



**A LANGUAGE APPRAISAL OF
HOTEL WEB PAGES IN INDONESIAN FIVE STARRED
HOTELS: INTERPERSONAL MEANING**

THESIS

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MASTER OF LINGUISTICS PROGRAM

FACULTY OF HUMANITIES

JEMBER UNIVERSITY

2018



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STARRED HOTELS: INTERPERSONAL MEANING**

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Presented to the Master of Linguistics Program,
the Faculty of Humanities, Jember University,
as one of the requirements to obtain
the award of Master degree
in Linguistics

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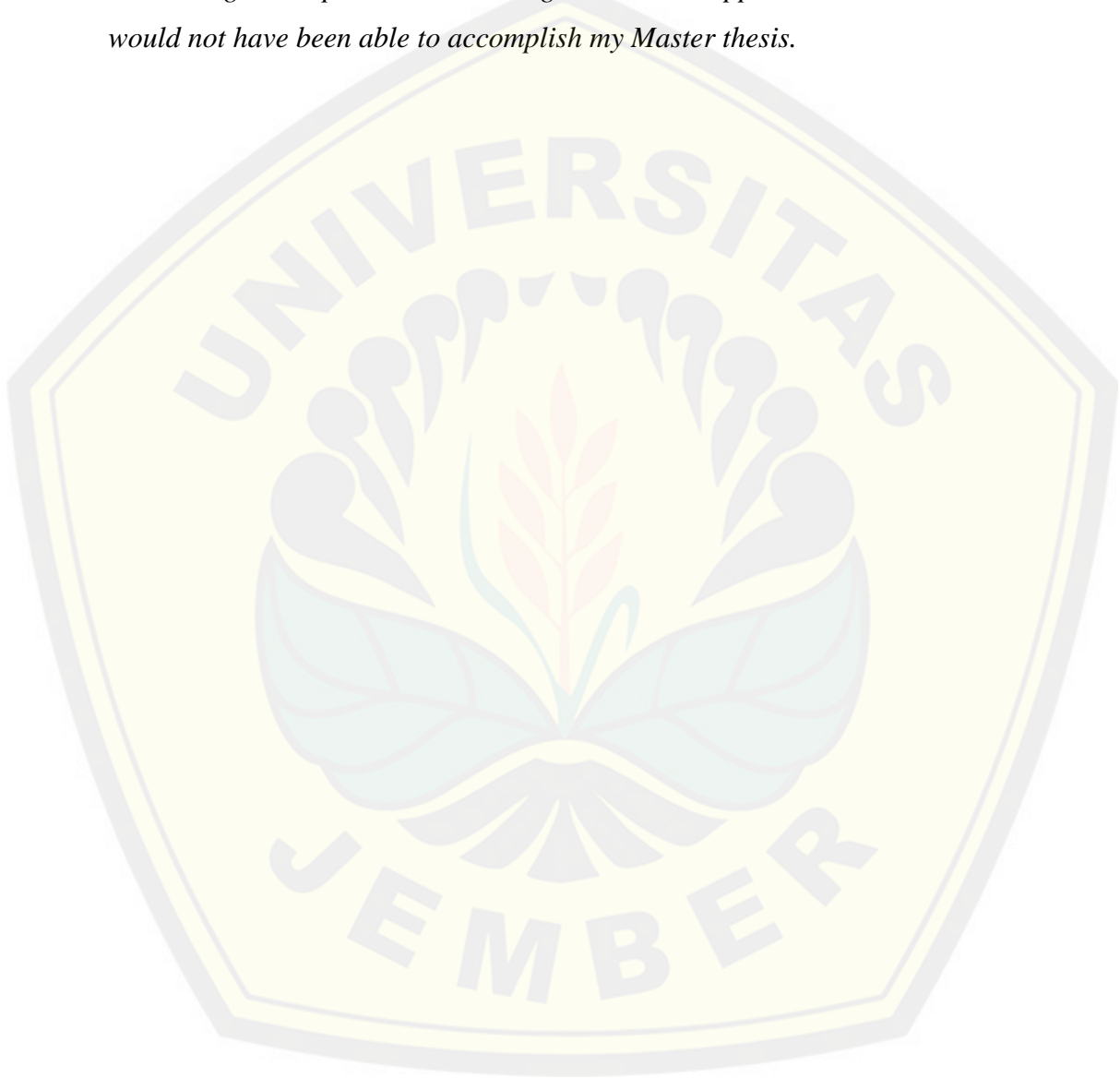
FACULTY OF HUMANITIES

JEMBER UNIVERSITY

2018

DEDICATION

This thesis is dedicated to my mother and my late father (May Allah accept him in the paradise), my husband and my children. I appreciate their everlasting love, patience, encouragement and support and without them, I would not have been able to accomplish my Master thesis.



MOTTO

“...put your trust in God, certainly, God loves those who put their trust in Him.”
(Quran 3:159)



STATEMENT AUTHENTICITY

I certify that this research is an original and authentic piece of work by the author herself. All materials incorporated from secondary sources have been fully acknowledged and referenced.

I certify that the content of the thesis is the result of work which had been carried out since the official commencement date of the approved thesis title; this thesis has not been submitted previously, in whole or in part; ethics procedure and guidelines of the thesis writing from the university and the faculty have been followed.

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CONSULTANTS' APPROVAL SHEET

**A LANGUAGE APPRAISAL OF
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INTERPERSONAL MEANING**

THESIS

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graduate program of Linguistics at the Faculty of Humanities,
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Jember, December 2018

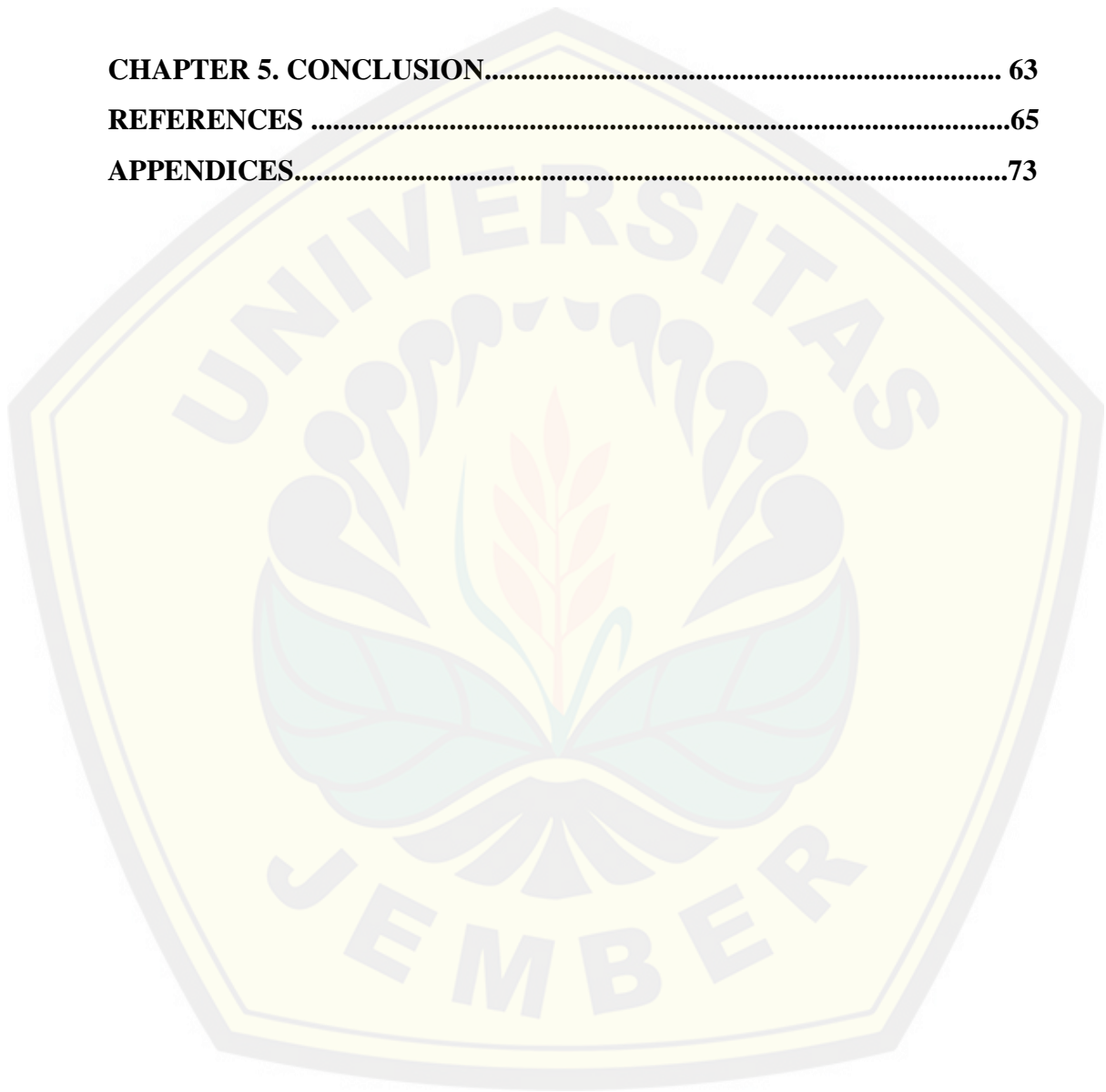
Suyik Binarkaheni

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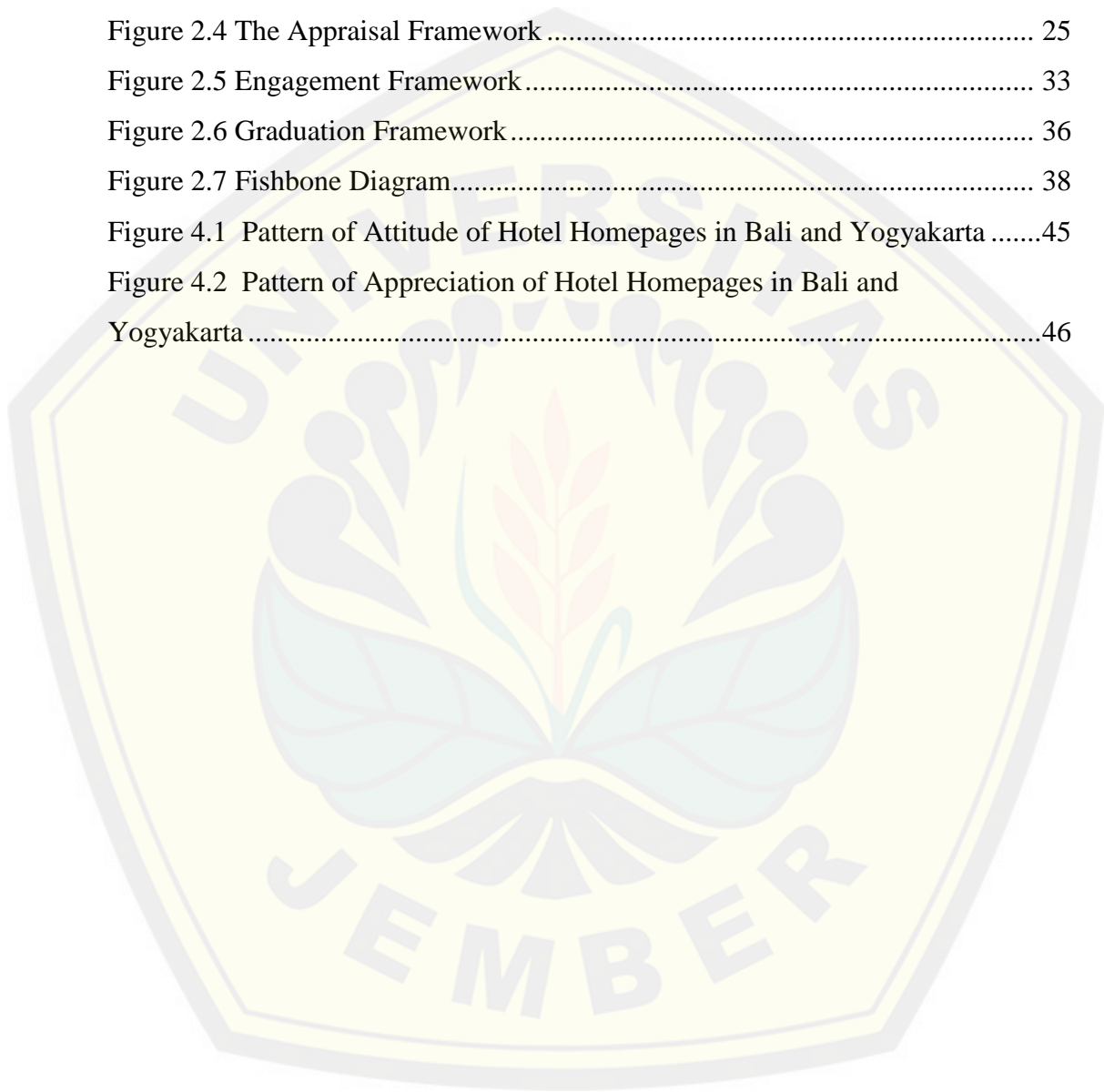


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SUMMARY

A Language Appraisal of Hotel Web Pages in Indonesian Five Starred Hotels: Interpersonal Meaning; Suyik Binarkaheni, 130120201013; 2018; 118 pages; Graduate of Linguistics Program; The Faculty of Cultural Sciences; University of Jember

In this research, I can identify the interpersonal meaning of the hotel in Indonesian webpages five starred hotels. The theory of Martin and White called Appraisal theory is used to identify the interpersonal meaning of hotel homepages realized on lexical choices of speaker/writer opinion about their hotel product. Those linguistic resources are negotiated evaluations of hotel product to construct solidarity in order to persuade the reader to purchase the hotel. The appraisal theory Martin and White (2005) is used to examine the interpersonal meaning of the hotel homepage texts. This theory examines three parameters of appraisal. They are (1) attitude, that consists of effective, appreciation and judgment, (2) graduation that consists of focus & force and (3) engagement that consists of monogloss and heterogloss.

I examine the interpersonal meaning of ten hotel homepages retrieved on 2015 – 2016. The texts contain 1.606 words. It consists of 628 nouns and 203 adjectives. I examine the evaluation language of the text through the clause that is containing an adjective, adverb, and nominalization. Based on the appraisal theory, Martin & White (2005), the interpersonal meaning of ten hotel homepages construe by the attitudinal of the appreciation reaction region. While the result of attitudinal analysis of appreciation is 95%, judgment is 1% and affective is 4%. The results of 5 (five) appreciation analysis are appreciation reaction quality 44%, appreciation of impact 11%, appreciation of composition of Balance 6%, appreciation composition of complexity is 3% and appreciation of valuation is 35%. The result of graduation and engagement is used to strengthen the interpersonal meaning of hotel as means of graduation resource is used to amplify the hotel attitude in the text and engagement is used to engage the voice

of the hotel to the reader through the lexical choice. Graduation employs force and focus. The employment of force and focus are used to assess the amplification of the quality of the hotel product. Force employs the intensification of superlatives maximization and comparative to amplify by scaling up the sense of superiority. The employment of metaphors is used to amplify the quality and build a nice relationship to the guest by giving them space to consider the quality of the hotel product before they decide to purchase them. The hotel also uses the quantification to amplify the quantity, size and scope facilities and services to strengthen the credibility. It makes feeling confidently, secure and convenient for guest to stay at that hotel. While for focus employs the specificity and authenticity. It tends to imply the unique of hotel location and hotel product and amplify the reputation of the hotel. Under circumstances of engagement, the hotel uses one tone voice, monoglossic to deliver their opinion, because of course, it is promotional text.

The hotel vision missions stated that they always do upgrading their hotel products. While the result of this research that is showing 44 % dominantly on the appreciation of quality. It implies that the interpersonal meaning of many Indonesian hotels is focused on promoting the quality of facilities and services. It has an impact to arouse the desire of the customer having a feeling of "I want it". The word "it" could be replaced by an object (object or things) in detail. The examples are (1) I want to stay in Javanese style rooms and Suite rooms, each with magnificent balcony and surrounded by a tropical garden, (2) I want to taste Indonesian culture of living etc. The detail explanation of things in the text could align the reader which means in order to persuade the reader to purchase hotel products.

CHAPTER 1. INTRODUCTION

1.1 Background of the Study

Language is used for human since their ability of communication (speaking) has developed. Language enables human to express thoughts, ideas and feeling. It is the way of human to relate to one another by means of habitually used, oral auditory and arbitrary symbol. The effective communication will be obtained when the speaker/writer and the listener/reader in encoding and decoding process have the same sense and interpretation. However, people have different personal own life, such as the way they have personally experienced things and personal emotional responses. It leads the differences ways of communication to be encoded, transmitted and decoded. Learning other signs, symbols and other languages are the solving to overcome the ineffectiveness of communication due to encoding and decoding problems. Mastering vocabulary, grammar and skillfull in using language are the implementation of learning.

A speaker /writer uses language in expressing an opinion, feeling or something. It is delivered by speech or word through oral or written form. A word can reveal what the speaker's/writer's thinking and feeling. The function of language is purposeful, that it is to engage the participant in communication. However, some people find difficulty in saying what they mean. It is because of the way, they present their ideas is really hard to evaluate. In some cases, there are many people are deliberately using various methods, both in written and orally in order to make speaker/writer opinions more convincing. Word has a function to convince the listener or reader in understanding the speaker's/ writer's points of view as clear as possible.

The explanation of the word "to evaluate" in the sixth line of the second paragraph means to ascertain the value of a certain idea in order to make ongoing communication. The values are concern about the terms or the lexis that is showed through a judgment of people behavior or thing and showing emotion. It is used to show the speaker/writer attitude, stance, point of view and feeling about the

entities or proposition of their opinion. The language evaluation has intended something positive or negative, good or bad, approval or critical entities, proportion and process. Language can control or even influence the action and the attitude of the listener at the end of the decoding. While the meaning controlling aspect of communication deals with speech act performance. Then the listener/reader will evaluate to find the worth or value, entities or proposition of the language element in the form of speech acts at that communication. The intended evaluation of written text is to identify the writer's opinion/belief/idea through the information in supporting reason, the evidence provides in the text. While Houston and Thompson (2001) identified the functions of evaluation discourse in three performances, they were: (1) It expressed the writer's values opinion, means that the value of his opinions was representing his community, (2) It constructed the relation of writer and reader and (3) It told the point of the discourse.

An Appraisal theory examines the variety of speaker's/ writer's language used in delivering an opinion, in the term of lexical choice and phenomenon. This theory is promoted by Martin and White, and It is developed within the framework of metafunction in Systemic Functional Linguistics (SFL). Halliday (1994) defines SFL as an approach to the study of the meaning-making language in use in the textual processes in social life. In SFL, the meaning of language can be seen to occur on three different levels simultaneously. One of them is an interpersonal metafunction. It deals with the what relational and positional function of language being used by the participant of the context they are involved in. They based on the role of negotiation that play by participant's utterance involve in the process of communication. The function of language is asking or giving information, services and goods, on the other hand, negotiation has language (speech) roles in human communication: giving some strangers directions, asking someone to close the door (service), expressing opinions. While Appraisal analysis concerns with the classification of evaluative language lexis. The term of lexis is not intended as appraisal as a mechanical action but it is more than its ability to construct speaker identity, to align people in ongoing

negotiations of communal life. From the participant's utterance performance, appraisal enables us to explain and describe the feeling and attitude, thus it describes the position and relationship of the participant in the context.

