

THE USE OF ATTITUDE RESOURCES IN THE NOVICE WRITER'S TOURISM BLOGS

By

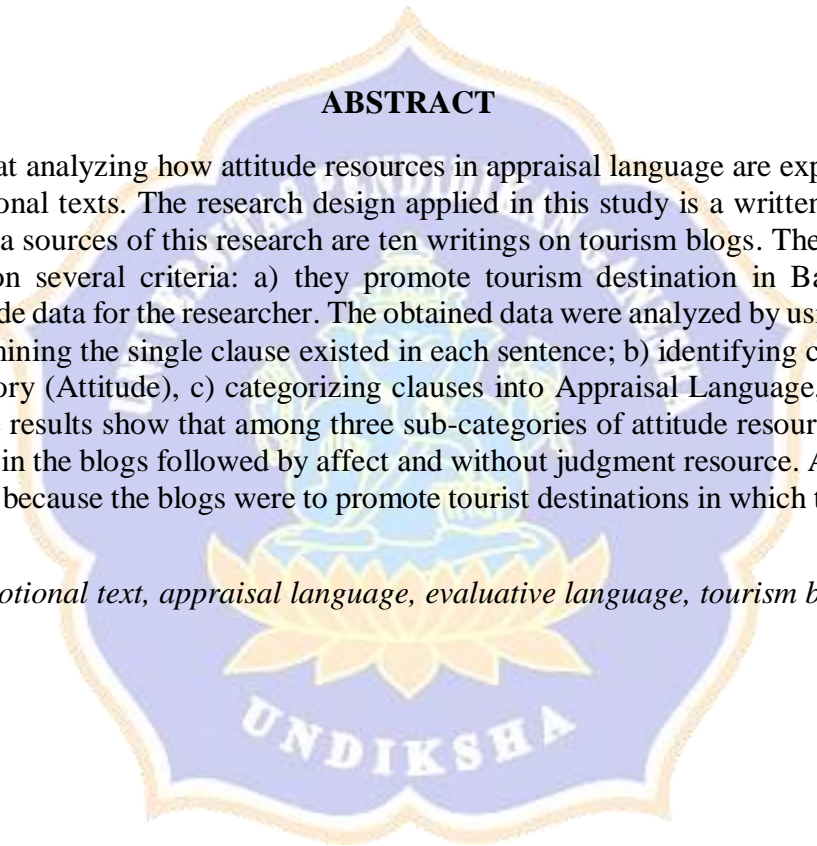
Komang Windi Wahana Putra, NIM 1802041030

Program Studi Diploma 3 Bahasa Inggris

ABSTRACT

This study aims at analyzing how attitude resources in appraisal language are expressed in novice writers' promotional texts. The research design applied in this study is a written discourse / text analysis. The data sources of this research are ten writings on tourism blogs. These writings were selected based on several criteria: a) they promote tourism destination in Bali, b) the blogs adequately provide data for the researcher. The obtained data were analyzed by using several steps, namely a) determining the single clause existed in each sentence; b) identifying clauses according to Appraisal theory (Attitude), c) categorizing clauses into Appraisal Language, and d) drawing conclusions. The results show that among three sub-categories of attitude resources, appreciation mostly appeared in the blogs followed by affect and without judgment resource. Appreciation was dominantly used because the blogs were to promote tourist destinations in which they were valued and appreciated.

Keywords: promotional text, appraisal language, evaluative language, tourism blog



THE USE OF ATTITUDE RESOURCES IN THE NOVICE WRITER'S TOURISM BLOGS

Oleh

Komang Windi Wahana Putra, NIM 1802041030

Program Studi Diploma 3 Bahasa Inggris

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan *appraisal language* di dalam blog pariwisata oleh penulis pemula. Rancangan penelitian yang digunakan dalam penelitian ini adalah analisis teks/wacana tertulis. Sumber data pada penelitian ini yaitu sepuluh blog pariwisata yang dipilih berdasarkan dua kriteria yaitu, a) penulis mempromosikan destinasi wisata yang ada di Bali, b) blog tersebut menyediakan cukup data bagi peneliti. Selanjutnya, data tersebut dianalisis menggunakan empat prosedur, a) menentukan klausa tunggal pada setiap kalimat; b) mengidentifikasi klausa tersebut berdasarkan *appraisal language* khususnya *attitude resources*; c) mengklasifikasi klausa terpilih berdasarkan bagian-bagian dari *attitude resources*; d) menarik kesimpulan. Hasil dari penelitian ini menunjukkan bahwa diantara tiga bagian dari *attitude resources*, *appreciation* paling sering digunakan di dalam blog, diikuti oleh *affect* dan tidak terdapat *judgment*. *Appreciation* paling sering digunakan karena blog tersebut secara jelas bertujuan untuk mempromosikan tempat dalam hal ini destinasi wisata (*things*).

Kata kunci: teks promosi, *appraisal language*, *evaluative language*, blog pariwisata