CHAPTER I

INTRODUCTION

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

1.1 Background of the Study

Blog is defined as a regular record of writers' thoughts, opinions, or experiences that they put on the internet for other people to read. In line with this, (Schmallegger & Carson, 2008) state that blog can facilitate people in searching for up-to-date commentary and personal thoughts on a distinct topic and are presented in a chronological order. Moreover, (Wijnia, 2004) states that blog is a recent medium of communication that combines three information patterns, consultation, registration and conversation. In addition to these definitions, many sectors of life have used blogs, such as economy, culture, social, and tourism.

Blogging in a form of promotion is often considered as a lower-cost marketing activity than traditional advertising. In tourism, blogs have widely been used as marketing communication tools in the form of promotional text. To promote tourist destinations, to achieve the people's attention, to market and to promote products and services, a promotional text is employed (Ho & Suen, 2017). This is designed (Jaganathan et al., 2014) to attract the public and eventually affect their behavior. To achieve the purpose of the promotional text, Mickan & Lopez (2016) suggest that in writing a promotional text, the bloggers should follow a persuasive style, so it can emerge the target customers' desire in purchasing the promoted items. One of strategies to do this is by using appraisal language.

Appraisal language is one of the best among others. Evaluation language can interchangeably be used to address the term 'appraisal'. According to Mazlum & Afshin (2016) the term 'appraisal' is an umbrella term covering all evaluative uses of language. It is frequently applied to evaluate the language. Appraisal language (Martin & White, 2005) provides a framework that includes three classifications: Attitude,

Engagement and Graduation. Attitude concerns with people's feelings. It has three sub-categories: affect (emotions): to express the emotions, 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 opinions in discourse. It consists of four sub-categories: Proclaim, Disclaim, Entertain, and Attribute. Graduation deals with amplifying or diminishing in terms of quantity or intensity or sharpening or softening focus by the use of more or less vague language.

Studies concerning appraisal language have been done by many scholars, especially in tourism area (see Arunsirot, 2012; Mocini, 2013; Ho & Suen, 2017; Tri, 2018; Krismayanti, 2019; Puspita & Pranoto, 2021). These studies have focused on how the experts applied the appraisal language. However, limited attention have been given on examining appraisal language written by novice writers in tourism area. Hence, the researcher desires to carry out the attitude resources in the novice writer's tourism blogs.

1.2 Research Questions

Several questions of this study can be formulated as follows.

1.2.1 What are the most types of attitude resources used in the novice writers' tourism blogs?

1.2.2 How are attitude resources expressed in the novice writers' tourism blogs?

1.3 Objectives of the Study

The objectives of this study can be described as follows.

1.3. 1 To describe the most types of attitude resources used in the novice writers' tourism blogs.

1.3. 2 To describe how the Attitude Resources are expressed in the novice writers in tourism blogs.

1.4 Significance of the study

The results of study were expected to be beneficial to the students and institution.

1.4. 1   For students

By having knowledge of attitude resources, this study can help the students to use attitude resources in writing text. Hence, the students will be able to improve the writing skill using appraisal language.

1.4. 2 . For the institution

The result of this study could be a useful reference of the use attitude resources for institutions, especially Undiksha.