This research is focused on the interpersonal meaning of the language (evaluation) of hotel homepages. The appraisal refers to evaluation. This appraisal examines the interpersonal values through lexis in introductory of Bali and Yogya hotel homepage text. It identifies hotel homepage lexis (writer) that is classified in expressing positive or negative emotion or feeling (affective), giving aesthetic assessment toward things (the hotel product) and identify the judgment of writer's behavior (character) in promoting the hotel product. The three interpersonal values above are included in the first subsystem of attitude. The second subsystem is graduation, it assesses the enhancement of the quantity and intensity of lexical features on the hotel homepage in promoting their product. The last subsystem is engagement, in which it assesses the degree of lexical features commitment in promoting the hotel product. All those Appraisal tools are concerned with the assessment of the writers align or disalign themselves with the customer and how the writers construct their text for the intended customer.

Nowadays, the way how the human being engages communication is easy to conduct. The technologies support the tool for human being to do that. There are many media, for delivering people's opinion in this current era. One of the example is the website applications. It provides an easy way and effective way for people or company in delivering an opinion, means to promote and persuade the customer to buy their product. The more people use the website in communicating, the newer similar application appears.

The purpose of communication is to satisfy the personal or social need. It includes the needs of physiological and psychological. The physiological needs covered basic human beings needs, -the system and structure of physical organism such as food, drink, warmth, sleep, sensory-motor activity (movement), sensory stimulation activity (sight, smell, taste, touch and hearing). While the psychological need related to the social need in which the personal psychological needs will be fulfilled in a relationship among the members of society and family.

The Maslow's Hierarchy of Basic Needs (1943) explained the five categories of basic human motivation to fulfill their needs. These categories are interrelated and follow the hierarchy. The higher category can be fulfilled only if the lower category has been appropriately satisfied. These categories are as follows: physiological, safety, love- belonging, esteem and self-actualization.

As a promotion is used to communicate between the company and the customers with respect to the product offering. The aim is to deliver a particular message to their potential customers. It has a targeted purpose of altering perception or attitude. In this research, the promotion referred to hotel homepages. Because it is related to my interest and my profession in teaching ESP in hotel field. Moreover, as Polytechnic Jember prepares itself to be a learning institution focuses on tourism field. It will provide students to be conceptor in tourism field and practitioners in conducting tourism product. So forth, it has been done for students to finish their study by conducting the final projects. The form of the final project mostly in a theme of making brochure, a video promoting and leaflet in promoting Jember tourism products.

The existence and the development of applications via online booking a hotel in Indonesia is a proof that the need for comfort life has begun to show up in the public. The appearance of the hotel's homepage display offers many hotel products through narration. If the consumer is interested in, then he/she will go to the hotel website by maximizing the features and hyperlink, the hotel consumers will find the satisfaction in choosing that product through visual products offered.

This research examines the interpersonal meaning of hotel webpages of in Bali and Yogyakarta. The interpersonal meaning will be found by exploring the homepages texts through the writer/speaker's evaluative language in promoting online hotel booking. It is important for linguistics genre analysis in many reasons. First, it contributes to ESP learner to know the vocabulary (lexis and phrase) appearance in the context of advertising the hotel online. Second, it gives deeper meaning in information of the terminology or lexis in text, dealing with question of the language function represented by text (Do the text do what is set out to do?) and the presentation of the interesting values written in the text (Do

the writer present the reader with something interesting and engaging?). The problems will arise whenever the hotel engages the reader through the homepage of hotel implied in the using of an evaluative language in the text in order to convince the reader (how can the appraisal analysis describe the entities and proportion of homepage text in positively in the product?). In a brief, it will continue to the next question, how can a text-align or disalign the reader?. The attitudinal meaning of hotel to construct the interpersonal relationship between with the reader will answer the last question.

1.2 The Research Topic

The research topic of this study is to identify the interpersonal meaning of the hotel in Indonesian webpages five starred hotels. The theory of Martin and White, Appraisal theory is used to identify the interpersonal meaning of hotel homepages realized on lexical choices of speaker/writer opinion about their hotel product. Those linguistic resources are negotiated evaluations of hotel product and services with the potential customers and to construct solidarity in order to persuade the reader to purchase the hotel product.

1.3 The Research Problem

The interpersonal meaning of the hotel webpages should attract the customers and persuade them to purchase their products by staying in hotel. The choice of lexis and phrases should align the function of hotel homepages as means of the hotel promotion

1.4 The Research Questions

1. To what extent do the language choices (words, phrases, expressions) used in the hotel homepages appeal to the hotel customers and affect them emotionally?
2. How does it so ?

1.5 The Objectives of The Study

To examine the interpersonal meaning of the hotel web pages in five starred hotels located in two areas Bali and Yogyakarta.

1.6 Significancies of The Study

1. The result of the research will be assume considerations for lecturer to enrich the students' English vocabularies in studying ESP , especially in hotel field.
2. The resultof the research will give some contributions to students of English Program Study of State Polytechnic of Jember in writing the finalproject with the theme creating tourism destination serounding Besuki areas brochure bes and online advertorial.
3. The result of the research can be as a model in improving effective materials and methodology for ESP syllabus or ESP material designer at English Program Study of State Polytechnic.
4. Hopefully, the result of this research will give some contributions and information for deep research who wants to conduct research at the same field.

1.7 The Organization of the Thesis

This thesis arranged into five chapters. The first chapter is an introduction, this chapter explains the background of the research, the topic of the research, the problem of the research, the research questions, the objectives of the research, the research significances, and the organization of the research. The second chapter is the literature review, this chapter reviews the theories related to research problem and presents the previous research findings. The third chapter is research methodology, this chapter presents research method applied in this research. It consists of research design, data collection method, and data analysis method. The fourth chapter presents the research findings and discussion. The fifth chapter presents the conclusions and suggestions.

CHAPTER 2. LITERATURE REVIEW

2.1 The Previous Studies Researches

This chapter has purposes to describe the review of the previous research of the related theories. The review of the previous research explains the previous research that has been done by other researchers under the study of appraisal analysis on the different context of Discourse. Meanwhile, the review of the related theories is presented to give the explanation about the theoretical framework of the research precisely.

The review of previous research accommodates to elicit information about the object that is analyzed, the topic that is discussed and the review of what has been done and what is still needed to be conducted research furthermore. There are 5 appraisal analysis on media discourse previous researches present in this chapter. That researcher will explain the topic, the method and the result of the topic.

The first research was conducted by Mpofu and Adendorfl (2011). It discussed the appraisal analyzing in bi-weekly report system of South African girls boarding school. The bi-weekly report has functioned as attitude monitoring as a means to align the new student with the school's standards. This research aimed to assess the stooges bi-weekly report on the attitude of their junior using Martin and White Appraisal framework. The data was taken from the report of 4 stooges under the 100 report were collected. The procedures of analyzing the data were as follows: (1) Classifying the lexical choice which expresses Appraisal subsystem by marked in italic, bold or font. (2) Tabulating each instantiation of Appraisal subsystem. (3) Conducting the comparative analysis among Appraisal system and across stooges. The result was dominated by the judgment and affect subtypes analysis. The total score was 124 for judgment, for 92 affect subtype and 79 for graduation type. It could be interpreted that the behavior and feeling of junior became the priority for 4 stooges to be appraised. It was connected in aligning the stooge' appraisal instantiation. Because the junior was expected to act and behave in accordance with the school role stated in "Code of Conduct". This was a reason why the junior should be "friendly" behavior. The school

expectations are shown in managing the junior feeling too. It is showed in the jargon of “being a home away from home”. That jargon would be a function of a hostel in the school for the juniors. Regarding the result of 79 graduations, it implied that the stooges concerned with the junior manner in daily. That manner reflected positive self esteem for themselves and around them.

The second research was conducted by Matruglio (2007) at New South West School in Australia. It discussed the demanding of literacy competencies level. Those competencies stated in the objective of literacy expectation in the syllabus. This research will report the rational and values statements contained in the syllabus of stage 6 in Modern History and Ancient History in Humanities subjects. Because of the objective of this research was to find the value and the ethics of the two syllabi that have an effect on the relevance of their values and students' skill building in literacy, the subsystem of judgment and appreciation of appraisal system are used in this research She examined the attitudinal meaning of the syllabus of stage 6 in Modern History and Ancient History Humanities subjects. So the data used in this research is a text of the syllabus documents of stage 6 in Modern History and Ancient History subjects. The procedures in analyzing the data are: (1) Examining the objective of the values and attitude for both two syllabus documents. (2) Comparing the values and attitude for both. (3) Finding the abstractions in the syllabus and outcomes values. (4) Analyzing by connecting the values in the outcomes, evaluative language in the syllabus in the formed of nominalization and abstractions with the appraisal tools. (5) Decide the attitudinal of the objectives in both. The result was divided into two kinds. The result of for Modern history subject was 8% for appreciation and 18% for judgment of tenacity, 45% for judgment of capacity and 45% for judgment of propriety. While, the result of Ancient history was 15% for appreciation and 0% for judgment of tenacity, 64% for judgment of capacity and 45% judgment of propriety. The results described that the Modern History Syllabus concerned with the development of ethical students. In the other side, Ancient History was more concerned with the capability of the student. It was reflected in judgement of propriety score of Modern History syllabus higher than Ancient History syllabus

(45% compared with 27%). While the result of judgment capacity showed that the percentage of Ancient History syllabus higher than Modern History syllabus. It was 64% compared with 45%. Most appraised in the values of a syllabus is the student (92%) for Ancient History syllabus and 55% for Modern History syllabus. If we can combine other abstractions, it will be concluded that Ancient History syllabus is constructed as capacity building while Modern History syllabus is constructed as a study of (skill) ethics, that it would develop in the student's behavior.

The third research was delivered by Wu (2013). His research aimed at analyzing the attitudinal meaning of public service advertising discourse. The five samples that are extracted from the book entitled *Theory and Practise of Discourse analysis: A Study in Advertising Discourse* written by Huang Guowen as the data of this research. The framework of appraisal was used to reveal the linguistic elements realized by appraisal meaning and what tool of appraisal frequent occurrence in the discourse. His hypothesis that the affect subtypes turn to be the least presentation will be analyzed too. This research is adopted the qualitative and quantitative analytical. It worked on the procedures of this research. They were as follows: (1) Analysing the lexical and phrase that might realize the attitudinal values used qualitative and quantitative analysis. (2) Presenting the result of the exploration in the form of tables. (3) Analyzing the lexis and phrases in term of how deeply their contribution to the conveyance of attitudinal meaning. (4) Determination of whether the result of analytical of the interpersonal features supports or query the hypothesis. (5) The result of this study reveals that the judgment was dominated rather than appreciation and affect in advertising discourse. It could be described that was 9% for effect, 32% for judgment and 9% for appreciation. It occurs because the ideology of public service advertising was merely people to do or not todo. The rank could break down into 29% judgment of esteem and 3% judgment of sanction. Judgment of esteem dominated the result of the research, it means the desire of neutrality and objectivity of information should be put number one. It relies on the function of information should be on facts and contain truth values.

The fourth research was done by Yi (2013). It conducted a critical genre analysis of hotel website with a focus on the language and visual image of homepages, construction and the use of hotel website, the factor affects the design and use of hotel website: organizational, professional and social practices. The research objective was language and visual image of hotel homepages of 12 five-star hotels in Hong Kong. There were 4 research methods used in this research. The textual analysis was analyzed by investigated the move grammar used Bhatia (2004) and appraisal theory by White and Martin. The research method of Kress and Van Leeuwen's (2006) for analyzing an image. The visual was analyzed by a grammar of visual design and semiotic of typography of visual images of introductory text. This visual analysis is represented multimodal that used to extend the social interpretation of language and its meaning to the whole range of representational and communicational modes, such as image, writing, gesture, gaze, and posture for making meaning that used in culture. The research method uses Bhatia's theory of genre for analyzing socio-cognitive perspective. The research method used Bhatia theory for analyzing socio-critical perspective. The data is taken from the Five Star Alliance website. There are twelve five star hotels. The introductory texts of twelve hotels have 2982 words. There were 156 images on the hotel homepages. The result showed that they were 18 moves based on text and images of the homepage hotel. It means there were 18 strategies that hotel used in persuading the reader by language. The pattern of the attitude of the text was 92% appreciation, 4% was for judgment and for was affect 4%. The hotel persuades the reader by aligning to the positive image of hotel product and services, it relied on the 92 % of appreciation. The distribution of different types of appreciation were: 7% for reaction impact, 59% reaction quality, 2% composition balance, 0,3% composition complexity and 23% for valuation. The graduation is intended to intensify the positivity of the hotel. It represented force of superlative, force of metaphor, force of grading process for vigour and rigour, force of grading manner, force of grading space in time and force of quality. While for focus intensifier of the using superlative and metaphor lexis. For graduation of focus, they were authenticity and specificity to amplify the

positivity of hotel too. The result of the visual research was the Hotel conceptual photograph and logos with the serif typeface. The presentation of the visual image covered one-third of hotel homepage. Based on the result of move structure analysis and appraisal analysis, the communicative purpose of hotel homepage was: introducing the hotel, promoting the hotel, establishing the positive image of the hotel, building relationship with the readers, handling the transaction and informing the news and event. The later suggestions that to present the larger photograph in flash formats. The photograph and language build the notions of a reader of luxurious, it is suggested not focused on selling just only in accommodation but also selling experiences, style, and services. In order to establish closer power relationship of the customer, it is better to use the more personal pronoun (we, our) than less formal language (you, your) in the text of hotel homepage. It will engage the reader in feeling to be the position the reader as the customer by building up personalized if the hotel addressing the reader.

The fifth research was conducted by Olaleye, Sanusi and Salo (2017). The topic was the importance of social media on social (e) commerce: mobile commerce in facebook by identifying the benefits of online community reviews and exhibited reviewers' emotion. This approach combines different methodology and data analysis technique. The hybrid method was used to sort out socials commerce customer's review, appraise the extracted data textually and identify the opinion of online retaining merchants and online customers that transpired textually. They are netnography, sentiment analysis and appraisal. Netnography was focused on an participation of facebook community on mobile commerce about the opinion of product and customer service of authority. The appraisal analysis focused on engagement that it was consist of attitude and graduation words or expression on mobile commerce products and services review from the textual customer community. It was described how attitude and graduation connect engagement in the context of products and services review. This research has 3 objectives: first, to state the importance of social media on online shopping. Second, to analyze Facebook data reviews, sentiment and examine customer services. Third, to develop an explanatory theory that associates mobile commerce

with social media. The data was taken from 33 electronic merchants and 17.605 Facebook review in Nigeria. The netnography approach classified 3 kinds of Electronics Merchant. They were 8 general merchant retailers (GMR) with 15.790 reviews, 15 specialty retailers (SR) with 1.559 reviews and 8 agency retailers (AR) with 256 reviews. Besides, there were 4 classifications of sentiments from the e-commerce merchant social Facebook: they were views on product and services, online discussions, merchant's response and online benefits. The attitude, engagement, polarity and graduation of appraisal identified the four categories of sentiment. The result of all constructions was interlink in the expressed opinions of customers on products or services. The Engagement calculation was taken from the total PTAT (People Talk about this) divided by the total of likes. The result of this research: there were two of mobile commerce successfully engaged their customers with 80,3% and 12,8% respectively in GMR level. While the AR level engaged their customers with 17,77 % and 89%. The last, at the SR level there was very low engagement. From the calculation of Engagement revealed that actually the vendors and merchants did not engage the customers. The PTAT was crucial to engage the customers. The PTAT of this research were electronics, computers, mobile phones clothing and the item of food. To engage the emotion of customers was important in improving customers services. The writers of this research suggested doing the comparative study regarding mobile commerce online reviews of others social media such as Pinterest, Twitter, Instagram and Google +.

There is a different way in exploring the appraisal tools in previous researches. Firstly, Mpofu and Adendorlf (2011) explored all tools of appraisal parameters. They proved that judgment and effective subsystem represent attitude appraisal and graduation of focus appraisal dominantly appeared in the research of weekly report system of South African girls boarding school. Secondly, Matruglio (2007) explored only the attitudinal tools on the research of the demanding of the syllabus objectives. As a result, he stated the judgment of the propriety tool of appraisal mostly worked on the research. Shortly, the ethical skills of students realized on judgment percentage will develop in learning humanities subject if the

school uses the modern history syllabus. Thirdly, Wu (2013) explored the attitudinal tools in conducting public service advertising discourse research. He stated the judgment of esteem tools dominated the result of the public service advertising discourse research. Fourthly, Yi (2013) used all tools of Appraisal system in analyzing the hotel website as corporate communication: critical genre. Positive appreciation and force graduation dominate the appraisal analysis. Fifthly Olaleye, Sanusi and Salo (2017) explored the three tools of appraisal parameter. He claimed the engagement attribute tools would give customer service improvement in running e-commerce business in Nigeria. In the view of stated appraisal theory as a tool to find the interpersonal meaning of the text, the researcher uses it to find out the interpersonal meaning of hotel homepages located in two areas, Bali and Yogyakarta. There are 2 expectations, firstly, it offers a solution for the hotel to increase their selling as a means of promoting using evaluative language as a textual promotion. Secondly, it can be as knowledge for 5th-semester students of English Study Program of Politeknik Negeri Jember in doing the Final Project, especially in the term of making hotel brochure or leaflet.

2.2 The Review of the Related Theories

The review of the related theory is an integral part of almost every operational step of the research process. It provides the theoretical background of the research, makes the focus to the research problem, as a methodology for analyzing the research. This chapter presents the theoretical background and information of Appraisal: the language of Evaluation theory. and the home page of a hotel. In presenting the appraisal theory, we need to understand the concept of Functional Systemic Linguistic, interpersonal function, aligning of the text, the appraisal framework and front page as a media promotion.

2.2.1 Homepage Hotel

Tim Berner Lee, British announced the World Wide Web (WWW or Web) to the public in 1991. The web is global information medium which the users could access by reading and writing through a computer connected to the internet. The web is different from the internet. The first appearance of interest was ARPANET in 1969. The internet is a global connection between several networks. It provides communication between reader and writer via more than one computer. For example, we enable daily communication activity using email, Facebook, Path, Whatsapp. On the other side, the Web was built on top of the internet. It is a visual medium which the user access the information over it using a web browser. A web browser is a software to retrieving, presenting and transferring information resource. Some examples of web browser are Google Chrome, Mozilla, Safari etc. (<http://.computerhope.com/jargon/u/url.htm>)

The website is a central site series of web pages that have the collection of directories and folders. A typical Website has a home, about us, our product, contact us and any others contents. Every website has an URL (Uniform Resource Locator). URL is the method that is used to retrieve the resource on the internet. The appearance of URL can be seen in figure 2.1. While the figure of the Web Site can be seen in figure 2.2



Figure 2.1 The URL of Computerhope Website.

