, written texts and audio-visual offerings, the language of tourism attempts to persuade, lure, woo and seduce millions of human beings, and, in doing so, convert them from potential into actual clients.

Tourism discourse is highly persuasive because it has a main purpose to sell a tourist destination by describing a reality which has to be perceived by potential tourists as authentic and can give them illusion of living in holiday experience (Maci 2013, p. 21). Both verbal and visual communication affects the

achievement of the final purpose which is to inform, attract and persuade the potential tourist.

Since tourism discourse is highly persuasive in nature, when we talk about tourism it cannot be separated from advertising discourse. Goddard (1998:6) states that the word 'advertisement' is rooted from the Latin verb '*advertere*' which means 'to turn towards'. This study focus on tourism advertising, based on the believe that the advertiser does not only want to communicate a concept of a product or service, but also to persuade the viewer to perform an act in this case to come and travel to a particular tourism destination in Indonesia.

A tourism text is produced with the intention to allure the viewer and guide the viewer through the process of persuasion. Because of that reason, the viewer of course has to be able to comprehend the message, to accept it and to be ready to develop a positive attitude towards what is being promoted. This is the reason why language has an important function because language acts as a carrier of the advertisements. Of course, carefully selected lexis is believed to be important in creating a tourism discourse, both written and spoken.

An advertisement has at least two functions which is to inform and to persuade. Informative advertisements are created to give the viewer information about goods, services or ideas and tell people how to get them. On the other hand, persuasive advertisements are created not only for potential customers to buy but also directed to sell services, ideas, norms and values. As cited by Gajendar Singh Chauhan (2010), an advertisement should have four functions: AIDA, which

represent ‘Attention, Interest, Desire and Action’. The AIDA model was developed by an American businessman,

E. St. Elmo Lewis in 1898. It has a main purpose to optimize sales calls, specifically the interaction between the seller and buyer related to the product.

The explanation is as follow:

Attention : It should attract the consumer to direct their attention to the product being advertised

Interest : The introduction and publicity of an advertisement should arouse consumers’ interest

Desire : It should stimulate consumers’ desire and make them have an illusion that the product being advertised is what they need

Action : It is supposed to make consumers respond to the advertised information

Graham M. S. Dann (1996: 6-32) in his book entitled “*The Language of Tourism: A Sociolinguistic Perspective*” explained that the conversion of any person to a tourist is reflected in four major sociological perspectives on tourism, i.e. in the perspectives of authenticity, strangerhood, play and conflict. Those perspectives explained as follows:

1. The authenticity perspective

The authenticity perspective is related to the work of MacCannel (1989), who claims that the main tourists’ motivation is the search of authenticity (cited from Dann 1996: 7-11) although, for the sake of tourism, the real life of the

others has been largely manipulated and commercialized. MacCannel further explains that the language of tourism enhances the impression of authenticity through abundant explicit expressions as follow:

this is a **typical** native house; this is the **very** place the leader fell; this is the **actual** pen used to sign the law; this is the **original** manuscript; this is the **authentic** Tlingit fish club; this is a **real** piece of the **true** Crown of Thorns.

2. The stranger hood perspective

The strange hood perspective underlines that a driving motivation to travel is the search for strangeness and new experiences (Dann 1996: 12-17). However, many people cannot deal with a foreign culture and they prefer organized package holidays. Something new and exotic is always reflected in the language of tourism, mainly in descriptions of places and people. Cohen (1983) pinpoints the qualifying adjectives such as: *'untouched by civilization'*, *'remote and unspoiled'*, *'colourful'*, *'picturesque'*, *'quaint'*, *'fascinating'*, *'almost unknown'*, *'newly discovered'* ... All of this lexis contributes to the image of novelty and strangeness of the tourism destination being offered.

