

ATTITUDE RESOURCES USED BY GUESTS IN TRIPADVISOR FORUM

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ABSTRACT

. This study applied a descriptive qualitative, particularly content analysis research design. There were two research instruments used to obtain the data, namely: the researcher and note. The data were taken from guest's review in Tripadvisor in 10 hotels in Bali. Then, the data were analyzed in three steps proposed by Miles and Huberman (1983), namely: data reduction, data display, and conclusion/drawing verification. The results of the study show that 1) there were 54 attitude expressions used by the guest to review the hotel in Tripadvisor; 2) there are 10 steps need to be conducted for responding the bad review from the guest; and 3) there are 33 reviews about the hotel's service and facilities. This study was expected to give contribution in tourism education This study aimed at describing the appraisal language used by guest, to review the hotels, responses to the bad reviews and things being reviewed by the guests in Tripadvisor Forum.

Keywords: appraisal language, Tripadvisor, guest's review

ABSTRAK

Penelitian ini menggunakan deskriptif kualitatif, khususnya desain penelitian analisis isi. Ada dua instrumen penelitian yang digunakan untuk memperoleh data, yaitu: peneliti dan catatan. Data diambil dari ulasan tamu di Tripadvisor di 10 hotel di Bali. Kemudian, data dianalisis dalam tiga langkah yang diusulkan oleh Miles dan Huberman (1983), yaitu: reduksi data, tampilan data, dan verifikasi kesimpulan / gambar. Hasil penelitian menunjukkan bahwa 1) ada 54 ekspresi sikap yang digunakan oleh tamu untuk meninjau hotel di Tripadvisor; 2) ada 10 langkah yang perlu dilakukan untuk menanggapi ulasan buruk dari tamu; dan 3) ada 33 ulasan tentang layanan dan fasilitas hotel. Penelitian ini diharapkan dapat memberikan kontribusi dalam pendidikan pariwisata. Studi ini bertujuan untuk menggambarkan bahasa penilaian yang digunakan oleh tamu, untuk meninjau hotel, tanggapan terhadap ulasan buruk dan hal-hal yang ditinjau oleh para tamu di Forum Tripadvisor.

Kata kunci: appraisal language, Tripadvisor, ulasan tamu