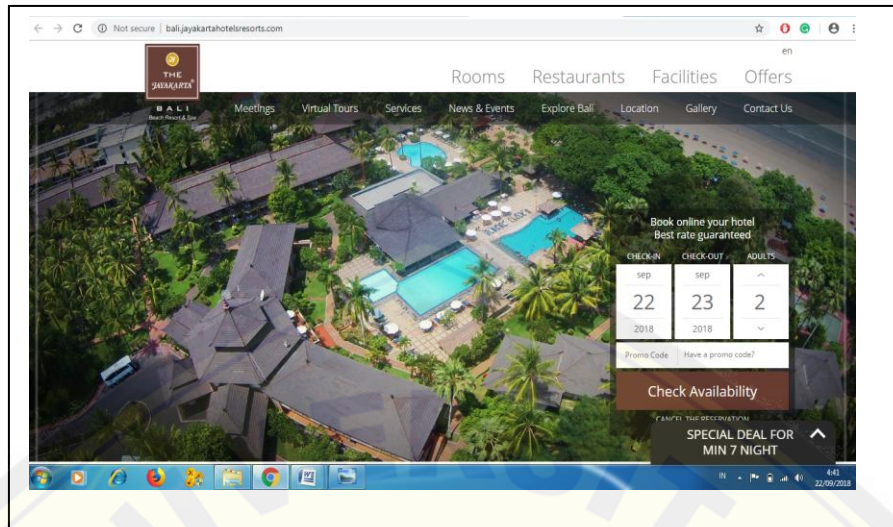


Figure 2.2 The Performance of Jayakarta Hotel Website.

While, the webpage is an HTML (Hyper Text Mark up Language) document that is accessible via the internet or other network using Internet browser such as, internet explorer, safari, firefox and chrome. The content of the webpage may form of text, graphics and hyperlinks that connected to other web pages and files. A homepage is the first view of a webpage. (<https://www.computerhope.com/jargon/n/network.htm>)

It provides you to others web pages by clicking the link or hyperlink which is placed on the top of the homepage. It relates to each other in sharing information. The performance of homepage can be seen figure 2.3



Figure 2.3 The Performance of Jayakarta Hotel Webpage

2.2.2 How the Text Align the Reader.

The text is actually more about writer's opinion of a something. All opinions must finally use language, be conveyed through it and manifested in it to agree or disagree. The rhetorical power of language than become important to persuade someone in sharing a feeling. The role of evaluation language then plays in organizing sociality. Language functions are not only more as a tool of communication but also as a tool for sharing a feeling of belonging and belonging together in society (Weib and Schwietring, 2018). So, the way how to align is sharing feeling in a certain text. The Entity of language in the text could align the feeling of writer and reader. While Martin (2004) had classified five (5) ways related to how the text-align the reader. They were: Pathos, Language and Social Life, Interpersonal Rhetoric and managing feeling.

Pathos is a communication technique to generate emotion. When the sad story has been read, it is rarely effective for the writer to ask the audience to cry in narration—with the sentence “you should be crying now” stated in the text. The skillful writer will create audience emotion. With words usually requires recreating the story, scene and event that would be naturally real in the circumstance arouse the emotion.

2.2.2.1 Language and Social Life

The role of human use language through speaking and writing is the right thing in the right way. While the role of the human in social life is to hold the right values, belief, and attitudes. So the role of language in social life is not a language or even the grammar but the combination of saying or writing-doing-valuing- believing (Gee, 1990). It is what Gee called by Discourse (with a capital letter), that is a human way of being in the world as an identity kit. The identity kits are anything related to the life in order to recognized as a certain kind of people in certain social context. They are the integrating of words, phrase, and sentences (language); acts; values; belief; attitude; social identities; gestures; glances; body positions and clothes. While he defined identity as “being a

recognized as a certain kind of people” based on their performance in social society. Then he decided 4 ways to view identity (2001). They were: the identity comes from a nature perspective (to be man, woman, twin); the identity built from institution perspective (professor, teacher, doctor); the identities built from discourse perspective or dialog of other people talked, and interact with the personal trait (charismatic person, humble) the last is affinity identity that is built by shared the experience as a part of a certain affinity group. A group is that shares allegiances to, access to and participation in specific practices. Shortly, to fulfill a certain role of discourse in society, we need the identity kit to support us in order to be a part of discourse, start from the language that we have to speak (words, phrase, and sentence); the attitude that we have to behave, the clothes that we have to wear and the action that have to take. Someone who is belonging to the group (affinity group) is someone who fulfills the role of discourse.

Hence we can see the relation of language in society, as Gee stated that function of language was as a tool of action and a scaffolding for “human affiliation within cultures, social group, and institutions. (2001). It can be described in table 2.1. It is related to comprehending the language interaction in social activities (a language used). In comprehending a piece of word phrase sentence, object and event is depending on experience and action in the world. It is supported by Glenberg in Gee (2001) stated that a particular people in comprehending of word, phrase, sentence, object, and event depend on what that person does with word and object. Barsalou in Gee (2001) added that meaning of language is tied to peoples’ experiences (perceptions, feelings, actions, and interaction) and the social world. That experience is stored in our brain to create the perception of the world, of our body, of our internal state and of our feelings. These perceptions are caused language evolved by classifying, or group into categories, object, and event within its awareness.

Table 2.1 Halliday's Mapping of Metafunction and Context Variables

| <i>Metafunction</i> <i>'intrinsic functionality'</i> | | <i>Social context</i> <i>'extrinsic functionality'</i> |
|---|--------------------------|---|
| I deational | Scaffolding action | F ield [naturalized reality] |
| I nterpersonal | Scaffolding affiliation | T enor [social reality] |
| T extual | Distributing information | M ode [semiotic reality] |

(Martin, J.R., 2004 : 323)

Regarding the Gee promoted that function of language was action and a scaffolding for "human affiliation within cultures, social group, an institution, Halliday has concerned about these by developing the resource to scaffolding action and affiliation. It related to how language is used. These resources can be systematically explained. They are systematized as metafunctions. That is language has three major of metafunctions. It realized in three of metafunctions. Firstly, the an ideational function is that function to explain a set of linguistic resources that enable us to know the meaning of experiential and logical ideas (language choices) in an expression or clause. Secondly, interpersonal metafunction is that function to explain a set of linguistic resources that enable us to know the meaning of someone negotiating and participating in the social-communicative act, take a position of speaker or writer by expressing feelings, attitude and judgments in clause. Thirdly, the textual function that functions to explain a set of ideational and interpersonal language resources that enable us to know the coherence organized and the medium of the text, because metafunctions work in a context, not in a word. In this discussion, we would be focused on the interpersonal metafunction that it comes from the terminology of the word interactive and personal. Language or sentence is not only talked about the participant and circumstances realized in the description of a process, what is happen and what is saying (ideational), but also there is a proposition in which the reader or listener is able to reconstruct and to form a prediction about things, people and even of comprehensible language. The reader/listener uses the proposition to understand the language function whereby speaker/writer use in

communication such as: issuing a command, making an asserting, making an offer or asking a question and express our attitude (an appraisal) toward whatever we are talking about and whoever we are addressing (Halliday in Mattiessen, 2014). The interpersonal meaning enacts the social relationship, identity and social role. It is concerned with how language meaning negotiates social interaction and involvement in social relation. The notion of negotiation related with resources in exchanging the commodities of communication, they are an information and good or services in a dialogue between the participant of dialogue (Martin, 2002). It realized on speaker's feeling and the way they are deployed to align reader into overlap attitudinal relationship in their performing of speech functions such as commanding, asserting, questioning, responding, advising, and offering.

2.2.2.2 Interpersonal Meaning

The terminology of Metafunction is originated from Systemic Functional Linguistic. There is one meaning in two terms. Systemic has related to the language as a network of system or proposition sets for meaning-making. While functions related to the function of language is formed and organized as an explanation of the three semantic system in human cultural practice Halliday (2004). Those three semantic systems are Ideational meaning, Interpersonal meaning, and Textual meaning. This research is focused on Interpersonal meaning. The Interpersonal meaning refers to the system semantic is that the most options are identified to the act meaning as a whole. The acts are strung throughout the clause as a continuous motif in coloring the meaning and the effect is cumulative. This realization of meaning is realized in the speakers' perspective of exchange, assigning and an act of speech role in certain discourse. This realization of the Interpersonal meaning refers to the three prosodic structures. They are saturation, intensification and domination (Martin and White, 2005). Saturation refers to resources that are realized opportunism of speaker (a modality of possibility). Intensification refers to resources that are realized amplification of the speaker (repetition and pitch movement in phonology). Domination refers to resources that are realized mood system. According to Leech in Lhua (2010)

defined the Interpersonal Rhetoric as an art of using language skillfully that has a goal to express the speaker's attitudes and influence upon hearer's attitudes and behavior in a social relationship. This interpersonal rhetoric realizes in clause meaning (interpersonal meaning) correlated with the variable of tenor. Tenor refers to the social relationship between those who are taking part in discourse (Gerot and Wignel, 1994). It has to do with the role of the relation of power (status) and solidarity (contact) between the participants (Halliday, 2014). The power (status) relates to equal status and unequal status. The equal status refers to social subject construe the equality by taking up and having access to the same kind of choices/meanings (Martin and White, 2005). However an unequal choice in different kind. While the solidarity (contact) shows the familiarity, intimacy and distinction of our formal and informal social context builds our language use. The grammar of tenor realize in this meanings are mood, modality, and appraisal system. There are many objectives of humans in interacting in their social lives. It can provide some information, explain their attitude and behavior, influence the other's attitude etc. In this exchange, Halliday promoted the role and commodity of an exchange, it can be seen in Table 2.2. It involved the speech role and commodity. Then, it explained the fundamental purposes of any exchanges in human interacting, they are speech role-giving (and taking) and-demanding (and being given). While there are two kinds of commodities that could be exchanged: information and good & services. Meanwhile, mood deals with the concept of a speaker's intention to an action. It is implied in the choice of verb in a sentence (Palmer, 2001). It will be reflected in the speech function of language use in making a dialogue. They are making an asserting, , asking a question, making an offer and issuing a command. All of them consider the degree of politeness and the degree of directness and indirectness. From the lexicogrammatical structure of a clause, the speech functions are realized by the types of mood. While, there are seven types of mood: declarative, polar interrogative, tagged declarative, wh-interrogative, imperative, exclamative, elliptical clause, minor clause, and non-finite clause. The grammar of mood is subject, finite, residue predicator, complement and adjunct.

Table. 2.2 Halliday's Role and Commodity of Exchange

| Commodity exchange | | (a) Goods and services | (b) Information |
|--------------------|-----------|--|---------------------------------------|
| Role in exchange | | | |
| (i) | Giving | 'offer' Would you like this teapot? | 'statement' He's giving her teapot |
| (ii) | Demanding | 'command' Give me that teapot | 'question' What is he giving her? |

(Halliday and Christian M.I.M. Matthiessen, 2014: 134)

The notion of modality deals with the concept of illocutionary force of what you do you want depends on your words to do. The proportion of the speaker word concerns the affirmation of necessity and contingency, possibility, and impossibility, existence and nonexistence, obligation. There are three kinds of modality, they are modalisation (epistemic modality), modulation (deontic modality) and dynamic modality. The modalisation (epistemic modality) is concerned about the validity of a speaker's opinion about information (commodity of exchange). It relies on how probable (and frequently) the information (commodity of exchange) speaker is, is it true or valid?. While modulation (deontic modality) is concerned about the degree of inclination on the speaker willingness to offer information (commodity of exchange) and the degree of obligation on the listener to demand the information (commodity of exchange) or the speaker is giving a permission. The last, the dynamic modality is explaining the factual situation of the subject of the clause.

The appraisal is concerned about the evaluation of the speaker lexis in the formed of the opinion of felling about someone and something for negotiating relationship within discourse. This research is focused on the appraisal system and it will be explained deeply in following subchapter.

2.2.2.3 Interpersonal Meaning in Appraisal System

Martin and White (2005) explained the generic of Interpersonal Meaning relates to rhetorical organization in answering the questions, firstly, how the genre negotiates power and solidarity with the reader, and secondly, the contribution of unfolding prosodies of appraisal to support that negotiation. So, appraisal as an interpersonal system in the semantic discourse level has to co-articulate interpersonal meaning with negotiation system and involvement system. Negotiation is focused on the speech function (mood) and the exchange. While involvement is focused on nongradable for negotiating participant (tenor) relation or solidarity (personal intimacy). The Table 2.3 will explain clearly about this hierarchy.

Table 2.3 Interpersonal Semantic in Relation to Lexicogrammar and Phonology

| Register | Discourse semantics | Lexicogrammar | Phonology |
|-------------------------|--|--|--|
| Tenor | Negotiation – speech function – exchange | – mood – tagging | – tone (& ‘key’) |
| power (status) | Appraisal – engagement – affect – judgement – appreciation – graduation | – ‘evaluative’ lexis – modal verbs – modal adjuncts – polarity – pre/numeration – intensification – repetition – manner; extent – logico-semantics – vocation | – loudness – pitch movement – voice quality – phonaesthesia – [formatting] |
| solidarity (contact) | Involvement – naming – technicality – abstraction – anti-language – swearing | – proper names – technical lexis – specialised lexis – slang – taboo lexis – grammatical metaphor | – ‘accent’ ... – whisper ... – acronyms – ‘pig latins’ – secret scripts |

(Martin and White, 2005: 35)

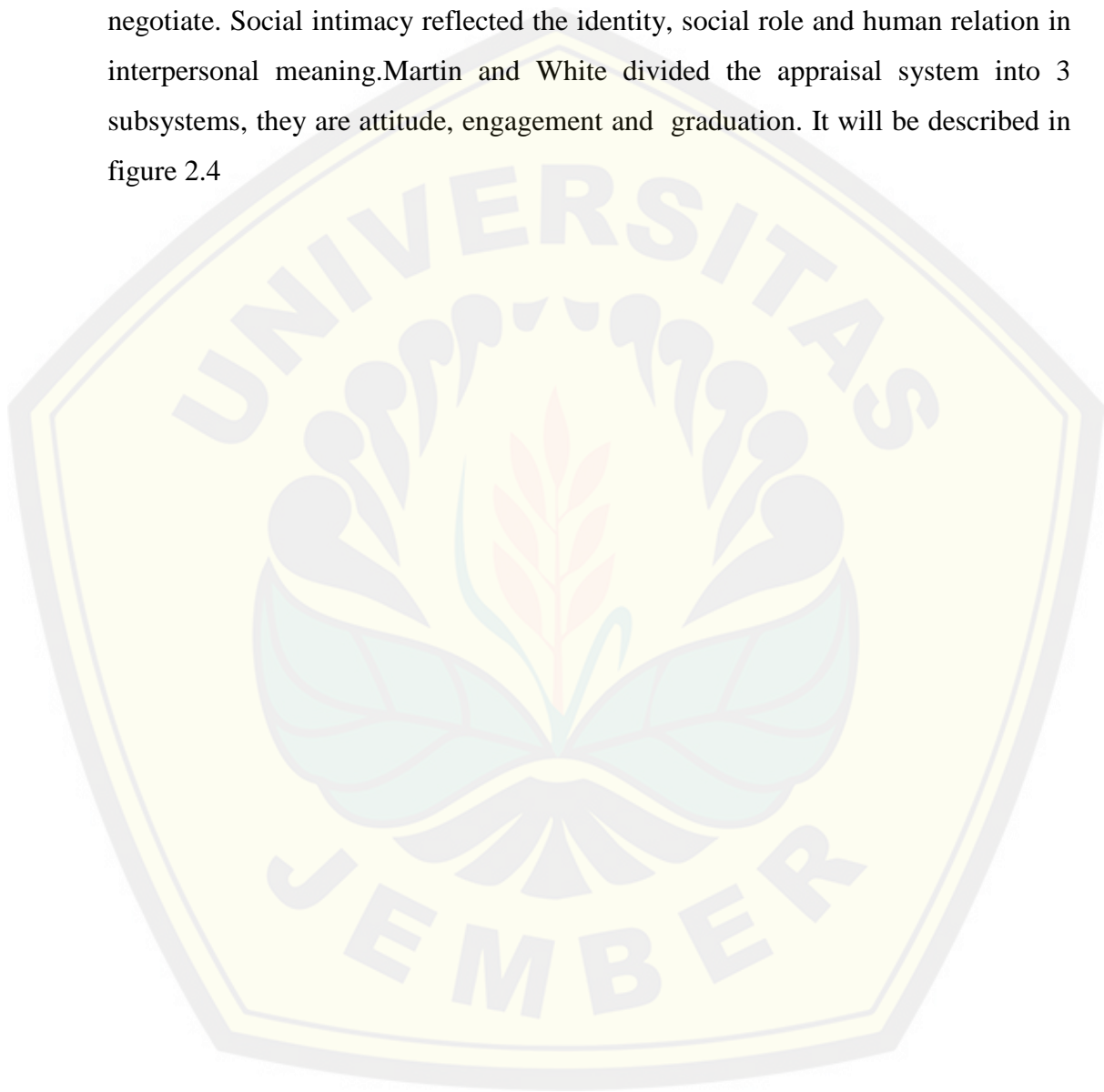
This research focuses on examining the interpersonal meaning of hotel homepages in two areas Bali and Yogyakarta. It will be obtained by evaluating the attitudinal resource (affect, judgment and engagement), the amplification (graduation) and source of attitude (monogloss and heterogloss).

2.2.3 Appraisal System

One of the grammars of a participant of discourse or tenor is an appraisal. It is developed by Martin and White in 1990. This is a system concerned with the interpersonal resources in sharing the feeling to interact with others to negotiate the social relationship, build social identity and fulfill the social role. When we are sharing the feeling, our words reveal what we are thinking. Our words engage the listener or the reader in addressing him as speaker. They do it, in order to the reader will agree with the word or the entities expressed. The reader or the listener interprets the word as the speaker thinks of what this speaker's entities rather than think what is objectively verifiable. So, the reader/listener's interpretation depends on the evaluation act (Huston, 2011). Moreover, she explained the two functions of evaluation act, firstly, it expresses a communal value system, secondly, it continues to build that value, It is an evaluative language. This evaluative language according to Hunstons and Thompson (2001) identified 4 parameters, they were good and bad, certainty, expectedness, and importance.