3. The play perspective

This perspective sees tourism as a game and provides tourists with unique experience, which do not often match cultural and natural conditions of the visited destinations. Spectacle is one of the key terms as stated by Urry (1990), as a result holiday resorts compete in providing a variety of visual experiences. As a consequence, Urry's post-modern tourism is also about

playing with reality, how to allure potential tourists' interpretations. Dann and Potter (1994) provide an example of tourism communicative events in Barbados that do not respect the culture and history of the native people. Take a look at this excerpt illustrated by the show for tourist entitled "The Plantation Tropical Spectacular":

... the plantation, once the scene of iniquitous black slavery, has now been transformed into a carnival centre of entertainment, where male slaves are depicted as engaging solely in limbo and fire-eating surrounded by jolly pirates. The female slaves in their turn are represented by seductive dancers in two-piece sequined costumes and exotic feather-fashioned head-dresses (Dann, 1996: 23).

4. The conflict perspective

This perspective claims that discourse is shaped by ideology and is subjected to power relations, social and institutional practices (Dann, 1996). The conflict perspective attempts to provide people with a chance to take a break from everyday routine and experience something new and exciting, which will create an inner conflict. Given that, the conflict concerns differences between the provided thrilling experience and the truth which can be analyzed through the language used in the promotional materials.

2.2.4 Advertisement as a Text

Attitude (Affect, Appreciation and Judgement) contrues interpersonal meaning. Interpersonal is one of three social functions performed by each clause and text as stated by Halliday and Mathiesen (2004). Interpersonal function deals primarily with the relationship between the participants and the patterns of appraisal they follow (Butt et al. 2000, 192). Appraisal has developed within the

framework of SFL (Systemic Functional Linguistics), which focuses the main role context plays in language use. The specific context encompasses:

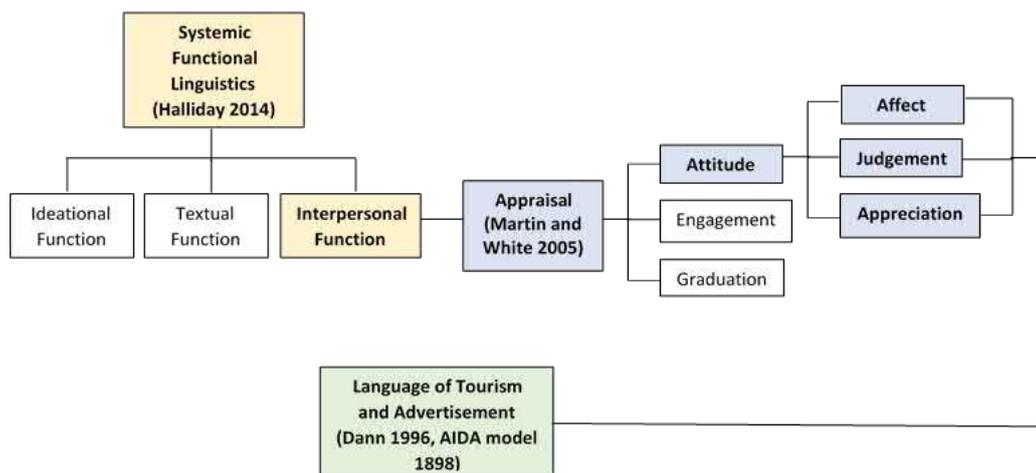
- a. The speaker's goal: the speech-act values, whether it contains information, question or command as well as other communicative and pragmatic goals of the speaker.
- b. Interaction: the social relation between speaker and hearer, what they owe each other, what they know of each other's knowledge, goals and predispositions.
- c. Discourse context: what information was processed in the preceding discourse, what can be taken for granted, what is likely to be challenged, what is important information, what foregrounds new background information and what is background (Givon, cited in Leckie-Tarry 1995, 26)

