

CHAPTER I

INTRODUCTION

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

1.1 Background of Study

Tourism is a tour that is carried out repeatedly or traveling around, either in a planned or unplanned manner, which can produce a total experience for the visitors or person (Meyers, 2009). Various reasons can increase people intention to travel, such as want to enjoy a view that can refresh their mind from a work routine, or want to spend time with family. Nowadays, information related to the tourist objects can be easily recognized by many people. Various sources can provide complete information and other data about a tourist attraction. One of the access is the use of tourism blogs. Usually, these blogs will provide information about the tourism sites. That is why blogs is very useful for a person or a group to promote something in an easy way.

According to Yim (2001), blog is a regularly updated website that typically run by an individual and contains a writer's opinions, experiences or activities. Nowadays, blogs become a popular "Diary Notes", which someone can easily share their writing in a public space. In blog, bloggers can promote tourism events, a culture, historical place, festival, ecotourism and potential tourism places or villages. Blogs are written in a language that is easy to understand by lot of people, that way bloggers does not look upon ages, type of work and so on. Now, many students use a blog as a platform to spread the information that they know to many people. One of the example is information in tourism field, where the superiority of a place is told in either attraction, access or amenities around it. Therefore, blogs are very important for some people to be able to dig up information or to spread information that can be useful to many people. Some of the goals of creating blogs are not only to spread information about something, but also blogs are also often used to promote something, either a product or a place so that later it can have an impact on a situation.

In carrying out a promotion by using a blogs, the bloggers, especially the novice ones are also expected to know and understand about the use of appropriate language in order to attract people's attention. One thing that can be used is to know and understand what the appraisal language is. The language of appraisal is a part of the grammar of interpersonal significance. It is concerned with the subjective role of writers in texts as they take positions against both the materials provided and the people with whom they interact. In particular, appraisal is concerned with how writers agree and disagree, praise and criticize, as well as how they put their readers or listeners (Refnaldi, 2018).

Appraisal language can be divided into three parts, namely attitude, engagement and graduation. Each of them has its own sub-sections (Martin and White, 2005). Enable to a novice writers', they expected to know at least one of the three parts of the appraisal language. One of them is engagement, where engagement is one of the evaluative languages used by the writer to be able to position himself in relation to opinions or statements conveyed by the author with the aim of enlarging or reducing the interaction space.

Engagement deals with sourcing attitudes and the play of voices around opinions in discourse (Marsakawati et al., 2019). Engagement can be divided into two, namely expansion and contraction. In expansion, a text writer actively opens dialogic space with alternative voices. Expansion has two parts there are entertain and attribute. The other part of engagement is contraction which is refers to awareness of the importance of voice in writing, as well as to enhancing their writing skills (Martin and White, 2005). Contraction also have two parts namely disclaim and proclaim.

Several studies have been conducted by experts on appraisal language (see Fauziah, Warsono and Widyanto, 2019); Lam, 2018; Ngongo, 2017; Yang, 2016; Yuliana and Gandana, 2018). However has been very little research on engagement resources in text promotion. In fact, the knowledge and skill in using engagement resources is important for novice writer to show that the writers has ability to expressing the viewpoints and dialogistic positioning to engage the readers. To fill in the empirical gap, a study on engagement resources in promotional texts by

novice writers on tourism blogs that focused on “The Use of Engagement Resources in Novice Writers Tourism Blogs” was taken.

1.2 Research Questions

Based on the background of the study, research questions of this study can be formulated as follows.

1.2.1 How are engagement resources realized in the novice writers’ tourism blogs?

1.2.2 What are the most common type of engagement resources languages used by the novice writers’ in tourism blogs?

1.3 Objectives of the Study

Based on the research questions, the objectives of this study can be described as follows.

1.3.1 To explain how the engagement resources are realized in the novice writers’ tourism blogs

1.3.2 To describe the most common type of engagement resources languages used by the novice writers in tourism blogs

1.4 Significance of the Study

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

1.4.1 For the students

The writer hopes this study can increase students’ knowledge about the use of appraisal language on tourism blogs. This kind of material is not explicitly explained at school, therefore students can use this proposal as a references and guidelines to increase information.

1.4.2 For the institution

The writer hopes this study can be useful for some institution or those who have an interest in a promotion, so that later they can add references on engagement resources that can be used in conducting or writing a promotional text.