The appraisal system is a system describes the choices of evaluative lexis (the area of meaning potential) that is expressed in speaker's and writer's opinion in performing speech function. Martin and White in Hunston (2011) called this area of meaning potential by appraisal. This research focused on a language of evaluation appraisal. The mechanism of evaluative meaning within appraisal will construe the revealing speaker's feeling and opinion by approving and disapproving, enthusing and abhorring, applauding and criticizing and they position their reader to have the same feeling through the construction of their text. It is concerned with the mechanism of linguistic, how speaker/writer sharing emotion, taste and normative assessment to build an identity to align or disalign their reader (Martin and White, 2005). Hence, when the speaker/writer perform

the speech function and do a role of exchange, the evaluative lexis will operate the degrees of greater and lesser the involvement of speaker which those they intended. And Martin and White (2005) have a classification of evaluative lexis that it is used to manage the social intimacy (involvement) of the speaker and negotiate. Social intimacy reflected the identity, social role and human relation in interpersonal meaning. Martin and White divided the appraisal system into 3 subsystems, they are attitude, engagement and graduation. It will be described in figure 2.4



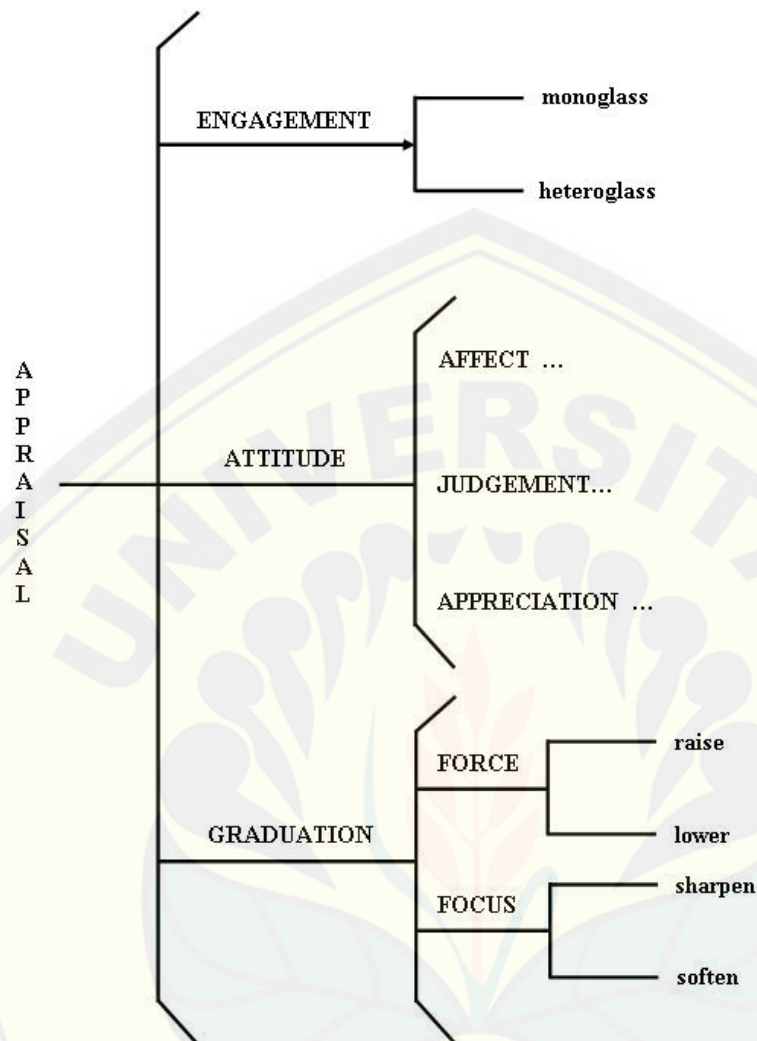


Figure 2.4 The Appraisal Framework

(Martin and White, 2005: 38)

2.2.3.1 Attitude

The terminology of attitude within appraisal analysis in which it is positioned the addressee to adopt the positive or negative feelings of phenomena, people or entities. There are three subtypes in assessing attitudinal meaning, they are affect, judgment and appreciation. They will be explained in detailed :

a. Affect

The resource that it is used in assessing positive or negative of emotional reaction. There are two kinds of affective types based on the voice of the personae. They are authorial affect and non-authorial affect . Authorial affect is carried in the reaction or responding of a speaker/writer on the thing, person or context that will be evaluated. On the other hand the non-authorial affect is carried in the others emotionally. Martin and White (2005 : 46) divided three resonance of affect resources. They are: expressing quality, process and comment.

1) expressing quality

- describing participant a happy couple guest
- attributed to participant the couple guest is happy
- manner of process the couple stay happily in hotel

2) Expressing process

- Affective mental your coming pleased us
- Affective behavioural the couple guest is laughing

3) Expressing comment

- desiderative happily, they go for dinner

b. Judgment

The resource that is used in assessing positive or negative behavior according to various normative principle.

1) To social esteem

to normality principle (how unusual someone is)

e.g. our legendary staff.

to tenacity (how independent someone is)

e.g Through careful consideration of the effects that operating systems, materials, and purchasing policies have on the environment.

to capacity (how someone is dependable)

e.g Our staffs are experienced hoteliers in the industry

2) To social sanction

To veracity (how truthful some is)

e.g he was a truthful waiter

to prosperity (how ethical some is)

e.g she is a caring housekeeper

Table. 2.4 Types and Sub-Types of Judgment

| Types of Judgment | Sub Types | Positive | Negative |
|-------------------|-----------|------------|------------|
| Social sanction | Normality | Legendary | infamous |
| | Capacity | Relaxing | agitate |
| | Tenacity | Impeccable | flawed |
| Social Esteem | Veracity | Truthful | untruthful |
| | Propriety | Caring | Ignore |

(Martin and White, 2005: 53)

c. Appreciation

The resource that is used in assessing positive or negative of entities. They could be things, person, and phenomena. It is divided into 3 resources. They are:

1) Reaction (related to affection/emotive)

A. Impact (Did it grab me?) With word, it triggers reader's feeling to things related to emotion.

E.g: you're sure to have an unforgettable vacation in Bali

B. Quality (Did I like it?) With word it gives a quality of things

E.g:with all the benefits of a resort.

2) Composition (related to our perception of view of order)

A. Balance is related to the harmony between hotel product and eservices (Did it hangs together?)

E.g: Our spacious hotel rooms and suites all feature an outdoor balcony with spectacular views of the lagoon or lush gardens, comfortable bedding and elegant marble bathrooms.

B.Complexity (is it hard to follow?)

E.g: Nestled deep in hearth of Ubud rain forest preserve, surrounded with the historical Petanu River and stunning jungle landscape, the Kayon has a healing atmosphere and romantic ambiance.

3) Valuation is related to status and social significancy(Was it worthwhile?)

E.g:Well known for its friendly staff and the warm Balinese hospitality,

Martin and White (2005) argued that there is detail explanation to differantie between type of affect and sub type of appreciation reaction. It is explained as follows :

| | | |
|---------------------|--------|-------------------------|
| I love the hotel | —————→ | Affect |
| The hotel is lovely | —————→ | Appreciation : reaction |

However the negative/positive atitudinal expression could be implicitly stated in Appraisal system. The ideational resource construe the attitudinal meaning because thre is absence of attitudinal lexis (Martin & White, 2005). This ideational account tells to the reader/listener directly how to fell and invoke an evaluation. The example is as follow:

George W. Bush delivered his inaugural speech as the United States President who collected 537,000 fewer votes than his opponent.

(The Observer in Tracy K, January 2015 :3)

There is absence attitudinal lexis of the above text however this text has negative feeling toward the process of the US president election. The account of

negative feeling resources is construed from combination of lexis in particular context setting. Here, the attitudinal meaning are invoked rather than inscribed.

Table 2.5 Types and Sub Types of Appreciation

| Appreciation Types | Sub Types | Positive | Negative |
|--------------------|------------------------|-------------|------------|
| Reaction | Impact | sensational | Monotonous |
| | Quality | Splendid | Common |
| Composition | Balance | harmonious | Flawed |
| | Complexity | Hearth | separately |
| Valuation | Social significance | Known | Fake |

(Martin and White, 2005: 56)

2.2.3.2 Engagement

Engagement is the way in which the value of the engagement resources positioned the speaker/writer according to the proposed value position and the potential response will be obtained. Resources of engagement values such as projections, polarity modalities, concessions and commentary comments are different and different as the value of engagement resources can be submitted by quoting or reporting, recognizing the possibility, affirming, fighting, denying (Martin and White, 2005). It is explained systematically in figure 2.5. Such examples will explain briefly:

1. The media has been lying in its coverage of the gun-control debate.
2. Obviously the media has been lying in its coverage of the gun-control debate
3. Admittedly the media has been lying.....
4. The facts of the matter are that the media has been lying.....

5. The facts of the matter are that the media has been lying.....
 6. It's probable the media has been lying.....
 7. In my view the media has been lying.....
 8. It seems that that the media has been lying....
 9. In the report of this investigation he proves that the media has been lying
 10. Some people believe that the media has been lying.....
 11. The author contends that the media has been lying in the coverage of gun-control debate....
 12. The author claims that the media has been lying.....
 13. Supposedly the media has been lying.....
- (Tracy, Ilie, Sandel, 2015: 5)

The speaker utterance has invented to fulfill the purpose of demonstrating the range of meaning. The meaning (the how the speaker engages the reader) could be seen from the degree of speaker/writer personal investment in the proposition. As a reader/listener will mark it as more as agreed-upon, less contentious or even dialogue problematic. The marks will explain the topic (metadiscourse) (2,4 and 5), evidentially (2 and 8), modality (6 and 7) and attribution (9 and 13).

The engagement meaning is construed from the monoglossic and heteroglossic utterances. Monoglossic utterances are simple utterances, Martin and White (2005) named it as bare assertions. However heteroglossic utterances are dialogized by which they evoke other voices. The examples are as follows:

Table 2.6 The Monoglossic and Heteroglossic

| Monoglossic | Heteroglossic |
|---------------------------|--|
| The bank have been greedy | <u>In my view</u> the bank have been greedy |
| | <u>Every one knows</u> the bank have been greedy |
| | <u>The manager stated that</u> the bank have been greedy |
| | The bank <u>not</u> have greedy |

(Martin and White, 2005 : 100)

Based on intersubjective, heteroglossic resources/utterance divided into:

a. Contraction is close down the space for dialogic alternatives (Martin and White 2005). It consists of two utterances :

1) Disclaim: Speaker/writer's negator utterance in which stated explicitly in order to deny the value position. It is divided into :

A. Deny

E.g : no, didn't, never.

B. Counter

E.g yet, although, amazingly, but etc

2) Proclaim: Speaker/writer's commitment utterance in which stated in proposition. It is divided into:

A. Concur:

1. Affirm: E.g: naturally, of course, obviously etc

2. Concede: E.g admittedly....(but) sure

B. Pronounce: Speaker/writer's intervention utterance in which stated explicitly in order to interpolate the value position. The example utterance are: indeed and pronounce

C. Endorse: Speaker/writer's utterance in which stated explicitly in order to demonstrate the value position. The example utterance is: The report demonstrates, shows, proves.

b. Expansion

- 1) Entertain: Speaker/writer 's utterance in which stated explicitly in order to the possibility of the value position. The example utterance are: It seems, the evidence suggest, apparently, I hear, perhas ...etc
- 2) Attibute : Speaker/writer 's utterance in which stated explicitly in order to the impossibility of the value position. The example utterance are: Rita said that, I believes..., According toetc

In this research the engagement constituents are employed to identify the hotel homepage texts are monoglossic or heteroglossic. It could be analyzed from the monoglossic and heteroglossic utterance.

Engagement Monogloss

The example of engagement monolosicc uttarence:

Claimed, stated, show,

Engagement Heterogloss

The example of engagement heteroglosicc uttarence

This iconic four-star property is steeped in old world charm yet offers all the necessary facilities and conveniences that every modern traveller has come to expect.

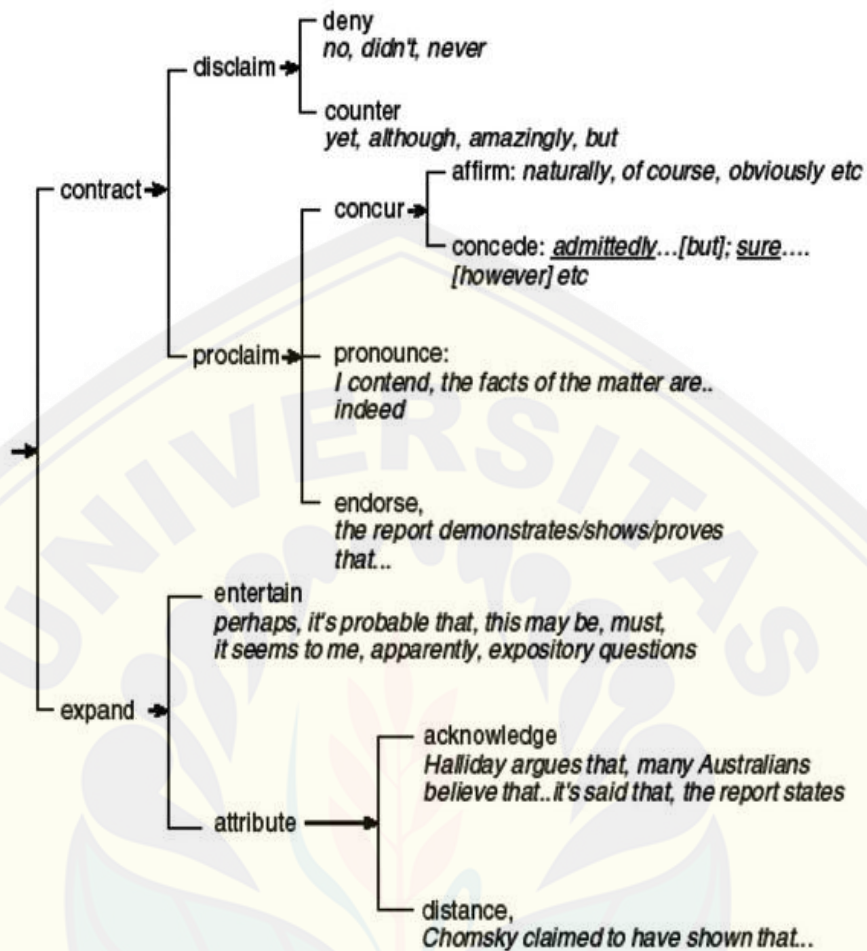


Figure 2.5 Engagement Framework
(Martin and White, 2005 : 134)

2.2.3.3 Graduation

As the scale of the elements attitude and engagement, that they construe the degrees of greater or lesser of speaker/writer's attitude through positivity and negativity. While for engagement, there are various scales from subsystem to subsystem. The value of speaker/writer engagement will be obtained by the degree of speakers/writer's intensity or the degree of investment in lexis. Finally, Martin and White (2005) stated that the graduation defines as a center of the appraisal system. It is caused by the semantic of graduation realized on the nature of attitude and judgment meaning value of being scaled. However, the graduation

resources are realized on the lexis of the point dialogistic effect that is concerned with this upscaling /downscaling.

Martin and White (2005) divide two kinds of scaling of graduation. There are scaling the phenomenon according to intensity or quantity and scaling the phenomena according to accuracy in the proximity of semantic & prototypicality of phenomena. These two dimensions are labeled as force and focus. Force is the grammar of appraisal by which gradable resource are scaled size, vigor, extent, proximity and so on (Martin and White, 2005). Force operates infensification and quantification of the gradable resource. Intensification is divided into two kinds of lexical classes, they are isolating and infusing. The differences of both of them are on the way they perform the scale of up/down. The isolated resource force is concerned with the scale up/down phenomena in which the function performance of intensity construed by some other lexis in semantic function the. The examples of the isolated force resource are: less miserable, least miserable, more miserable. While the infused resource force is concerned with the scale up/ down phenomena in which the function performance of intensity construed by single lexis. The examples of the infused force resource are: happy, joyous, possible, probably, certain. Besides, quantification concerned with the scale of number, such as: size, weight, strength & amount, time& space (how widely/how long distributed) and proximity of time & space (how time/often, how close) (Martin and White, 2005). While focus operates as phenomena strengthened or mitigated. While focus is the grammar of appraisal by which proposition is scaled to the degree to which they match some phenomena cores of semantic view (sharpen) and or vice versa (softened). The distinction is under the sharpen focus the meaning of real and true the effect is intended the maximal investment of speaker/writer in the value position (negative/positive) being advance and align strongly the reader/ listener to come into that value position being advanced (Martin and White, 2005)

The examples are:

A. Sharpen

1. A real father (biology father)
2. A true friend (really friendship)

B. Soften

1. They play sort of jazz (they dont play a real jazz)
2. He is rather crazy (he is not a crazy man)

Martin and White (2005:138)

In this research the constituents of graduation are as follows

Graduation Force

It is to identify attitudinal meaning of the brand of hotel.

Graduation Force of Intensity

It is to identify attitudinal meaning of the weight of hotel product.

Graduation Force of Intensity Isolating

It is to identify the attitudinal meaning of the intensity superlative of qualities and process (hotel product and service). It is realized on the separate lexical form.

Graduation Force of Intensity Infusing

It is to identify attitudinal meaning of intensity (expertise) in grading quality, and process (hotel product and service). It is realized on the no separate lexical form and it evokes the semantic meaning with others lexicogrammar.

Graduation Force of Intensity Maximisation

It is to identify attitudinal meaning of intensity of quality and process of hotel product and service in maximisers' term.

Graduation Force of Intensity Isolated Methaphor

It is to identify attitudinal meaning of intensity of process of hotel of product and service in using methapor lexical.

Graduation Force of Quantificatin

It is to identify attitudinal in intensification the extent of hotel product.

Graduation Focus

It is to identify attitudinal in sharpening the lexical in strengten the categorical bounderies of expererintialphenomenon

Graduation Focus Sharpen

It is to identify attitudinal meaning of the brand of hotel.

