

# CHAPTER I

## INTRODUCTION

This chapter introduces the background of the study, scope of the study, research questions, purpose of the study, and significance of the study.

### 1.1. Background of the Study

These days, the guests are free to provide comments on social media which facilitates the other guests to realize their review of the hotel. The media esteem of social media is emphasized as it has turned out to be a basic and creating vehicle for fulfilling brand-associated advocacy, supporting trusted brand ubiquity, and producing high-quality WOM (Dwivedi, 2019; Holliman & Rowley, 2014; Meire, 2019). Social media content material has been a key study area in social media marketing research, especially due to the fact social media can assist the growth of brand awareness and popularity less expensive and more quickly than conventional advertising (Liu-Thompkins, 2012). Social media have broadly been utilized as showcasing communication instruments within the shape of special content, pictures, and videos. To offer traveler goals, to get the people's interest, to advertise, and to offer items and administrations, special content is contracted (Ho & Suen, 2017). To get the rationale of the limited-time content, Mickan & Lopez (2016) suggest that in composing a promotional text, the bloggers have to take after an influential fashion, so it is able to develop the target customers' choice in acquiring the advanced things. Considered one of the procedures to do that's by the utilization of evaluation language.

Evaluation language is the act of looking at somebody or something in arrange to judge their or its qualities, victory, or needs. Evaluation language can be traded be utilized to bargain with the term 'appraisal'. In line with Mazlum & Afshin (2016) the term 'appraisal' is an umbrella term covering all evaluative uses of language. it is as often as possible carried out to evaluate the language. Evaluation language (Martin & White, 2005) offers a system that incorporates three classifications: attitude, engagement and graduation. Attitude concerns with people's feelings. It has three sub-categories: affect (emotions): to express feelings, judgment (ethics): to evaluate people's behavior, and appreciation (aesthetics): to evaluate things and phenomena. Engagement concerns with sourcing attitudes and the play of voices around conclusions in talk. It incorporates four subcategories: proclaim, disclaim, entertain,

and attribute. Graduation bargains with amplifying or lessening in terms of amount or intensity or sharpening or softening acknowledgment by the utilization of more or less indistinguishable language.

Studies regarding appraisal language were completed by many scholars, they are: Mocini (2013) provide an explanation for evaluation can be amplified with the aid of several linguistic devices that both sharpen the margins of an experiential category or intensify the means of a word, like those lexical items which consist of an assessment of intensity as part of their semantic load. The iteration of evaluative meanings constructs prosody, bringing an emotional and aesthetic color to the whole text which includes the reader and will increase the perceived value of a tourist destination. Ho & Suen (2015) state that evaluative language has a substantial presence and a key function to play in the authorities' promotional effort. Tri (2018) targeted on how the language has an effect on comments given by judges applied appraisal language. Sutikno (2021) explains in relation to interpersonal meaning, the evaluative is known as a text that negotiates social relations by conveying emotions, judgements, and appreciation. Marpaung (2022) states the development of mass media from time to time cannot be stopped. The study investigates the attitude toward online reporting.

Different from those former studies, the present study was modified into specifically carried out in Merusaka Nusa Dua social media accounts which include Instagram, and Facebook. For that reason, the researcher has purposes: 1). to describe attitude sources used by guests to review in Merusaka Nusa Dua Instagram and Facebook accounts. 2). to describe engagement sources used by guests to review in Merusaka Nusa Dua Instagram and Facebook accounts. 3). to describe graduation sources used by guests in Merusaka Nusa Dua Instagram and Facebook accounts. The implementation of the study with the resource of experiencing an internship program in sales and marketing department in Merusaka Nusa Dua.

## **1.2. Scope of the Study**

This study focuses on how expression of evaluative language used by guests in delivering review in Merusaka Nusa Dua social media accounts such as Instagram and Facebook. This study was analyze review by guests in comment section. It focused on analyzing attitude, engagement, and graduation of evaluative language.

### **1.3. Research Questions**

Based on the background and scope of the study for investigations, there are three research questions formulated in this study. They are as follows:

1. How are attitude sources expressed in Merusaka Nusa Dua social Instagram and Facebook accounts?
2. How are engagement sources expressed in Merusaka Nusa Dua Instagram and Facebook accounts?
3. How are graduation sources expressed in Merusaka Nusa Dua Instagram and Facebook accounts?

### **1.4. Purpose of the Study**

Based on the research questions above, there are three research purposes to be achieved in this study. They are as follows:

1. To describe attitude sources used by guests to review about hotel facilities and services in Merusaka Nusa Dua Instagram and Facebook accounts.
2. To describe engagement sources used by guests to review about hotel facilities and services in Merusaka Nusa Dua Instagram and Facebook accounts.
3. To describe graduation sources used by guests to review about hotel facilities and services in Merusaka Nusa Dua Instagram and Facebook accounts.

### **1.5. Significance of the Study**

The importance of the study gives advantage to the students and institution. these significances are mentioned in the following segment bellow:

#### **1.5.1. For students**

The result of this study might deliver extra data approximately the evaluation language that commonly utilized by guests in Instagram and Facebook. The student could see the most common hotel's facilities and services reviewed by the guests. Moreover, the student might learn how to recognize evaluation language. Thus, the students will be able to progress the composing ability utilizing evaluation language.

#### **1.5.2. For the institution**

The result of this study could be a useful reference of the use appraisal language resources in Instagram and Facebook for institutions, especially Undiksha.