It is clear that context plays a role in how language is used in a text and to what purpose. As cited in Krizan (2016), advertising texts are no exception to this, which means that context also affects the expression of attitudes. According to Kress (1998, 107), each text is written with a particular readership in mind – hence creating an 'ideal' reading position for the reader – it follows that advertisements also create an 'ideal reader' whom they address, for whom the text is ideally intended. Eco (1979,3) also states that “the very existence of texts [...] cannot only be freely interpreted but also cooperatively generated by the addressee.” Hoey (2001) also acknowledge the importance of the relationship between the writer and the reader in writing and interpreting text, he explains that it is the relationship between the writer and the imagined reader on which

written discourse is based, within this relationship, the writer makes assumptions about the ideal reader's expectations and knowledge, and attempts to act accordingly. As stated by Krizan (2016), in advertisements as in other text, this is also reflected through the use of language, including attitudes. The careful choice of language navigates the active reader to make meanings and connections, with the ultimate goal of selling the product or service. Krizan also explained that advertisements also establish roles for the participants they engage, demand that potential consumers identify with others, and at the same time, attempt to trigger reactions, and change beliefs and values.

2.3 Theoretical Framework

This study focuses on the types of Attitude found in tourism promotional videos. The analysis is done using Appraisal Framework by Martin and White (2003), which is done after transcribing the verbal text and dividing the text to manageable clauses. From the analysis, the most frequent type of Attitude is revealed. Finally, the researcher concludes the relationship between the types of Attitude found in the text and the theory of Tourism Advertisement by Dann (1996) and AIDA advertising model that was developed in 1898 by E.St. Elmo Lewis. The theoretical framework is shown in the diagram below :



.Figure 2.4 Theoretical Framework

This study uses SFL (Systemic Functional Linguistics) that has three linguistics function namely Ideational, Interpersonal and Textual. Interpersonal function is divided into Mood, Modality and Appraisal. In Appraisal, there are three types: Attitude, Engagement and Graduation. The attitudinal resources or Attitude is investigated in order to describe the way speakers express their attitudes, share feelings or normative assessment and evaluating the worth of things and if it is expressed positively or negatively (Martin, 2005).

CHAPTER V

CONCLUSION AND SUGGESTION

The final chapter presents the conclusions from the findings and discussion in the previous chapter. It also provides the suggestions to the readers who are interested in conducting similar studies.

5.1 Conclusions

Based on the findings it can be concluded, first, Appreciation resources found to be highly occurred in the verbal text of tourism promotional videos: *Wonderful Indonesia* with a total of 83% occurrences. Appreciation in the type of Reaction highly occurred in the tourism video advertisement, with the distribution of 39%. Then, followed by Appreciation in the type of Valuation with 22% occurrences and Composition with 21% occurrences. Meanwhile, Judgement occurred 11% and only 2% of Affect.

Second, the mostly occurred attitude found in the verbal text of tourism promotional videos, which is in the Appreciation type contributes to the aesthetic quality of the video in order to achieve the final aim: language, images and sounds that are strategically combined together to inform, attract and persuade the potential tourist. The number of Appreciation found in the text shows that this type of tourism advertisements being analyzed in this research are persuasive advertisements. It can also be seen that the writer used more of a stranger hood perspective and a play perspective to allure potential tourists. The use of Appreciation in the verbal text of tourism promotional videos in order to make it

more persuasive by adding the aesthetic value of the text is also in line with the AIDA concept that was developed by an American businessman, E. St. Elmo Lewis in 1898.

5.2 Suggestions

Considering the result and significance of the study, here are some suggestions for the English teachers, students and others who have an interest in the study of Appraisal.

First, I suggest to others who have an interest in the study of Appraisal to fully comprehend the concept of Appraisal system because the subjectivity nature of Appraisal, it is hard to conduct the analysis if the researcher has not fully comprehend the concept of Appraisal especially Attitude.

Second, to other researchers who are interested in do similar studies about tourism advertisements, they could focus not only on the Appraisal system but also the Multimodal aspect of the tourism promotional videos.

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