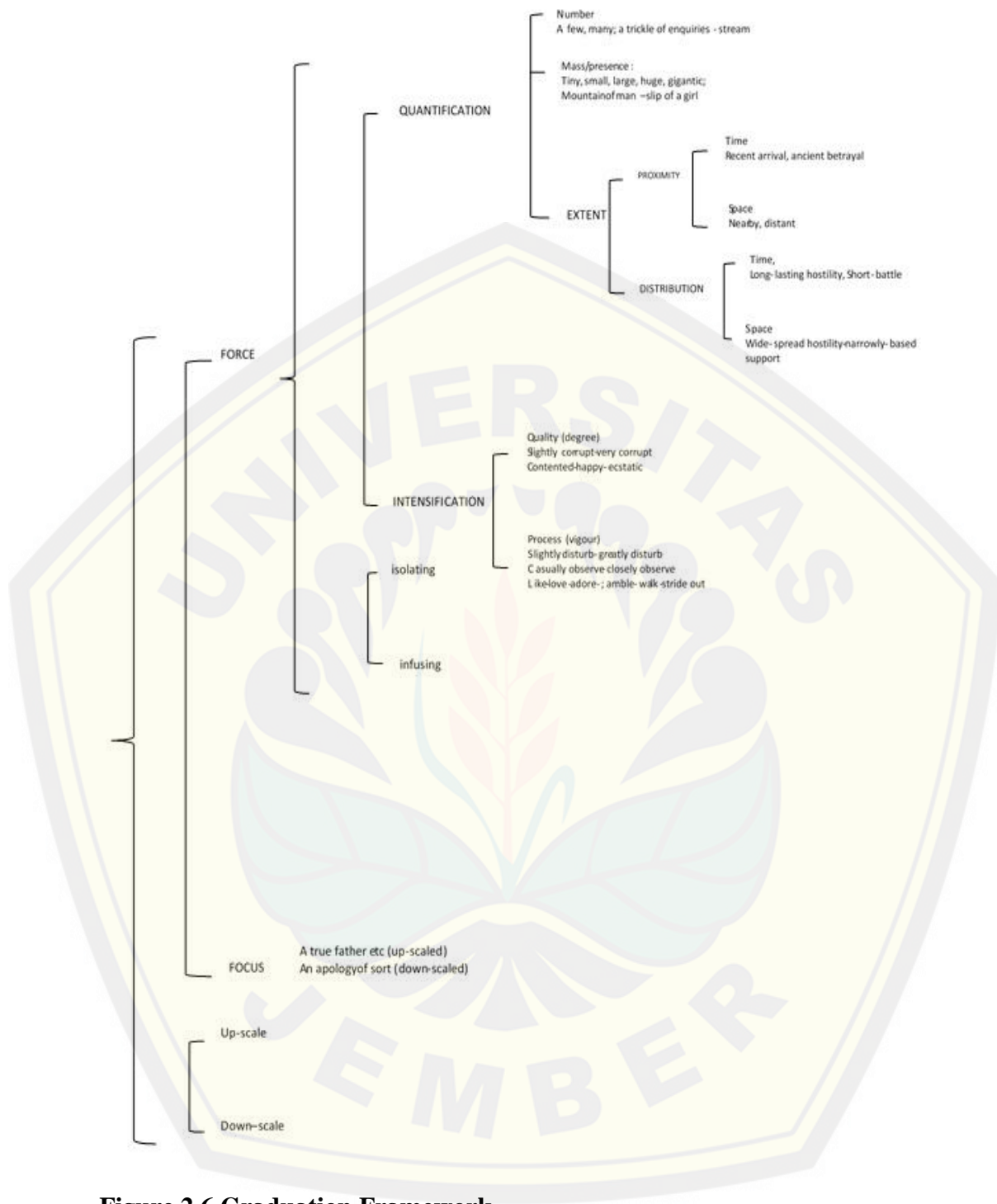


Figure 2.6 Graduation Framework

(Martin and White, 2005 : 134)

2.2.4 Inscribed and Evoked Appraisal

The terminology of inscribed appraisal means that the evaluative meaning/value of the context stated directly in the lexicogrammar in discourse (Martin, 200). In the sentence of Our staffs are experienced hoteliers in the industry, the word our staffs have been positively evaluated, including in the capacity of judgment. The evaluation has been inscribed through evaluative lexical experienced. In another hand, the evaluative meaning is not stated directly through the lexical. But it is implied in the contextual that is given. As Thompson (1999) said that this happens when the speaker/writer tells us evaluative lexis directly but just intended to evoke a listener/reader attitude. In this case, the evaluative meaning is evoked by steering the listener/reader towards an evaluative interpretation.

2.2.5 Fishbone Diagram

The theoretical frameworks describe the direction of the process and the result of this research. The topic of this research interpersonal meaning in media discourse of hotel homepages in two areas Bali and Yogyakarta. The Appraisal theory provides a way to analyse the types of language that it has intended to express evaluation of the hotel homepages. It has aim to evaluate interpersonal values through the semantic resource used by the homepages writer. By exploring, classifying, annotating and interpreting the type of attitude resource of the text (affective, appreciation and judgment), engagement and graduation, the interpersonal meaning of hotel homepages in two areas Bali and Yogyakarta will be obtained. The mind mapping of this research would be seen in the following figure 2.7:

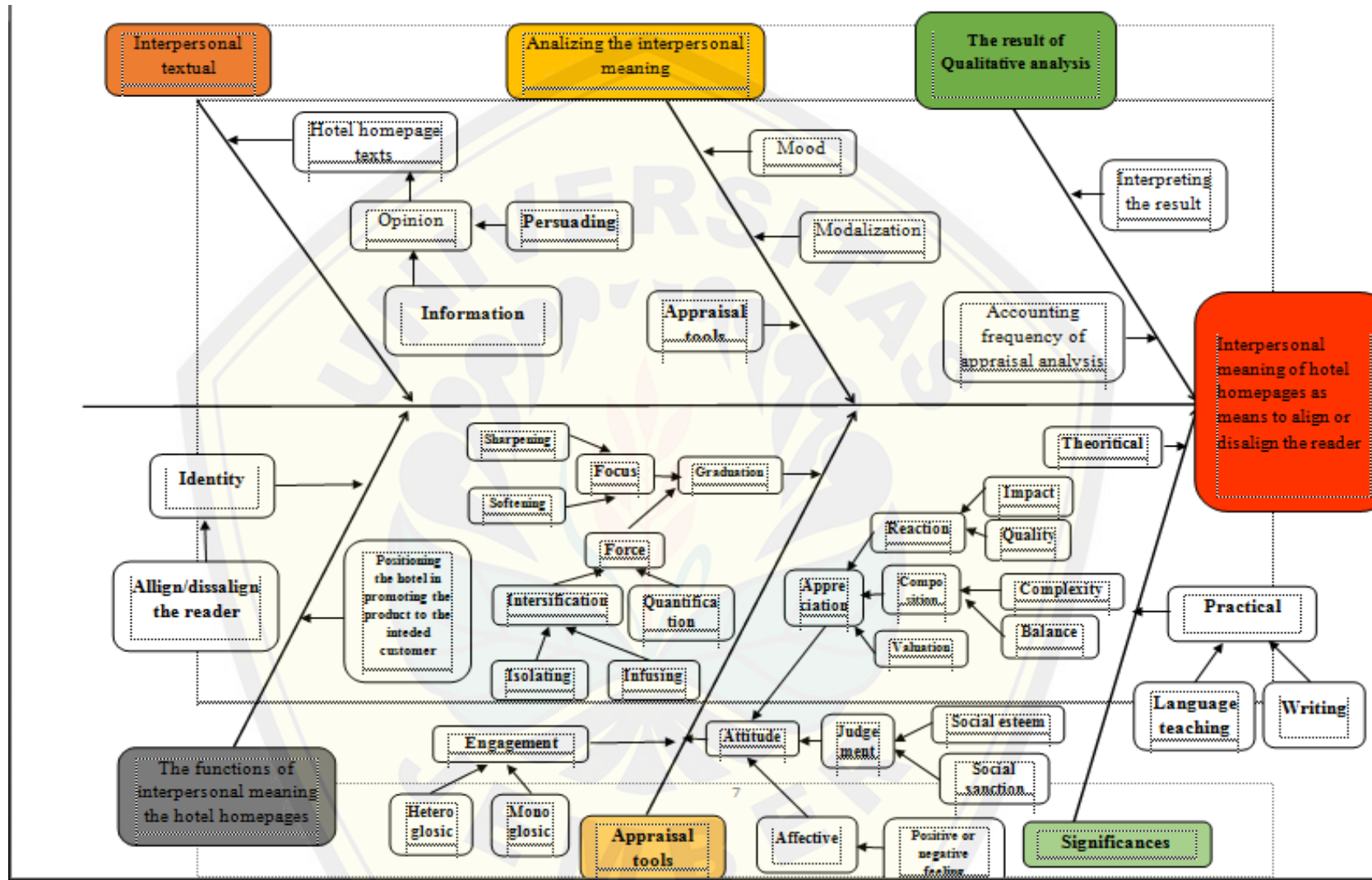


Figure 2.7 Fishbone Diagram

CHAPTER 3. RESEARCH METHODOLOGY

This chapter explained the process of the research. It consists of the type of the research that is used to analyze the data, the type of the data applied, the data collection which explain how the data are collected, and the data analysis by mean how the data are analyzed

3.1 The Type of the Research

The types of this research is text analysis research. Because, firstly, it explored the interpersonal meaning realized in the evaluative language of the hotel homepage texts. Secondly, the element of evaluative language analyzed by using an appraisal framework, it presented in the table. Thirdly the result of appraisal analysis interpreted to find the interpersonal meaning of the hotel homepages.

3.2 The Type of Data

There were two kinds of data in this research. The main data was the clause or the sentence and phrases contained the appraisal value, such as attitude, engagement and graduation. Those are available on its own hotel homepages text to be analyzed in Yogyakarta and Bali.in 2015 – 2016. The secondary data whose support the main data. In this research, the secondary data were whole advertising text (discourse) of each web link for each hotel homepages.

The types of the data in this research was the form of discourse, sentences, phrases and words. They are in the form of hotel homepages. They retrieved in the year 2105-2016.

The data of hotel homepages in Bali and Yogyakarta was chosen because both of them are the icons of Indonesian tourism. It is based on the report of the central of statistic Indonesia stated that occupancy rate of star hotel classification in 2016 in Bali and Yogyakarta is higher than other provinces in Indonesia. It was 61,73 in Bali and 70,62 in Yogyakarta. Secondly, based on the same resource, the total of the starred hotels in Bali was 219-star hotel and 166 starred hotels in Yogyakarta.

The ten hotels are chosen under the cooperation of Hyatt, Marriot, Melia, aston and Sheraton hotel in Bali and hotel in Yogyakarta. It takes a consideration that the ten hotel have vision mission in representing their own value to their potential customers that can be seen in Appendix 4.

3.3 The Data Collection

The documentary method was used to gather data in the form of 10 hotel homepages. They consisted of five (5) hotel homepages of the five-starred hotel in Bali and of five (5) hotel homepages of the five-starred hotel in Yogyakarta. There are some steps in the technique of collecting it. Firstly, It was taken from the reported of the booking.com in 2016, that there were 80 four-star hotels in Bali and 30 star hotel in Yogyakarta. Secondly, because of the intended of this research is examining the interpersonal meaning of the text, then the 80 and 30 hotel homepage texts are classified the ranged words 100–200 words each. Finally, the data of this research are the 5 (five) Bali hotel homepages and 5 (five) Yogyakarta hotel homepages in 2016. Thirdly, the name of the hotel homepages is recommended and filtered from the list of five-star from the booking.com website in 2015-2016.

3.4 The Data Analysis

The data analysis explained the technique of analysis data. The data was analyzed using Martin's and White's. (2005) Appraisal theory. The data evaluated in term three parameters (attitude, engagement, and graduation described in the following steps:

1. Collection of samples of Bali and Yogyakarta hotel home pages in 2015-2016

The writer determine the data that are collected to be analyzed

2. Identification of evaluative lexis, phrase and clause

Identified the evaluative lexis, phrase and clause of the collected data by marking them.

3. Classification of the evaluative lexis or clause into the three parameters of Appraisal theory. Grouping and classifying the evaluative lexis, phrase and clause based on the three parameters of appraisal theory.

4. Annotation the frequency of appraisal analysis

Accounting the result of appraisal analysis in percentage.

5. Explanation of the interpersonal meaning

I explained about first, how and why the evaluative lexis, phrase and clause classified into the three parameters of appraisal. Second, how and why the result of appraisal theory could construe the interpersonal meaning.

6. Conclusion

I drew the conclusion of the result of appraisal annotation and interpersonal meaning resonance in the hotel homepage texts to find the identity of a hotel.

In this research to examine the interpersonal meaning of the hotel homepage texts, it explored the Martin and White (2005) appraisal theory. It started by classifying the evaluative lexis, phrase and clause three parameters of appraisal. They are (1) attitude, that it consists of affective, appreciation and judgment, (2) graduation that it consists of focus & force and (3) engagement that it consists of monogloss and heterogloss.

CHAPTER 5. CONCLUSION

Based on the appraisal analyzes, the results show that the interpersonal meaning of the five starred hotels homepages in two area Bali and Yogyakarta are founded to mainly use positive appreciation (95%). It is used to evaluate the quality of the products or services. So, these findings were used to align the reader positively with the hotel. The the most dominant of appreciation result will be for appreciation reaction of quality (44 %). This research was conducted within the theoretical framework of Appraisal, Martin & White. According to them, among the three kinds of regions of appreciation. The appreciation reaction is important to construe the interpersonal meaning in the hospitality industry (2005). The interpersonal meaning of e.g “It grabs me” desiderative, e.g. “I want it” is related to affection for being emotive. And the positive reaction is almost dominant in the ten hotels. This chapter is intended to answer the research questions.

Research question number one (1) is to what extent do the language choices (words, phrases, expressions) used in the hotel homepages appeal to the hotel customers and affect them emotionally? The answer is the expression that text is contained by adjectives, adverb, and nominalization. The word ranked in the text is 1.606 words. It contains 628 nouns and 203 adjectives. The detailed lexis, phrases, and expressions in the hotel homepages text-align the reader could be seen detailed in appendix 2 and 3. And the three (3) regions of appraisal parameters are used to assess the extensiveness of the text could align the reader

Research question number two, (2) How do it so ?. The theoretical framework of Appraisal, Martin & White is used to evaluate the lexis, phrases, expressions in the hotel homepages that they persuade the reader to make a hotel reservation. This theory consists of three regions in assessing the hotel ‘s evaluative language (the words, phrases, expressions). They are, appreciation, Graduation, and Engagement. The uses of appreciation resources to evaluate the quality or phenomena. It relies on the four kinds. They are the reaction of quality, the reaction of impact, composition balance, composition complexity, and valuation the result of appreciation analysis shows that the text hotel appreciates

positively to the reader. Of course, because it is a promotion text and text construction as a means to persuade the reader. The use of graduation resource to amplify the hotel attitude in the text. The employment of force and focus are used to assess the amplification. Force employs the intensification of superlatives maximization and comparative to amplify by scaling up the sense of superiority. The employment of metaphors is used to amplify the quality and build a nice relationship to the guest by giving them space to consider the quality of the hotel product before they decide to purchase them. The hotel also uses the quantification to amplify the quantity, size and scope facilities and services to strengthen the credibility. It makes feeling confidently, secure and convenient for guest to stay at that hotel. In addition under the circumstance of focus, the hotel shows the specificity and authenticity of the service and facilities. It implies the unique of hotel location and hotel product and intensifies the reputation of the hotel. Related to engagement, the monoglossic is shown in the result of analysis.

There is relevance between the vision and mission of the ten hotel and the result of interpersonal meaning of the ten hotel in Indonesia. Based on the mission of hotels, it was shown that they always do upgrading the hotel products by completing the renowned service and facilities. While the result of interpersonal analyzing of the ten hotel in Indonesia is show 44 % dominantly on the appreciation of quality. Additionally, the interpersonal meaning of the hotel is "I want it". The expression of "I want it" conveys the desire to taste nice and convenient hotel facilities and services. The expression could imply the description of firstly, I want to stay in Javanese style rooms and Suite rooms, each with magnificent balcony and surrounded by a tropical garden. Secondly, I want to taste balinese culture etc. Finally, hotel can construct the text effectively in order persuading the reader to purchasing the hotel product.

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Appendix 1

Complete Data Text of Bali and Yogyakarta Hotel Homepages

1. Aradhana Villas

ARADHANA VILLAS is a haven of intimacy, sophisticated pool villa living and exquisitely designed to make the most out of each stay. All villas come with private swimming pool, unique Balinese inspired artistry and most everything you could possibly imagine from a luxury boutique pool villa experience.

Simply created for you to completely sit back and relax, ARADHANA VILLAS located steps away to Berawa Beach, close to world renowned haven for all the surfers “Echo Beach” and mere minutes from Seminyak, the most sought-after destination on the island to dine, shop and party. 4) Our complimentary transportation services make it even easier.

2. FuramaXclusive Villas & Spa Ubud

Surrounded by the tranquility of lush paddy fields, the FuramaXclusive Villas & Spa Ubud is an idyllic resort that blends contemporary chic with a minimalist touch.

The luxurious villa resort is located at Banjar Bindu, southwest from the heart of Ubud where the scenic drive along rice terraces and paddies bring you away from the bustling city centre to a peaceful nature retreat.

The FuramaXclusive Villas & Spa Ubud showcases 18 stylish modern villas on a magnificent 70-metre lagoon. Whether you select our Lagoon Pool Villa or our Spa Pool Villa, be ready for a placid experience in Ubud, Bali’s major artistic and cultural centre.

Housed amid the tranquility of vast paddy fields, sun-decks await with options of a personal outdoor whirlpool bathtub as well as a dedicated spa therapy area. Now, that’s paradise. 7) Check out our latest room, dining & spa promotions in Bali now!

Surrounded by the tranquility of lush paddy fields, the FuramaXclusive Villas & Spa Ubud is an idyllic resort that blends contemporary chic with a minimalist touch.

The luxurious villa resort is located at Banjar Bindu, southwest from the heart of Ubud where the scenic drive along rice terraces and paddies bring you away from the bustling city centre to a peaceful nature retreat.

The FuramaXclusive Villas & Spa Ubud showcases 18 stylish modern villas on a magnificent 70-metre lagoon. Whether you select our Lagoon Pool Villa or our Spa Pool Villa, be ready for a placid experience in Ubud, Bali's major artistic and cultural centre.

Housed amid the tranquility of vast paddy fields, sun-decks await with options of a personal outdoor whirlpool bathtub as well as a dedicated spa therapy area.

Now, that's paradise. 7) Check out our latest room, dining & spa promotions in Bali now!

3. Swiss-Belresort Watu Jimbar

Stylish, modern day luxury with that special Balinese touch!

Swiss-Belresort Watu Jimbar features an amazing free-shaped pool, complete with a poolside bar, gym and spa, perfect for getting you straight into holiday mode!. And for those who crave the gentle roll of the waves and a Bali beach between the toes, it's all just a stone's throw away from this magnificent Swiss Belresort.

Located in the heart of Sanur, everything is nice and close. If you're looking for a little retail therapy, or want to let your hair down in the evenings, there is an abundance of shopping and nightlife options right at your doorstep.

A large, sophisticated hotel with beautifully appointed modern rooms and suites to suit both holidaymakers and business travellers. Most rooms overlook our wonderful lagoon pool or feature a private Jacuzzi. Our guestrooms are inspired by tropical living in south-east Bali, designed in a post-modern, contemporary style with soothing earth tones and wood interiors. All rooms feature complementary wireless Internet access, a private safe, a large flat-screen

television and a day bed. 10)Some feature a private outdoor Jacuzzi or plunge pool.

Dining at the resort is an absolute delight too. Our international restaurant offers a menu featuring Asian and Indonesian cuisines with seasonal dishes to suit every taste, mornings, noon and night, and the lobby lounge and bar offer a selection of snacks, cocktails (and mocktails) throughout the day. For the ultimate in relaxation, our guests enjoy a cooling dip in the glorious pool or a refreshing spa and massage treatment to rejuvenate body and mind.

The hotel offers 24-hour room service, laundry and dry cleaning service, Wi-Fi Internet connection in all rooms and public areas, parking space and valet parking service, as well as 24-hour CCTV security.

