EVALUATIVE LANGUAGE USED BY GUEST IN MERUSAKA NUSA DUA INSTAGRAM AND FACEBOOK ACCOUNTS

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Abstrak: The use of the internet has now become a necessity for the society, one of which is in terms of communication. A person can express her opinion or give advice through an application on the gadget. This study aims to evaluate the use of language in a person or guest when he comments about a hotel through social media, namely Instagram and Facebook. This research uses qualitative methods. the research have to observes, note taking and classify to collect data. The findings of this study show that the way people rate or comment on social media can be classified according to the part in appraisal language according to Martin and White. In conclusion, this study highlights the role of language used by social media users. However, more research is needed to explore the long-term effects of social media in language learning environments. By understanding the current state of research and exploring the opportunities presented by social media in language learning, educators and policymakers can make informed decisions to harness the benefits of social media and maximize its impact in developing effective communication skills among English language learners.

Kata Kunci：   social media, evaluative language, communication.

1. INTRODUCTION

These days, the guests are free to provide comment on the social media which facilitates the other guest to realize their review of the hotel. The media value of social media is emphasized as it has turn out to be an essential and developing vehicle for accomplishing brand-associated advocacy, sustaining trusted brand popularity, and generating high-quality WOM (Dwivedi, 2019; Holliman & Rowley, 2014; Meire, 2019). Social media content material has been a key studies area in social media marketing research, especially due to the fact social media can assist growth brand awareness and popularity in a less expensive and quicker way than conventional advertising (Liu-Thompkins, 2012). Social media have widely been used as marketing communication tools in the form of promotional text, picture and video. To sell tourist destinations, to obtain the people's interest, to market and to sell products and services, a promotional text is hired (Ho & Suen, 2017). To obtain the motive of the promotional text, Mickan & Lopez (2016) recommend that in writing a promotional text, the bloggers have to follow a persuasive style, so it is able to emerge the target customers' choice in purchasing the promoted items. Considered one of strategies to do that is by the usage of appraisal language

Appraisal language is the act of examining someone or something in order to judge their or its qualities, success, or needs. Evaluation language can interchangeably be used to deal with the term 'appraisal'. in line with Mazlum & Afshin (2016) the term 'appraisal' is an umbrella term covering all evaluative uses of language. it is frequently carried out to evaluate the language. Appraisal language (Martin & White, 2005) offers a framework that includes three classifications: attitude, Engagement and graduation. attitude concerns with people's feelings. It has three sub-categories: affect (emotions): to express the feelings, judgment (ethics): to evaluate people's behavior, and appreciation (aesthetics): to evaluate things and phenomena. Engagement concerns with sourcing attitudes and the play of voices around opinions in discourse. It includes of four sub-categories: Proclaim, Disclaim, Entertain, and attribute. graduation deals with amplifying or diminishing in terms of quantity or intensity or sharpening or softening recognition by the usage of more or less indistinct language.

Studies regarding appraisal language were completed by many scholars, they are: Mocini (2013) provide an explanation for evaluation can be amplified with the aid of several linguistic devices which both sharpen the margins of an experiential category or intensify the that means of a word, like those lexical items which consist of

an assessment of intensity as part of their semantic load. The iteration of evaluative meanings constructs a prosody, bringing an emotional and aesthetic colour to the whole text which includes the reader and will increase the perceived value of a tourist destination. Ho & Suen (2015) states that evaluative language has a substantial presence and a key function to play in the authorities promotional effort. Tri (2018) targeted on how the language of have an effect on in comment given by judges applied appraisal language. Sutikno (2021) explain in relation with interpersonal meaning, appraisal is known as a text that negotiates social relations by conveying emotions, judgements, and appreciation. Marpaung (2022) states the development of mass media from time to time cannot be stopped. The study investigates the attitude towards online reporting.

Different from those former studies, the present study modified into specifically carried out in Merusaka Nusa Dua social media accounts which include Instagram, and facebook. for that reason, the researcher has purpose to describe attitude sources used by guests to review in Merusaka Nusa Dua Instagram and Facebook accounts. The implementation of the study with the resource of experiencing an internship program as sales and marketing in Merusaka Nusa Dua.

2. METHOD

The study used descriptive qualitative research, particularly content analysis. It was used to analyze text data, which focused on the characteristic of language used in the communication emphasizing on the contextual meaning of text (Hsieh and Shannon, 2005). In this present study, the data were described based on the appraisal language used by guests in reviewing their experience stay in Merusaka Nusa Dua in Instagram and Facebook accounts. Then, the obtained data were described based on the attitude type of appraisal language. In this present investigates, data collation was conducted through observing the chosen videos and note-taking. The steps visualize in the following figure:
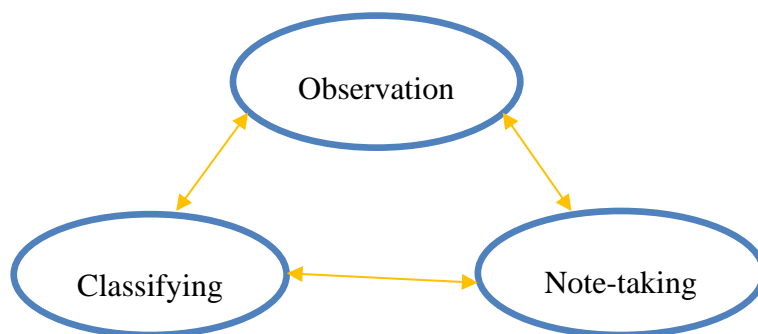

Figure 1. Flowchart of Data Collection

1. Observation, people are free to express their thoughts about photos or videos on social media. The researcher observes photo and video that post in Merusaka Nusa Dua Instagram and Facebook accounts in order to obtain appraisal language.
2. Note-taking, during observation is required to take a note to enable investigate by the researcher.
3. Classifying, the collect data have to classify as the need to solve research question of appraisal language.

