

CHAPTER I

INTRODUCTION

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

1.1 Background of Study

Tourism promotion is a communication activity carried out by tourism organizations that aims to influence the audience or tourist as the target market for the product offered (Sunaryo, 2013). The purpose of tourism marketing is to attract or invite local and foreign tourists by providing satisfying services. This aims to increase the number of tourists who come, stay longer and increase the amount of spending (Yoeti, 2005). According to Chusmeru (2019), tourism promotion is not only aimed at introducing a tourist destination but also fostering awareness of tourists about the important value of these destinations and tourist attraction will be determined by the extent to which the strength of the promotion.

Bali island is well-known as one of the most visited tourist destinations by foreign tourists. Unfortunately, the tourism promotion strategy in the country is currently not optimal because many new tourist attractions in the area have not been maximally exposed. In the industrial era 4.0, tourism promotion is more often done digitally or also known as e-tourism. In doing tourism promotion, it is not enough just to do it through conventional media. There need to be promotions that are right on target, promotions that are "up to date", promotions that are effective in attracting tourists to come to visit. Usually, tourists tend to find information via the internet or social media because it is easier, cheaper, and faster. Therefore, one way to promote tourism is through blogs.

According to Rosenberg (1999) a blog is a website that contains a lot of important information, not just a diary posted on the internet or a collection of links. A blog is a place to write an opinion about anything and then publish it on the internet. Writing on a blog is usually about daily activities, places, food, or anything depending on the author's interests and preferences. People who write blogs are usually called bloggers, while blogging is an activity when using a blog. Many travelers share experiences and explore the beauty of tourist attractions through writing blogs. It aims to introduce, share their experiences and sell these tourist destinations to attract tourists to visit the area. But along with the development of blogs today, it is not only for writing, but it can also be used to share pictures or videos. The creativity of the younger generation is needed in packaging a destination using attractive language on the blog so that it can attract more tourists.

To promote tourism through blogs, one of the skills that the blog writer should have is the ability to use appraisal language. Appraisal language has an important role in promoting tourism to make tourists feel attracted to visit these tourist attractions. An appraisal is an evaluative language theory developed in the functional systemic linguistic tradition which explains how language is used to evaluate a written work. According to Martin and White (2005) appraisal system consist of three categories: attitude, engagement, and graduation. Attitude is a part related to expressing emotions in writing, it has 3 subsections: affect, judgment, and appreciation. Engagement is the part that relates to how the writer positions his opinion, it has 2 subsections: expansion and contraction. Graduation is the part that relates to the strengths and weaknesses of feelings, it has 2 subsections: focus and force.

The study of the appraisal language has been conducted by several researchers who focus on attitude and engagement (see Fitriati, Solihah & Tusino, 2018; Hadidi & Mohammadbagheri, 2015; Marsakawati, Mujiyanto, Agustien & Astuti, 2018; Puspita & Pranoto, 2021), Yuliana & Gandana, 2018; However, it is unfortunate that their research does not focus on graduation. To fill these empirical gaps, the research about graduation resources in the novice writers' tourism blog was conducted. This research is important to use in promotional texts, such as blogs. Graduation is used to

assess the strengths and weaknesses of feelings in the text so that readers can see the strength of the emotions conveyed in the promotional text. Therefore, this research can attract the interest of readers as potential visitors to visit tourist destinations that are promoted on the blog and are useful for increasing knowledge about the use of appraisal language when writing promotional texts on the blog.

1.2 Research Questions

Based on the study's background, the following questions can be formulated for this study.

- 1.2.1 How are the graduation resources used by novice writers in tourism blogs?
- 1.2.2 What is the most common type of graduation in appraisal languages used by novice writers in tourism blogs?

1.3 Objectives of the Study

Based on the formulated research question, the objectives of this study as follows are.

- 1.3.1 To explain how are the graduation resources used by novice writers in tourism blogs.
- 1.3.2 To describe the most common type of graduation in appraisal languages used by the novice writers in tourism blogs.

1.4 Significance of Study

The latest results are expected to be helpful to both students and the institution.

1.4.1 For the students

The results of this study can increase students' knowledge about the use of appraisal language on tourism blogs. Students as the younger generation are expected to be able to apply knowledge of the appraisal language to write

promotion texts in tourism blogs so the readers are more interested in visiting tourist destinations that are promoted on the blog.

1.4.2 For the institution

The result of this study can be used as a guideline and reference by relevant institution when assessing the use of appraisal language in student promotional texts.