4. Fairmont Sanur Beach Bali

Welcome to fairmont sanur beach bali

Fairmont Sanur Beach Bali is a world-class all-suite-and-villa luxury resort set amidst four hectares of lush tropical gardens. Only 25 minutes from the Ngurah Rai International Airport, the property is located along 200m of golden beach in the Sanur district in southeast Bali. Once a fishing village, Sanur is today full of historical charm and a hub for Balinese art, culture and tradition well away from the hustle and bustle of the rest of the island.

Contemporary tropical living can be experienced across the 120 luxurious suites and villas, where each unit offers expansive space, peace and round-the-clock on-call butler service. Our food and beverage offerings include Layang Layang which specializes in authentic Indonesian cuisine; Nyala Beach Club & Grill serves light meals in the day while at night transforms into a sophisticated poolside dining venue serving Pan-Asian dishes with a twist.

Offering understated elegance, Fairmont Sanur Beach Bali promises to be the best that Bali has to offer, and a haven for guests to revitalize and rejuvenate.

5. Inaya Putri Bali

The completion project of INAYA Putri Bali is progressing and currently the resort is opening its service to a certain extent. Nevertheless, your holidays are made of memories and experience an authentically Balinese-modern luxury resort, nestled right in front of the Indian Ocean. From the moment you arrive, you will be enchanted by our soaring entrance fashioned after a traditional Balinese rice-barn or “JINENG”. Throughout, the resort’s seven themed buildings are resound with the spirit of Bali and inspired by the unique Penglipuran village, each with its own characteristic that distinguished by impressive Indonesian stonework.

Transposed against our cutting-edge facilities, the impressive design interior takes on new meaning. Every aspect of the resort symbolizes wellness and prosperity – all you could wish for during your stay.

6. Hyatt Regency Yogyakarta

Hyatt Regency Yogyakarta is a 5 star hotel in Yogyakarta, the cultural heart of Java. The hotel is situated in the scenic outskirts of north-western Yogyakarta, elegantly set in 22 hectares of beautifully landscaped hotel gardens. The idyllic location of our hotel in Yogyakarta affords stunning views of Mount Merapi (the sacred mountain of Java), Seribu Mountain and Java's beautiful landscape.

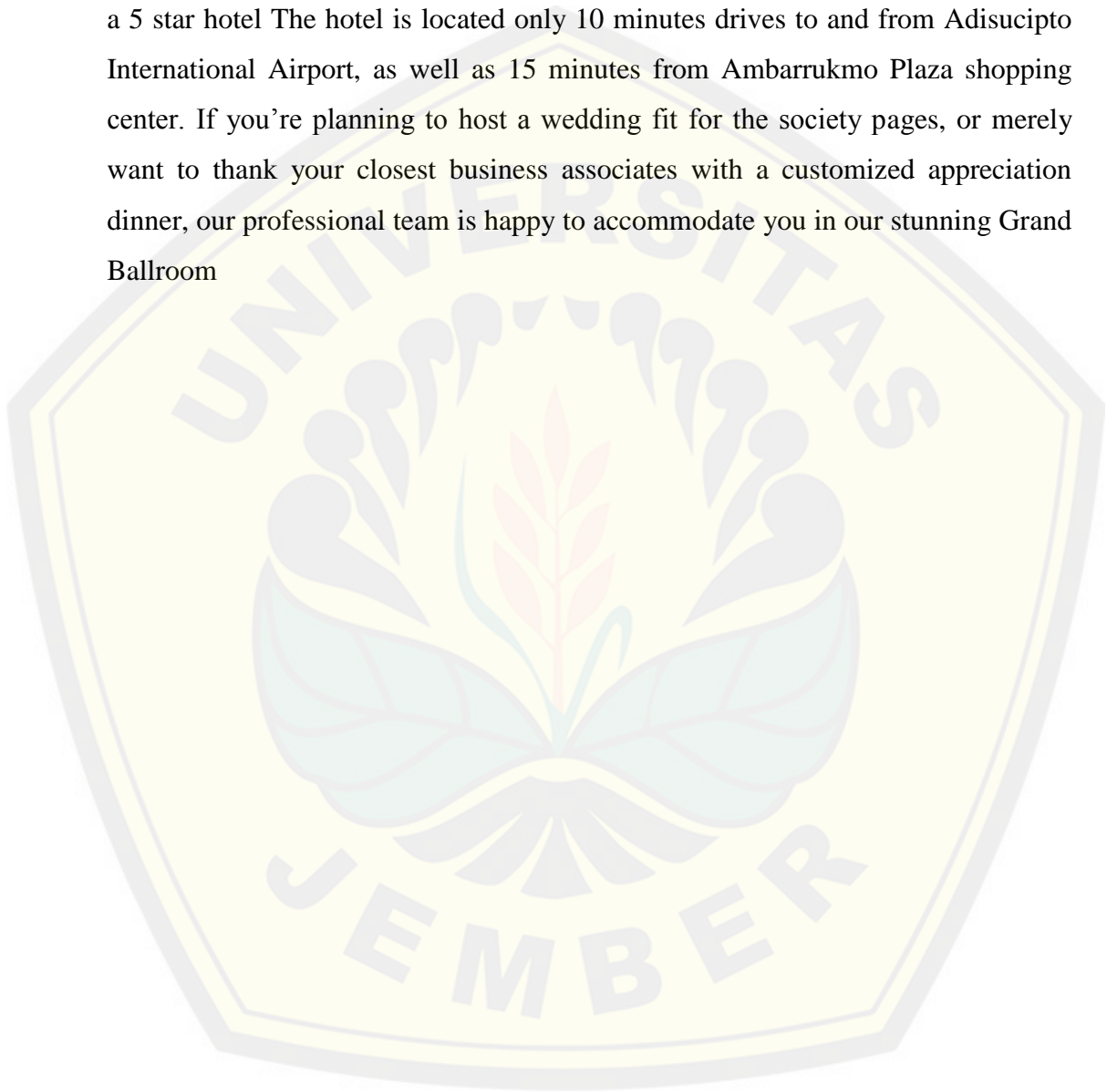
Along with its deluxe suites and rooms, Hyatt Regency Yogyakarta hotel also offers a multi level swimming pool, restaurants, golf course, tennis courts, spa, and fitness centre. Kids will enjoy the Camp Hyatt programme.

Our hotel in Yogyakarta city is strategically situated near the main highway with convenient access to Borobudur Temple and other places of interest. Adisucipto Airport Yogyakarta is just a 15 minute journey by car, while the city centre is only 7 kilometres, a ten-minute drive from the hotel.

7. Sheraton Mustika Yogyakarta Resort & Spa

Sheraton Mustika Yogyakarta Resort and SPA is suitable for a family vacation or romantic gateway in tropical splendor, we offer you 3 pools, 1 main restaurant, 1 India’s Restaurant, Suko Wine lounge, fitness center, spa, kids club, tennis

court, Link at Sheraton and free WiFi. Stay in one of our Javanese style rooms and Suite rooms, each with magnificent balcony and surrounded by a tropical garden. Additionally, we offer exclusive experiences for Starwood Preferred Guest members at our Club Lounge. Sheraton Mustika Yogyakarta Resort & Spa, a 5 star hotel The hotel is located only 10 minutes drives to and from Adisucipto International Airport, as well as 15 minutes from Ambarukmo Plaza shopping center. If you're planning to host a wedding fit for the society pages, or merely want to thank your closest business associates with a customized appreciation dinner, our professional team is happy to accommodate you in our stunning Grand Ballroom



8. The Meliá Purosani

Filled with immense Javanese charm, the Meliá Purosani is a cozy hotel that is conveniently nestled in the center of Yogyakarta. The hotel stands a short distance from the airport and is moments from many popular attractions, including the souvenir paradise of Malioboro shopping district, the ancient Hindu relics of Prambanan Temples, and the Sultan's Palace.

All our rooms are designed to offer comfort and grandeur with gorgeous views of the lush tropical garden or city. The hotel also features an outstanding range of cuisine, our restaurants and bars offer delightful dining options that will satiate any appetite.

For a relaxing experience, the exclusive Yhi Wellness spa delivers a full rejuvenation experience with the expert hands of our professionally trained therapists and Java's famed herbal treatments. For business, the Meliá Purosani features impressive venues and facilities that make it ideal for hosting first-class meetings and events. In the heartland of Javanese culture, the Meliá Purosani marks the pinnacle of hospitality.

9. Grand Aston Yogyakarta

The 5-star Grand Aston Yogyakarta has luxurious air-conditioned rooms in central Yogyakarta, just a 2-minute walk from the main shopping streets. In addition to an outdoor pool, it has a fitness center and pampering spa services. Along with floor-to-ceiling windows, the spacious rooms are decorated in soothing neutral colors. All of the rooms have a cable TV and a minibar. The bathrooms include a hairdryer.

Grand Aston Yogyakarta is a 30-minute drive from Malioboro Street and a 45-minute drive from Adisucipto International Airport. Free parking is available. Guests can use the free Wi-Fi available in the lobby and restaurant. A business center, laundry services and car rentals are also available.

Daily breakfast is served at Saffron Restaurant, which also has sit-down menu for lunch and dinner. On the rooftop, The Vanilla Sky Lounge features an

international menu and live music performances. Gondokusuman is a great choice for travelers interested in Food Shopping, Food and Culturally Diverse Food.

10. Yogyakarta Marriot Hotel

Whether you are visiting Yogyakarta, Indonesia for business or leisure, Yogyakarta Marriott Hotel welcomes you with superb service, spacious rooms and 5-star amenities. Each luxury accommodation features modern decor with Javanese-inspired accents and city or pool views. Every room features marble bathrooms, mini-refrigerators, flat-screen TVs and 24-hour room service. Business travelers value our free Wi-Fi and ample work desks. Club-level rooms and suites have exclusive access to M Club perks like free snacks, beverages and hors d'oeuvres, while suites also offer generous living areas. Work out in the 24-hour gym, take a dip in the indoor/outdoor connecting pool or pamper yourself in the spa. The property has three delicious restaurants and free on-site parking. Meeting planners appreciate the sophisticated venues, including Yogyakarta's largest ballroom. The hotel is near the shops, artists and restaurants of Jalan Malioboro, Depok and UNESCO World Heritage Sites like Borobudur Temple and Prambanan Temple.

Appendix 2

The appraisal analysis of the homepages text in Bali

Attitude underline

Force *italics*

Focus corbel

Engagement **bold**

1. Hotel Ardhana Bali

| Communication Purpose | Target of Evaluation | Attitudinal Term | Graduation | Engagement |
|---|----------------------|---|---|------------|
| <p>Introducing the location and view of the hotel</p> <p>1. ARADHANA VILLAS is a <i>haven of intimacy</i>, <i>sophisticated</i> pool, villa living and <i>exquisitely</i> designed to make the <i>most out of each</i> stay</p> | Hotel environment | +appreciation(Composition:Balance) +appreciation (reaction ,impact) +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (valuation) | Intensification: Metaphor Quantification: extent:scope: Intensification: quality (superlative) | |
| <p>Introducing accommodation</p> <p>2. <i>All</i> villas come with <i>private</i> swimming pool, <i>unique</i> Balinese <i>inspired</i> artistry and <i>most everything</i> you could possibly imagine from a <i>luxury</i> boutique pool villa experience</p> | Hotel environment | +appreciation (valuation) +appreciation(reaction,quality) +appreciation (valuation) +appreciation (valuation) | Quantification: extent: scope: space Valeur : specificity Quantification: extent: scope: space Intensification: quality (superlative) Quantification: extent: | |

| | | | | |
|---|---------------------|---|--|--|
| | | | scope: space Quantification: extent: scope: space | |
| <p>Introducing the location and view of the hotel</p> <p>3. Simply created for you to <u>completely</u> sit back and relax, ARADHANA VILLAS located <u>steps away</u> to Berawa Beach, <u>close to world renowned haven for all the surfers</u> “Echo Beach” and <u>mere minutes</u> from Seminyak, the <u>most sought</u>-after destination on the island to dine, shop and party</p> | Hotel location | +appreciation (reaction, impact) +appreciation (Composition Balance) +appreciation (reaction, quality) +appreciation (valuation) +appreciation (valuation) +appreciation (reaction, quality) | Valuer : authenticity Intensification: Maximum Intensification: Metaphor Quantification: extent: Proximity space Quantification: extent: scope: space Quantification: extent: scope: space | Heterogloss: Proclaim: Concure Heterogloss: Proclaim: Concure |
| <p>Introducing guest service</p> <p>3. Our <u>complimentary</u> transportation services make it <u>even easier</u>.</p> | Hotel guest service | +appreciation (reaction, quality) +appreciation (reaction, quality) | Intensification: quality (comparative) | |

2. FuramaXclusive Villas & Spa Ubud

| Communication Purpose | Target of Evaluation | Attitudinal Term | Graduation | Engagement |
|--|------------------------------|---|--------------------------|------------|
| <p>Introducing view of the hotel</p> <p>5. Surrounded by the <u>tranquility</u> of lush</p> | The View of the hotel | +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (reaction, quality) | Intensification: Infused | |

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|--|--------------------------------|--|--|-------------------------------------|
| paddy fields, the FuramaXclusive Villas & Spa Ubud is an <i>idyllic</i> resort that blends <i>contemporary chic</i> with a <i>minimalist touch</i> . | | +appreciation (reaction, quality) +appreciation (reaction, quality) | | |
| Introducing the hotel location 6. The <i>luxurious</i> villa resort is located at Banjar Bindu, southwest from the <i>heart of</i> Ubud where the <i>scenic</i> drive <i>along</i> rice terraces and paddies <i>bring you away from the bustling city centre</i> to a <i>peaceful nature</i> retreat | Hotel location | +appreciation (valuation) +appreciation (composition: complexity) +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (composition: complexity) +appreciation (valuation) +appreciation (reaction, quality) +appreciation (reaction, quality) | Valuer : Specificity Intensification: Metaphor | Heterogloss: Proclaim: Concure |
| Introducing the hotel accomodation 7. The FuramaXclusive Villas & Spa Ubud <i>showcases 18 stylish modern</i> villas on a <i>magnificent 70-metre</i> lagoon. | The hotel accomodat ion | +appreciation (valuation) +appreciation (reaction, quality) +appreciation (reaction, quality) | Quantification: Number Quantification: Number | Heterogloss: Proclaim: Endorse |
| Establishing credentials 8. Whether you select our Lagoon Pool Villa or our Spa Pool Villa, be ready for a <i>placid</i> experience in Ubud, Bali's <i>major</i> artistic and cultural <i>centre</i> . | The Guest | +appreciation (reaction, quality) +appreciation (valuation) +appreciation (composition: complexity) | Intensification: quality Maximisation Valuer : Specificity | Heterogloss: Proclaim: Pronounce |
| Introducing guest service 9. | The hotel Facilities | +appreciation (reaction, quality) | | |

| | | | | |
|---|-----------|---|--|-------------------------------------|
| <i>Housed amid</i> the <u>tranquility</u> of <u>vast</u> paddy fields, sun-decks <i>await with options of a <u>personal outdoor whirlpool bathtub as well as a <u>dedicated spa therapy area.</u></u></i> | | +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (reaction, quality) Affective :happines | Intensification: quality Maximisation | Heterogloss: Proclaim: Pronounce |
| Introducing the hotel Facilities 10. Now, that's <u>paradise.</u> | The Guest | +appreciation (impact) AFFective : Happiness | Intensification: Metaphor | |
| Introducing the hotel Facilities 11. Check out our latest room, dining & spa <u>promotions</u> in Bali now! | The Guest | +appreciation (reaction, quality) | | Heterogloss: Expand : Entertain |

3. Swiss-Belresort Watu Jimbar

| Communication Purpose | Target of Evaluation | Attitudinal Term | Graduation | Engagement |
|--|-------------------------|--|--|--|
| 12. <u>Stylish, modern day luxury</u> with that <u>special Balinese</u> touch! | | +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (valuation) | Valuer : Specificity Intensification: quality Maximisation | |
| Introducing the hotel facilities 13. Swiss-Belresort Watu Jimbar features an <u>amazing free-shaped</u> pool, <u>complete</u> with a poolside bar, gym and spa, <u>perfect</u> for getting you straight into holiday mode! | hotel facilities | +appreciation (reaction, impact) +appreciation (reaction, quality) +appreciation (valuation) +appreciation (Composition :Balance) | Intensification: quality Maximisation Intensification: quality Maximisation Process | Heterogloss: Proclaim: Pronounce |
| Establishing credentials 14. | hotel location | +appreciation (reaction, impact) +appreciation (reaction, quality) | Intensification: Metaphor | |

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|---|-----------------------|--|---|--|
| And for those who crave the <u>gentle</u> roll of the waves and a <u>Bali beach</u> between the toes, it's <u>all just a stone's throw away from this magnificent Swiss Belresort.</u> | | +appreciation (valuation) +appreciation (reaction, quality) | | |
| Introducing the hotel location 15. Located in <i>the heart of</i> Sanur, everything is <u>nice</u> and <u>close</u> . If you're looking for a <u>little retail therapy</u> , or want to let your hair <u>down in the evenings</u> , there is an <u>abundance</u> of shopping and <u>nightlife</u> options <u>right</u> at your doorstep. | hotel location | +appreciation (composition; complexity) +appreciation (reaction, quality) +appreciation (reaction, impact) +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (reaction, quality) | Valuer : Specificity Quantification: extent: scope: space Intensification: Metaphor | |
| Introducing the hotel accomodation 16. A <u>large, sophisticated</u> hotel with <u>beautifully</u> appointed <u>modern</u> rooms and suites to <u>suit both</u> holidaymakers and business travellers. | Room | +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (Composition, Balance) | Quantification: Mass | |
| Introducing the hotel accomodation 17. <u>Most</u> rooms <u>overlook</u> our <u>wonderful</u> lagoon pool or feature a <u>private</u> Jacuzzi | Jacuzzi | +appreciation (valuation) +appreciation (valuation) +appreciation (reaction, impact) +appreciation (reaction, impact) +appreciation (reaction, quality) +appreciation (valuation) | | |
| Introducing the hotel accomodation | Hotel Room | +appreciation (valuation) +appreciation (reaction, quality) | Valuer : Specificity Intensification: Metaphor | |

