

THE USE OF GRADUATION RESOURCES IN THE NOVICE WRITERS' TOURISM BLOGS

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ABSTRACT

This study aims to analyze the use of the appraisal language which focuses on the graduation system in the novice writers' tourism blogs and to find out what type of appraisal language is most commonly used, especially in the graduation system for promotional texts. The data used in this research were obtained from 10 promotional texts for tourist destination in Bali written by students who have good writing skills and interesting topics. The data were analyzed using qualitative research methods. Researchers have determined the clauses in each promotional text, identified clauses containing expressions about the language theory of graduation assessment, created a table containing data using graduation expressions, given italics and bold on words containing graduation then drawn conclusions. Based on the data analysis that has been done, it can be concluded that 1). There are 120 clauses in the table contained graduation expressions including force and focus 2). The type of graduation that is most commonly used in 10 promotional texts is force. The use of force in promotional texts is 99.16% obtained from data intensification of 75.83% and quantification of 23.33%. The future research is expected to find the use of the graduation system, especially in tourism texts.

Keywords: blog, promotion, appraisal language

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan *appraisal language* yang berfokus pada sistem *graduation* di blog pariwisata penulis pemula dan untuk mengetahui jenis *appraisal language* apa yang paling umum digunakan, terutama dalam sistem *graduation* untuk teks promosi. Data yang digunakan dalam penelitian ini diperoleh dari 10 teks promosi destinasi wisata di Bali yang ditulis oleh mahasiswa yang memiliki kemampuan menulis yang baik dan dengan topik yang menarik. Teknik analisis data menggunakan metode penelitian kualitatif. Peneliti telah menentukan klausa dalam setiap teks promosi, mengidentifikasi klausa yang mengandung ungkapan tentang teori *graduation appraisal language*, membuat tabel yang berisi data menggunakan ungkapan *graduation*, diberi huruf miring dan tebal pada kata yang mengandung ekspresi *graduation* kemudian ditarik kesimpulan. Berdasarkan analisis data yang telah dilakukan, dapat disimpulkan bahwa 1). Ada 120 klausa dalam tabel yang berisi ekspresi *graduation* termasuk *force* dan *focus*. 2). Jenis *graduation* yang paling sering digunakan dalam 10 teks promosi adalah *force*. Penggunaan *force* dalam teks promosi sebesar 99,16% diperoleh dari data *intensification* sebesar 75,83% dan *quantification* sebesar 23,33%. Penelitian selanjutnya diharapkan dapat menemukan penggunaan *graduation resources*, khususnya dalam teks pariwisata.

Kata kunci: blog, promosi, *appraisal language*