3. RESULT AND DISCUSSION

Attitude is concerned with the speakers' feelings, such as emotional reactions, judgments of behavior and evaluation of things. Therefore, it is divided into three regions of feelings: Affect, Judgement, and Appreciation. Affect refers to sources for expressing different types of feelings consisting of Happiness (e.g., the captain is happy), Security (e.g., the captain is confident), and Satisfaction (e.g., the captain is absorbed).

Judgement deals with resources for judging characters and behaviours of people in terms of Social Esteem and Social Sanction. Judgement of Social Esteem can be broken down into Normality (how uncommon someone is, e.g., It is very extraordinary of him to act that manner), Capacity (how capable someone is, e.g., He is a smart guy), and Tenacity (how resolute someone is, e.g., He is determined to keep going). Judgement of Social Sanction can be viewed in terms of Veracity (how trustworthy someone is, e.g., He is honest) and Propriety (how ethical someone is, e.g., He is a generous person).

Appreciation is the subsystem of resources for aesthetic evaluation of objects, artifacts, entities, presentation, and other natural phenomena. It has three subtypes: Reaction (it is related to affection, e.g., The painting is beautiful), Composition (it is related to belief, e.g., The image is symmetrical), and Valuation (it is related to cognition, e.g., This decoration is unique). These three resources of Affect can be positive and negative and are expressed explicitly or implicitly

This findings confirm that guest's review can be classified based on appraisal language according to Martin and White as mention in the Table 1. for the attitude resources. The resources obtained by Merusaka Nusa Dua Instagram and Facebook posts.

Table 1. Attitude resources

Guest's Review	Affect		Judgement		Appreciation	
	Positive	Negative	Positive	Negative	Positive	Negative
A **perfect** place for a vacation in Bali. Our stay there was **great**	✓					
It was **beautiful** experience and **great** customer service			✓			
We stayed in this exact Villa on our honeymoon in August and it was the **greatest** accommodation I've ever experienced	✓					
The place is **over priced** the food is shocking and the rooms are **joke**						✓
Merusaka pool kidsnya & taman outdoornya belum ada wahana untuk anak2..**sayang bgt padahal** cocok pake bgt buat bawa family & kids kesana…						✓

The table contain with guests review about Merusaka Nusa Dua. By expressing some thoughts have become a satisfaction in itself for someone. There are various kinds of expressions that can be found in a post on social media. This researcher realized these expressions could be classified in the appraisal language according to Martin and White theory.

Discussion

Table 4.1 shows there are some expressions of attitude that used by guest to review hotel in Instagram and Facebook accounts. Those expression were divided in three types: affect, judgement, and appreciation. In each divided in to positive and negative. There were five positive and two negative in affect, one positive and no negative in judgement, five positive and two negative in appreciation.

1. Affect

   Affect refers to someone's feeling. It includes the feeling of positive and negative of inclination, happiness, security, and satisfaction (Martin and White, 2005).

   a. A **perfect** place for a vacation in Bali. Our stay there was **great**.

      Data a was taken from the guests who had stayed at Merusaka Nusa Dua. It showed the expression of happiness (positive). It can be seen from the word 'perfect', 'great'. It belongs to happy feeling. The guest was happy to stay at Merusaka Nusa Dua for his/her vacation.

   b. We stayed in this exact Villa on our honeymoon in August and it was the **greatest** accommodation I've ever experienced

      Data b was taken from guests who had stayed at Merusaka Nusa Dua, and shows the expression of happiness (positive). It can be seen from the word 'greatest'. It belongs to happy feeling. The guests was happy to stay at Merusaka Nusa Dua for their honeymoon.

2. Judgement
   a. It was **beautiful** experience and **great** customer service
      Data a was taken from the guest who had stayed at Merusaka Nusa Dua. It showed the expression of capacity (positive). It can be seen from the word 'beautiful', 'great'. The guest found out the staff was good to handle the guest. The staff has a good capacity in working during the guest stay at Merusaka Nusa Dua.
3. Appreciation
   a. The place is **overpriced** the food is shocking and the rooms are **joke**
      Data a was taken from the guest review who had stayed at Merusaka Nusa Dua. It showed the expression of reaction (negative). It can be seen from the word 'overpriced', 'shocking', 'joke'. It belongs to negative reaction on hotel accommodation. The guest was dislike during their stay at Merusaka Nusa Dua.
   b. Merusaka pool kidsnya & taman outdoornya **belum** ada wahana untuk anak2..**sayang bgt padahal** cocok pake bgt buat bawa family & kids kesana…
      Data b was taken from the guest review who had stayed at Merusaka Nusa Dua. It showed the expression of valuation (negative). It can be seen from the word 'belum ada wahana', 22 'padahal cocok pake bgt'. It belongs to negative valuation on hotel facility. The guest evaluated the pool is worthless to not added slide.

4. CONCLUSION

In this present study, the researcher examine the appraisal language that used by guests in reviewing their experience in Merusaka Nusa Dua Then, the obtained data were described based on the attitude type of appraisal language according to Martin and White. There are various kinds of expressions that can be found in a photo or video on social media. The researcher focus on guest review Merusaka Nusa Dua by their experience of stay on the property, their expectation about the property, and their satisfaction of the service or facilities that available on the property. Based on the finding and discussion as stated in the previous chapter: there are 5 attitude expressions.that used by guests to review Merusaka Nusa Dua on Instagram and Facebook accounts.

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