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|---|-------------------------|--|--|---|
| <p>18. Our guestrooms are inspired by <i>tropical</i> living in south-east Bali, designed in a <u>post-modern</u>, <u>contemporary</u> style with <u>soothing earth tones</u> and <u>wood</u> interiors.</p> | | <p>+appreciation (reaction, impact) +appreciation (reaction, quality)</p> | | |
| <p>Introducing the hotel Room Facilities 19. <i>All</i> rooms feature <u>complementary</u> wireless Internet access, a <u>private</u> safe, a <i>large</i> flat-screen television and a <u>day</u> bed.</p> | <p>Room Facilities</p> | <p>+appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (valuation)</p> | <p>Quantification: Extent: Scope: Space Quantification: extent: scope: space</p> | |
| <p>Introducing the hotel Room Facilities 20. Some feature a <u>private outdoor</u> Jacuzzi or <u>plunge</u> pool.</p> | <p>Jacuzzi and Pool</p> | <p>+appreciation (valuation) +appreciation (reaction, quality)</p> | <p>Quantification: Extent: Scope: Space Quantification: Extent: Scope: Space</p> | |
| <p>Introducing the hotel facilities 21. Dining at the resort is an <u>absolute delight</u> too.</p> | <p>Dining resort</p> | <p>+appreciation (reaction, impact)</p> | | <p>Heterogloss: Proclaim: Concure</p> |
| <p>Introducing the restaurant 22. Our <i>international</i> restaurant offers a menu <u>featuring</u> <i>Asian and Indonesian</i> cuisines with <u>seasonal</u> dishes to suit <u>every</u> taste, mornings, noon and night, and the lobby lounge and bar offer a <u>selection</u> of snacks, cocktails (and mocktails)</p> | <p>Restaurant</p> | <p>+appreciation(Composition: Balance) +appreciation (reaction, quality) +appreciation (valuation) +appreciation (valuation)</p> | <p>Quantification: extent: distance: space Valuer : Specificity Quantification: Extent: Scope: Space Quantification: Extent: Proximity: Time</p> | |

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|---|-------------------------|--|---|--|
| <i>throughout</i> the day. | | | | |
| Introducing the hotel facilities 23. For the <i>ultimate</i> in <i>relaxation</i> , our guests <i>enjoy</i> a <i>cooling</i> dip in the <i>glorious</i> pool or a <i>refreshing</i> spa and massage treatment to <i>rejuvenate</i> body and mind. | hotel facilities | +appreciation(Composition: Balance) +appreciation (reaction, impact) Affective +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (reaction, impact) | Quantification: Extent: Proximity:Time Intensification:Lexicalisation | |
| Introducing the hotel facilities 24. The hotel offers <i>24-hour</i> room service, laundry and dry cleaning service, Wi-Fi Internet connection in <i>all</i> rooms and public areas, parking space and valet parking service, as well as <i>24-hour</i> CCTV security. | hotel facilities | | Quantification: Extent: Scope: Time Quantification: Extent: Scope:Time | |

4. FAIRMONT SANUR BEACH BALI

| Communication Purpose | Target of Evaluation | Attitudinal Term | Graduation | Engagement |
|---|----------------------|--|--|------------|
| 25. <i>WELCOME TOFAIRMONT SANUR BEACH BALI</i> | | affective | | |
| Introducing view of the hotel 26. Fairmont Sanur Beach Bali is a <i>world-class all-suite-and-villa luxury</i> resort set amidst <i>four hectares of lush tropical</i> | the hotel | +appreciation (valuation) +appreciation (valuation) | Quantification: Extent: Scope: Space Valeur : spesificity Intensification:Infused | |

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|--|-------------------------|--|---|--|
| gardens | | | | |
| <p>Introducing the location of the hotel to airport. 27. <u>Only 25 minutes</u> from the Ngurah Rai International Airport, the property is located along <u>200m of golden beach</u> in the Sanur district in southeast Bali</p> | Distance airport | +appreciation (valuation) | Quantification number Quantification: Extent: Scope: Distance Quantification number Valeur :specificity | |
| <p>Introducing the location of the hotel 28. Once a fishing village, Sanur is <i>today</i> <u>full</u> of historical <u>charm</u> and a <u>hub</u> for Balinese art, culture and tradition <i>well</i> away from the hustle and bustle of the <u>rest of the island</u>.</p> | Hotel location | +appreciation (reaction, quality) +appreciation (reaction, impact) +appreciation (reaction, quality) | Quantification: Extent: Proximity:Time Valuer : Specificity Intensification:Lexicalisation | |
| <p>Introducing the hotel facilities 29. <u>Contemporary tropical</u> living can be experienced across the <u>120 luxurious</u> suites and villas, where <u>each</u> unit offers <u>expansive</u> space, <u>peace</u> and <u>round-the-clock on-call butler service</u>.</p> | villas | +appreciation (reaction, quality) appreciation (valuation) +appreciation (reaction, quality) appreciation (valuation) +appreciation (reaction, quality) +appreciation (valuation) | Valuer : Specificity Quantification: Number Intensification: Metaphor | |
| <p>Introducing the hotel Dish Service 30. Our food and beverage offerings include Layang Layang which specializes in authentic Indonesian cuisine; Nyala Beach Club & Grill serves light meals in the day while at night transforms into a <u>sophisticated</u> poolside dining venue serving <i>Pan-Asian</i> dishes with a twist.</p> | Dish Service | +appreciation (valuation) +appreciation (reaction, quality) | Valuer : Specificity Valuer : Specificity | |

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|---|--|--|----------------------------------|--|
| <p>Introducing the hotel facilities 31. Offering <u>understated elegance</u>, Fairmont Sanur Beach Bali promises to be the <u>best</u> that Bali has to offer, and a <i>haven</i> for guests to revitalize and <u>rejuvenate</u>.</p> | | <p>+appreciation(Composition: Balance) +appreciation (reaction, quality) +appreciation (valuation) +appreciation (valuation)</p> | <p>Intensification: Metaphor</p> | <p>Heterogloss: Contract Proclaim: Pronounce</p> |
|---|--|--|----------------------------------|--|

4. Inaya Putri Bali

| Communication Purpose | Target of Evaluation | Attitudinal Term | Graduation | Engagement |
|--|------------------------------------|--|--|---|
| <p>Introducing the progressig the hotel 32. The completion project of INAYA Putri Bali is <u>progressing</u> and <i>currently</i> the resort is opening its service to a <i>certain extent</i>.</p> | <p>progressig the hotel</p> | <p>+appreciation (reaction, quality)</p> | <p>Quantification: Extent: Proximity:Time Quantification: Extent: Proximity:Time</p> | |
| <p>Introducing the hotel location 33. Nevertheless, your holidays are made of memories and experience an <u>authentically Balinese-modern luxury</u> resort, nestled <i>right</i> in front of the Indian Ocean</p> | <p>hotel location</p> | <p>+appreciation (reaction, quality) +appreciation (valuation)</p> | <p>Valuer : <i>authenticity</i> Intensification: Lexicaly</p> | <p>Heterogloss: Dislaim: Counter</p> |
| <p>Introducing the hotel view 34. From the <i>moment</i> you arrive, you will be enchanted by our <u>soaring</u> entrance</p> | <p>the hotel view</p> | <p>+appreciation (valuation) +appreciation (reaction, quality) +appreciation (reaction, quality)</p> | <p>Quantification: Extent: Proximity:Arrival Valuer:</p> | <p>Heterogloss: Expand: Entertain</p> |

| | | | | |
|--|--------------------------|---|--|---|
| <i>fashioned</i> after a traditional Balinese rice-barn or "JINENG". | | | | |
| <p>Introducing the hotel view 35. <i>Throughout</i>, the resort's <i>seven</i> themed buildings are resound with the <u>spirit</u> of Bali and inspired by the <u>unique</u> Penglipuran village, <u>each</u> with its own characteristic that <u>distinguished</u> by <u>impressive</u> Indonesian stone work.</p> | | <p>+appreciation(Composition: Balance) +appreciation (valuation) +appreciation (valuation) +appreciation (reaction, impact)</p> | <p>Quantification :Number Quantification: Extent: Proximity:Space Valuer : Specificity Valuer : Specificity Quantification: Extent: Scope: Space</p> | |
| <p>Introducing the hotel view 36. Transposed against our <u>cutting-edge</u> facilities, the <u>impressive</u> design interior takes on <u>new meaning</u>.</p> | hotel view | <p>+appreciation (valuation) +appreciation (reaction, impact)</p> | Intensification: Metaphor | |
| <p>Introducing the hotel wishing 37. <i>Every</i> aspect of the resort symbolizes <u>wellness and prosperity</u> – <i>all you could wish for during your stay</i>.</p> | Hotel expectation | <p>+appreciation (reaction, quality) +appreciation (reaction, quality)</p> | <p>Valuer : Specificity Quantification: Extent: Scope: Space Quantification: Extent: Scope: Space</p> | <p>Heterogloss: Expand: Entertain</p> |

Appendix 3

The appraisal analysis of the homepages text in Yogyakarta

Attitude underline

Force *italics*

Focus corbel

Engagement **bold**

6. Hyatt Regency

| Communication Purpose | Target of Evaluation | Attitudinal Term | Graduation | Engagement |
|--|----------------------|---|---|---------------------------|
| Establishing Credential 38. Hyatt Regency Yogyakarta is a 5 star hotel in Yogyakarta, the cultural heart of Java . | Yogyakarta | +appreciation (reaction, quality) +appreciation (composition : Complexity) | Valuer : Specificity | |
| Introducing the location and view of the hotel 39. The hotel is situated in the <u>scenic outskirts</u> of north-western Yogyakarta, <u>elegantly</u> set in 22 hectares of <u>beautifully</u> landscaped hotel gardens | Hotel environment | +appreciation (reaction, quality) +appreciation (reaction, quality) +appreciation (reaction, quality) | Intensification:Infused Quantification :Number intensification (quality) | |
| Introducing the location and view of the hotel | Hotel location | +appreciation (reaction ,quality) | | Heterogloss Proclaim : |

| | | | | |
|---|---------------------------|--|--|--|
| <p>40. The <u>idyllic</u> location of our hotel in Yogyakarta affords <u>stunning</u> views of Mount Merapi (the <u>sacred</u> mountain of Java), Seribu Mountain and Java's <u>beautiful</u> landscape.</p> | | <p>+appreciation (reaction ,impact) + appreciation (valuation)</p> | | <p>Endorse Heterogloss Expand: attribute: Aknowledge</p> |
| <p>Introducing restaurants,bars and leisure facilities 41. <u>Along with</u> its deluxe suites and rooms, Hyatt Regency Yogyakarta hotel also offers a <u>multi level</u> swimming pool, restaurants, golf course, tennis courts, spa, and fitness .</p> | <p>Hotel accomodation</p> | <p>+appreciation (composition,balance)</p> | <p>intensification (quality,maxiimisation)</p> | |
| <p>Introducing guest service 42. Kids will <u>enjoy</u> the Camp Hyatt programme.</p> | <p>Hotel accomodation</p> | | <p>Affective</p> | <p>Heterogloss Expand: Entertain</p> |
| <p>Introducing the location and tourist destination 43. Our hotel in Yogyakarta city is <u>strategically</u> situated <u>near</u> the main highway with <u>convenient</u> access to <i>Borobudur Temple</i> and other places of <u>interest</u>.</p> | <p>Hotel location</p> | <p>+appreciation (reaction ,quality) +appreciation (reaction ,quality) + appreciation (valuation) + appreciation (valuation)</p> | <p>Intensification (quality,maxiimisation) +quantification (extent,proximity) Valuer : Specificity Intensification : Infused</p> | |
| <p>Introducing the distance of airport from hotel 44.</p> | <p>Hotel location</p> | <p>+appreciation (reaction, impact) +appreciation (reaction, impact)</p> | <p>intensification (quality; isolate) Quantification :Number</p> | <p>Monogloss</p> |

| | | | | |
|---|--|---|---|--|
| Adisucipto Airport Yogyakarta is <i>just a 15 minute journey by car, while</i> the city centre is only 7 kilometres, a ten-minute drive from the hotel. | | +appreciation (composition: complexity) | :Distance Quantification :Number : Distance | |
|---|--|---|---|--|

7. Sheraton Mustika Yogyakarta Resort & Spa

| Communication Purpose | Target of Evaluation | Attitudinal Term | Graduation | Engagement |
|---|-------------------------|--|---|------------|
| Introducing the hotel facilities 45. Sheraton Mustika Yogyakarta Resort and SPA is <u>suitable</u> for a <u>family</u> vacation or <u>romantic</u> gateway in tropical <u>splendor</u> , we offer you 3 pools, 1 main restaurant, 1 India's Restaurant, Suko Wine lounge, fitness center, spa, kids club, tennis court, Link at Sheraton and free WiFi | Hotel facilities | +appreciation(reaction,quality) Affective +appreciation (reaction, quality) + appreciation (valuation) +appreciation(reaction,quality) | Quantification :Number ; mass Quantification :Number; mass Quantification :Number; mass | |
| Introducing the hotel facilities 46. Stay in one of our <u>Javanese style</u> rooms and <u>Suite</u> rooms, each with <u>magnificent</u> balcony and <u>surrounded</u> by a tropical garden. | Hotel facilities | +appreciation (valuation) +appreciation(reaction,quality) +appreciation(reaction,quality) | Valuer : Specificity Quantification: Extent: Scope: Space Quantification: Extent: Scope: Space Quantification: Extent: Scope: Space Valuer : Specificity | |
| Introducing guest service 47. | Guest service | + appreciation (valuation) | Intensification : Vigour Intensification :Infused | |

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|--|-----------------------------|---|---|--|
| <p><i>Additionally</i>, we offer <i>exclusive</i> experiences for Starwood Preferred Guest members at our Club Lounge.Sheraton Mustika Yogyakarta Resort & Spa, a 5 star hotel</p> | | | <p>Valuer : Specificity</p> | |
| <p>Introducing the location of the hotel to airport. Introducing guest service 48. The hotel is located <i>only</i> 10 minutes drives to and from Adisucipto <i>International</i> Airport, <i>as well as</i> 15 minutes from Ambarrukmo Plaza shopping center</p> | <p>Distance</p> | <p>+appreciation (valuation) +appreciation (composition, balance) +appreciation (valuation)</p> | <p>Quantification: Extent: Scope: Space Quantification :Number Quantification: Extent: Scope: distance Valuer : Specificity</p> | |
| <p>Introducing guest service 49. If you're planning to host a wedding <i>fit</i> for the society pages, or merely want to thank your closest business associates with a <i>customized</i> appreciation dinner, our professional team is happy to <i>accommodate</i> you in our <i>stunning</i> Grand Ballroom</p> | <p>Guest service</p> | <p>+ appreciation (valuation) Judgement : Esteem:Capacity</p> | <p>Intensification :Infused</p> | |

8 The Meliá Purosani

| | | | | |
|------------------------------|------------------|-------------------------|-------------------|-------------------|
| <p>Communication Purpose</p> | <p>Target of</p> | <p>Attitudinal Term</p> | <p>Graduation</p> | <p>Engagement</p> |
|------------------------------|------------------|-------------------------|-------------------|-------------------|

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| | Evaluation | | | |
| <p>Establishing credential 50. <i>Filled with <u>immense</u> Javanese charm, the Meliá Purosani is a <u>cozy</u> hotel that is <u>conveniently</u> nestled in the center of Yogyakarta.</i></p> | Hotel profile | <p>+appreciation(reaction,quality) +appreciation(reaction,quality) +appreciation(reaction,quality) +appreciation (valuation)</p> | <p>Intensification :Quality: Maximixsation Valuer : Specificity Valuer : Specificity</p> | |
| <p>Introducing the location of the hotel to airport and tourism view 51. <i>The hotel stands a <u>short</u> distance from the airport and is <u>moments</u> from <u>many popular</u> attractions, <i>including</i> the souvenir <u>paradise</u> of <u>Malioboro</u> shopping district, the <u>ancient</u> Hindu relics of <u>Prambanan</u> Temples, and the <u>Sultan's Palace</u>.</i></p> | Hotel view | <p>+appreciation(reaction,quality) + appreciation (valuation) + appreciation (valuation) +appreciation (valuation) + appreciation (valuation) + appreciation (valuation)</p> | <p>Quantification: Extent: Scope: Space Quantification: Extent: Scope: quality Intensification :Infused Intensification : Metaphor Valuer : Specificity Intensification :Quality: Maximixsation</p> | |
| <p>Introducing the view of the hotel room 52. <i>All our rooms are designed to offer <u>comfort</u> and <u>grandeur</u> with <u>gorgeous</u> views of the <u>lush tropical</u> garden or city. The hotel also features an <u>outstanding</u> range of cuisine, our restaurants and bars offer</i></p> | Hotel room | <p>+appreciation(reaction,quality) +appreciation(reaction,quality) +appreciation(reaction,quality) +appreciation(reaction,quality) + appreciation (valuation) +appreciation(reaction,impact) +appreciation(reaction,impact)</p> | <p>Quantification: Extent: Scope: Space Valuer : Specificity</p> | <p>Heterogloss:Expand: Entertain</p> |

| | | | | |
|---|------------------|---|---|--|
| <u>delightful dining options that will satiate any appetite.</u> | | | | |
| <p>Introducing the view of the spa 53. For a <u>relaxing</u> experience, the <u>exclusive</u> Yhi Wellness spa delivers a <u>full rejuvenation</u> experience with the <u>expert</u> hands of our <u>professionally</u> trained therapists and <u>Java's famed</u> herbal treatments.</p> | The spa | <p>Affective +appreciation(reaction,quality) +appreciation(reaction,impact) +appreciation (valuation) +appreciation (valuation) +appreciation (valuation) +appreciation (valuation)</p> | <p>Intensification :Quality: Maximixsation Quantification: Extent: Scope: Space Intensification :Quality: Maximixsation Valuer : Authethic Valuer : Specificity Intensification :Quality: Maximixsation</p> | |
| <p>Introducing the hotel facilities 54. For business, the Meliá Purosani features <u>impressive</u> venues and facilities that make it <u>ideal</u> for hosting <u>first-class</u> meetings and events. In the <u>heartland</u> of <u>Javanese</u> culture, the Meliá Purosani marks the <u>pinnacle</u> of hospitality.</p> | Hotel Facilities | <p>+appreciation(reaction,impact) +appreciation(reaction,impact) +appreciation (composition: complexity) +appreciation (valuation)</p> | <p>Intensification :Quality: Maximixsation Intensification :Quality: Maximixsation Valuer : Specificity Valuer : Specificity Intensification :Quality: Maximixsation</p> | |

9. Grand Aston Yogyakarta

| Communication Purpose | Target of Evaluation | Attitudinal Term | Graduation | Engagement |
|------------------------------|----------------------|---------------------------|-----------------------------|------------|
| Introducing the hotel | Room | +appreciation (valuation) | Quantification: Number:time | |

| | | | | |
|---|------------------------------------|--|---|--|
| <p>acomodation 55. The 5-star Grand Aston Yogyakarta has <u>luxurious</u> air-conditioned rooms in <u>central</u> Yogyakarta, <u>just</u> a 2-minute walk from the <u>main</u> shopping streets.</p> | <p>facilities</p> | <p>+appreciation (valuation) +appreciation (valuation) +appreciation (valuation)</p> | <p>Intensification :Quality: Maximixsation</p> | |
| <p>Introducing the hotel leisure facilities 56. <i>In addition</i> to an <u>outdoor</u> pool, it has a fitness center and <u>pampering</u> spa services.</p> | <p>Spa and Pool</p> | <p>+appreciation(reaction,quality) +appreciation (reaction ,impact) Afeective</p> | <p>Intensification :Vigour</p> | |
| <p>Introducing the hotel acomodation 57. <u>Along with</u> floor-to-ceiling windows, the <u>spacious</u> rooms are decorated in <u>soothing</u> <i>neutral colors</i>.</p> | <p>Room view</p> | <p>+appreciation (Composition:Balance) +appreciation (valuation) +appreciation (reaction ,impact)</p> | <p>Intensification :lexicalisation</p> | |
| <p>Introducing the hotel acomodation 58. <i>All</i> of the rooms have a cable TV and a minibar. The bathrooms include a hairdryer.</p> | <p>Room facilities</p> | <p>+appreciation(reaction,quality)</p> | <p>Quantification: Extent: Scope:</p> | |
| <p>Introducing the location of the hotel to airport. 59. Grand Aston Yogyakarta is a</p> | <p>Distance to airport.</p> | <p>+appreciation (valuation)</p> | <p>Quantification: Number:distance Valuer : Specificity Quantification: Number: distance Quantification: Extent: Scope:</p> | |

| | | | | |
|---|---|--|--|--|
| <p><i>30-minute</i> drive from <i>Malioboro</i> Street and a 45-minute drive from Adisucipto <i>International</i> Airport.</p> | | | <p>distance</p> | |
| <p>Introducing the hotel facilities 60. Free parking is <u>available</u>.</p> | <p>Parking Area</p> | <p>+appreciation(reaction,quality) +appreciation (valuation)</p> | | |
| <p>Introducing the hotel facilities 61. Guests can use the <u>free</u> Wi-Fi <u>available</u> in the lobby and restaurant.</p> | <p>Internet lik</p> | <p>+appreciation(reaction,quality) +appreciation (valuation)</p> | | |
| <p>Introducing the hotel facilities 62. A business center, laundry <u>services</u> and car rentals are also <u>available</u>.</p> | <p>Laundry services and car rentals</p> | <p>+appreciation(reaction,quality) +appreciation (valuation)</p> | | |
| <p>Introducing the hotel facilities 63. Daily breakfast is served at Saffron Restaurant, which also has <u>sit-down menu</u> for lunch and dinner.</p> | <p>Restaurant</p> | <p>+appreciation (valuation)</p> | | |
| <p>Introducing the hotel facilities 64. On the rooftop, The Vanilla</p> | <p>Live music and Dining</p> | <p>+appreciation (valuation) +appreciation (valuation)</p> | <p>Quantification: Extent: Scope:Space Intensification :Quality: happiness</p> | |

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|---|-----------------|---|--|--|
| Sky Lounge features an <u>international menu</u> and <u>live music performances</u> . | | | | |
| Introducing the hotel facilities 65. <i>Gondokusuman</i> is a <u>great</u> choice for travelers <u>interested in</u> Food Shopping, Food and Culturally <u>Diverse</u> Food. | Kinds of Dining | +appreciation (valuation) +appreciation (Composition:Balance) +appreciation (valuation) | Valuer : Specificity Intensification :Quality: maximisation Quantification: mass;presence | |

10 Yogyakarta Marriot Hotel

| Communication Purpose | Target of Evaluation | Attitudinal Term | Graduation | Engagement |
|--|-----------------------|--|--|-------------------------------------|
| Introducing the hotel 67. Whether you are visiting Yogyakarta, Indonesia for business or leisure, Yogyakarta Marriott Hotel <u>welcomes</u> you with <u>superb</u> service, <u>spacious</u> rooms and <u>5-star</u> amenities. | Guest | Affective +appreciation (valuation) | Intensification :Quality: Maximisation Intensification :Quality: Maximisation | Heteroglos: Expand :Entertain |
| Introducing the hotel accommodation 68. <i>Each</i> <u>luxury</u> accommodation features <u>modern</u> decor with <u>Javanese-inspired</u> accents and <u>city or pool</u> views. | The hotel view | +appreciation (valuation) +appreciation (valuation) +appreciation(reaction,quality) +appreciation(reaction,quality) | Quantification: Extent: Scope:Space Valuer : Specificity | |
| Introducing the hotel room | Room | +appreciation (valuation) | Quantification: Extent: | |

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|--|---------------------------------|---|--|--|
| <p>accommodation 69. Every room features <u>marble</u> bathrooms, mini-refrigerators, flat-screen TVs and <u>24-hour</u> room service.</p> | | <p>+appreciation (valuation)</p> | <p>Scope:Space Quantification: Number:time</p> | |
| <p>Introducing the guest service 70. Business travelers <u>value</u> our free Wi-Fi and <u>ample</u> work desks.</p> | <p>Hotel Facilities</p> | <p>+appreciation(reaction,quality) +appreciation(reaction,quality)</p> | <p>Quantification: Extent: Scope:Space</p> | |
| <p>Introducing the guest service 71. <u>Club</u>-level rooms and suites have <u>exclusive</u> access to <u>M Club perks</u> like free snacks, beverages and <u>hors d'oeuvres</u>, while <u>suites</u> also offer <u>generous</u> living areas.</p> | <p>Guest service</p> | <p>+appreciation(reaction,quality) +appreciation (Composition:Balance) +appreciation (valuation) +appreciation (valuation) +appreciation (valuation) +appreciation (valuation)</p> | <p>Intensification :Quality: Maximisation</p> | |
| <p>Introducing the guest service 72. Work out in the <u>24-hour gym</u>, take a dip in the <u>indoor/outdoor connecting</u> pool or <u>pamper</u> yourself in the spa.</p> | <p>Spa ad Gym</p> | <p>+appreciation(reaction,quality) +appreciation (valuation) +appreciation (valuation) Affective +appreciation(reaction,quality) +appreciation(reaction,quality) +appreciation(reaction,impact)</p> | <p>Quantification: Number:time</p> | |
| <p>Introducing the guest service 73. The property has <u>three</u> <u>delicious</u> restaurants and free <u>on-site</u> parking.</p> | <p>Restaurant</p> | <p>+appreciation(reaction,quality) +appreciation(reaction,quality)</p> | <p>Quantification: Number</p> | |
| <p>Introducing the guest service 74. Meeting planners appreciate the</p> | <p>Meeting and ballroom</p> | <p>+appreciation(reaction,quality)</p> | <p>Valuer : Specificity Quantification: Mass</p> | |

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|---|---------------------------|--|--|--|
| <p><u>sophisticated</u> venues, including Yogyakarta's <i>largest</i> ballroom.</p> | | | | |
| <p>Introducing the hotel ad local tourism area 75. The hotel is <u>near</u> the shops, artists and restaurants of Jalan Malioboro, Depok and <u>UNESCO</u> World <u>Heritage</u> Sites like Borobudur Temple and Prambanan Temple.</p> | <p>Tourism local area</p> | <p>+appreciation (valuation) +appreciation(reaction,quality) +appreciation (valuation)</p> | <p>Quantification: Extent: Scope: Distance Valuer : Specificity Valuer : Specificity</p> | |

Appendix 4**Vission and Mission of Bali and Yogyakarta Hotel**

| No. | Hotel Bali | Visi | Misi |
|-----|-----------------------------------|---|---|
| 1. | Aradhana Villas | Our vision is to create and deliver truly <u>memorable experiences</u> in the spirit of caring for all parties involved. KARANIYA EXPERIENCE actively supports the community, respects local traditions and culture, and endeavors to attain a balanced lifestyle by maintaining a harmonious relationship between man and the environment. We choose to adhere to the spiritual and social principles of sustainable tourism for a better world. | Our mission is to offer creative management solutions for hospitality and lifestyle establishments with new and exciting concepts which are uniquely personalized to each property in our portfolio. We strive to deliver truly memorable experiences for our customers and provide financial results for our business partners and shareholders. |
| 2. | Furama Xclusive Villas & Spa Ubud | <ul style="list-style-type: none"> • Making Furama Villas a company that can accommodate or can bring employees or staff, management, and their own owners to prosper. | <ul style="list-style-type: none"> • Able to give positive things to the economic development of the surrounding community which has helped to provide comfort to the guests who come, Furama Villas & Spa Ubud. |
| 3. | SwissBell resort Watu Jimbar | <ul style="list-style-type: none"> • Become a leading international management hotel and hospital group with a global reputation for commitment to excellent management and service, and where our passion for professionalism is at the core of the Swissbel international brand. | <ul style="list-style-type: none"> • Become a field leader in international hotel management with a unique blend of Swiss hospitality and professionalism and Asian spirit and service. |
| 4. | Fairmont Sanur Beach Bali | <ul style="list-style-type: none"> • Human Resources and Information Technology are the cornerstones of success in creating products / services. By multiplying the | <ul style="list-style-type: none"> • Develop companies and employees who are quality to create long-term relationships and at the same time |

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| | | <p>activities of employees, especially through training and mobility by providing motivation, they will create new initiatives and innovations for the success of the company. Information technology enables easy email communication between employees and customers, access to various internet facilities.</p> | <p>become partners for their customers.</p> |
| 5. | Inaya Putri Bali | <ul style="list-style-type: none"> • A network of hospitality with international standards, Indonesian culture and personality-based integrity and developing employee potential to produce satisfying Shareholder Value wherever we are | <ul style="list-style-type: none"> • Satisfying individual consumers, both domestic and foreign tourists and consumer institutions, both national, multinational and government and non-government companies. • Providing hospitality, MICE and tourism services that accommodate guests who stay overnight, and are of high quality with international standards. • collect a pleasant environment for organizational members, and be proud of the company. • Engage in developing a social environment that grows with Inna Hotel Group. |

| No. | Hotel Jogja | Visi | Misi |
|-----|--------------------------|--|---|
| 1. | Hyatt Regency Yogyakarta | <ul style="list-style-type: none"> Hyatt Regency Yogyakarta is the most preferred resort hotel in Yogyakarta that provides comfortable accommodation and is operated by a dynamic and professional team and is united in spirit and behavior in providing contemporary services and products as expected by smart visitors both in the field business or tourism. | <ul style="list-style-type: none"> Hyatt Regency Yogyakarta will continue to provide products that are always innovative and of high quality, attractive to local and international visitors. The hotel will try to obtain and maintain profits in its market share. Hotels will combine with the local community through positive activities in local affairs through institutions - important institutions. The hotel will develop and provide more value to its employees, providing extensive and varied training as well as opportunities to develop and reward ordinary work. |
| 2. | Yogyakarta Marriot Hotel | <ul style="list-style-type: none"> JW Marriot is a hotel that not only understands your needs, but also meets the needs of each individual guest | <ul style="list-style-type: none"> Meet the needs of each individual to exceed the expectations of customers with all members, both from the owner, guests / consumers, and employees |

| | | | |
|----|--|--|---|
| 3. | The Meliá Purosani | <ul style="list-style-type: none"> • Attempting to become a destination for business people by putting forward a trendy, stylish, unique and dynamic hotel concept. By offering this concept, there will be many advantages and advantages compared to other hotels, and will absorb more market potential. | <ul style="list-style-type: none"> • Being the best hotel in Indonesia • Providing optimal service to guests • Acting in the tourism sector • Acting in increasing the country's foreign exchange • Acting in providing employment |
| 4. | Grand Aston Yogyakarta | <ul style="list-style-type: none"> • "To get universal recognition as the preferred hospitality management company in the Asia Pacific" | <ul style="list-style-type: none"> • "We are a hospitality management company that manages properties such as hotels, resorts, serviced apartments and villas in the Asia Pacific" |
| 5. | Sheraton mustika Yogyakarta Resort and Spa | <ul style="list-style-type: none"> • Sheraton Mustika is a resort that has a resort concept with the hospitality of its employees in welcoming guests from airlines, tour operators, business people and also company meetings that require warmth and comfort. | <ul style="list-style-type: none"> • We offer very personal and friendly, relaxed services with spa and recreational facilities and are close to places that can be visited. |

Appendix 5

The Hotel Homepages

Aradhana
VILLAS

BOOK DIRECT
Experience NOW

MENU

Completely Sit Back and Relax

Situated steps away to Berawa Beach in Canggu and nearby famous Finn's Beach Club, ARADHANA VILLAS is a haven of intimacy, sophisticated pool villa living and is exquisitely designed to make the most out of each stay. All villas come with

BEST RATE GUARANTEED

CHECK AVAILABILITY
Find Special Offers

MAKE A RESERVATION

FURAMA XCLUSIVE
Villas & Spa, Ubud

ENGLISH

CERTIFICATE of EXCELLENCE

FURAMAXCLUSIVE VILLAS & UBUD HAS BEEN AWARDED



swiss-belRESORT WATU jimBAR
SANUR - BALI

Home
Accommodation
Events
Promotions
News
Facilities
Location
360 Video
Gallery
Contact



Accommodation

As the perfect setting for pure serenity and utmost privacy, Swiss-Belresort Watu Jimbar offers spacious and stylish accommodation designed to ensure the comfort and enjoyment of our guests. The resort's 306 guestrooms comprise 164 Deluxe, 108 Grand Deluxe, 27 Deluxe Plunge Pool and seven Suites. Complementing their modern, contemporary décor, each guestroom is equipped with all the standard facilities expected of a 4-star international resort hotel.

Each room comes with a balcony featuring either a private outdoor Jacuzzi or amazing pool view. A specially appointed room for the physically challenged is available.



Jacuzzi Deluxe (King-bed only)
32 m2, designed in earth and wood tones, Deluxe Rooms in comfortable, modern design are available with king bed options for your convenience. Enjoy a private balcony with an outdoor Jacuzzi.

Room facilities:

- Outdoor jacuzzi
- 32 m2 room size
- 39" LCD TV with international channels
- NDD/IDD telephone
- Individually controlled air-conditioning
- Mini-bar
- Laptop-sized personal safe
- Broadband internet access
- Coffee and tea making facilities
- A furnished balcony with Jacuzzi



Deluxe Pool View (Twin-bed only)
32 m2, designed in earth and wood tones, Deluxe Rooms in comfortable, modern design are available with twin bed options for your convenience. Enjoy a private balcony with a pool view.

Room facilities:

- 32 m2 room size
- 39" LCD TV with international channels
- NDD/IDD telephone
- Individually controlled air-conditioning
- Mini-bar

Reservations

Check-in 7/12/2018

Check-out 8/12/2018

Promotional / IATA Code

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[Cancel Reservation](#)

 [SUBSCRIBE TO OUR NEWSLETTER](#)

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 ["Comfortable and pe](#)



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Explore
+

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Search Site

Enter one or more keywords to search the entire site. To find a hotel, try our Interactive Map and our Hotel Directory. To find a package or promotion, try our Package Finder.

Search Site

Find a Hotel or Resort



Offer Finder



**INAYA PUTRI BALI****Majestically Sensational Experience**

Situated in the exclusive compound of Nusa Dua area, on one of Bali's most famed beachfront, INAYA Putri Bali offers a wealth of modern hospitality, touched by a sense of place on the beautiful island of Bali. This Nusa Dua beach resort is not only an ideal destination for your ultimate Bali getaway, it also offers a complete Island of the Gods cultural experience.

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HYATT
REGENCY™

YOGYAKARTA

CHECK RATES



A Beauty Hotel in Yogyakarta with
Golf Course

Yogyakarta Marriott Hotel

📍 📞
●●●●● 4.6 142 Reviews

Overview Photos

[View Rates](#)

Rooms

Maximize your time in Yogyakarta



☰ | MELIÁ 👤 📞



MELIÁ PUROSANI

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Sheraton Mustika Yogyakarta Resort & Spa

📍 📞

●●●●○ 3.8 123 Reviews

[Overview](#) [Photos](#) ⌵

[View Rates](#)



Discover Javanese Culture from our Hotel in Yogyakarta

Rewards Category 2 - Points needed per night

[GO TO FULL VERSION](#) [ENGLISH](#) | [BAHASA](#) | [中文](#)

GRAND **ASTON YOGYAKARTA**
HOTEL & CONVENTION CENTER



Your Palace Awaits

Share With Your Friends :



Grand Aston Yogyakarta

Enjoy all the comforts at Grand Aston Yogyakarta with 141 fully furnished guest rooms and suites. Stay connected with high speed internet access up to 1 Gbps. The Sky Lounge gives you the opportunity to enjoy an after sunset party with an International cuisines in 180 degree Jogja view from the rooftop. On the Lobby level you may find Saffron Restaurant the stunning dining rooms featuring a delightful fresh cuisines from the open kitchen cooked by our master chefs, Cassia Cake shop, and an Arcade shops.

For your business purposes - Grand Aston Yogyakarta has 5 stylish meeting rooms ready to serve your business need. Located on the first floor including the

Appendix 6

The Detail of the Five Starred Hotel in Bali and Yogyakarta

| No | Hotel | Address | Group | Year of Opening |
|----|-----------------------------------|---|--|-----------------|
| 1 | Aradhana Villas | Jl. Pemelisan Agung, 80361 Cangu, Indonesia http://www.aradhanavillas.com | Karaniya Experience | 2014 |
| 2 | Furama Xclusive Villas & Spa Ubud | Banjar Bindu, Mambal, Jln Raya Mambal-Ubud,, 80571 Ubud, Indonesia https://furama.com/xclusive/ubud | Furama Hotels International | 2014 |
| 3 | SwissBell resort Watu Jimbar | Jalan Danau Tamblingan 99, 80226 Sanur, Indonesia http://www.swiss-belresortwatu jimbar.com/ | Swiss-Belhotel International | 2014 |
| 4 | Fairmont Sanur Beach Bali | Jl Kusuma Sari no 8, Sanur, 80227 Sanur, Indonesia http://www.fairmont.com/sanur-bali/ | Accor Hotels | 2014 |
| 5 | Inaya Putri Bali | Kawasan Wisata Nusa Dua, Lot S3, 80363 Nusa Dua, Indonesia http://inayahotels.com/overview-3/ | PT Hotel Indonesia Natour (Persero)/ HIN | 2016 |
| 6 | Hyatt Regency Yogyakarta | Jalan Palagan Tentara Pelajar, 55581 Yogyakarta, Indonesia https://yogyakarta.regency.hyatt.com/en/hotel/home.html | Hyatt Corporation | 1997 |
| 7 | Yogyakarta Marriot Hotel | Jalan Ringroad Utara, 55283 Yogyakarta, Indonesia https://www.melia.com/en/hotels/in-donesia/java/melia- | Prawiro taman | 2016 |

| | | | | |
|----|--|---|----------------------------|------|
| 8 | The Meliá Purosani | purosani/index.html Jalan Suryotomo no. 31, Gondomanan, 55122 Yogyakarta, Indonesia | Melia Hotels International | 1994 |
| 9 | Grand Aston Yogyakarta | Jl. Urip Sumoharjo No. 37 , Gondokusuman, 55222 Yogyakarta, Indonesia https://www.astonhotelsinternational.com/en/hotel/view/43/grand-aston-yogyakarta. | Archipelago International | 2013 |
| 10 | Sheraton mustika Yogyakarta Resort and Spa | Jl. Laksda. Adisucipto Km.8,7, 55282 Yogyakarta, Indonesia https://www.marriott.com/hotels/travel/jogmc-yogyakarta-marriott-hotel/ | Starwood Hotels & Resorts | 2010 |
