

APPRAISAL ANALYSIS OF TRAVEL ARTICLE IN GARUDA INDONESIA INFLIGHT MAGAZINE “COLOURS”

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Abstract

Travel article is a media used to describe a place, culture and its people with intention to promote it to the reader. Garuda Indonesia, one of the biggest Indonesia Airlines, in their inflight magazine, called Colours, tried to introduce and promote Indonesia tourism's object through travel article to their customer. The travel article itself was about the writers' own experiences during their visit to the tourism's object. Using linguistic systemic functional theory, particularly appraisal system theory, the researcher tried to explore how the travel articles' writers expressed their attitude, opinion and emotion to the reader to promote the tourism object through the travel article. Therefore, this research tried to examine the manifestation of appraisal system in travel article of Colours magazine. Using descriptive-qualitative method, the data was taken from 6 travel articles from 3 editions of Colours magazine published in 2018. The result showed that attitude in travel articles in Colours magazine dominantly presented appreciation (74.35%), affect (15.22%), and judgement (10.43%). The attitude showed in the article are mostly positive. Furthermore, the research also revealed the inclination of the travel article writers to use monogloss-engagement and force-graduation: attitudinal lexis.

Keywords: travel article, appraisal, attitude, engagement, graduation.

A. INTRODUCTION

Tourism has become a fundamental pillar for the economic growth of many countries, including Indonesia. For this reason, the government and the relevant parties have tried to maximize their investment by conducting several campaign and strategies to promote their tourism's object. One of the strategies is by introducing the tourism destination through travel article. Garuda Indonesia as one of the largest airlines in Indonesia, provides their customers with an inflight magazine that contain a travel article inside. According to Fox (2018), unlike destination-generated other tourist materials that aims to persuade the consumer if a particular tourism's object is superior to the other, and whose evaluation of a destination is only positive, travel articles can contain both positive and negative evaluations. It is because in writing travel article, the writer should combine factuality and creativity to make the reader attracted to the destination (Mishra, 2014). Travel article may also contain personal experience and anecdote of the writer as the writing will be authentic and trustworthy. Mishra (2014) also added that travel article written for magazine allows their writers to have greater chance in elaborating their style and content so that their writing may contain many things such as describing place, history, dialogue, quotes, and incident. The writing style and the language choice of travel writing in evaluating the destination may influence the perspective of the reader towards the destinations object.

Within the frame of Systemic Functional Linguistics (SFL), giving evaluation to someone or things belongs to Appraisal theory. Appraisal framework, developed by Martin & White (2003), was for systematizing and investigating the construal of interpersonal meanings in texts, in this case travel articles. Appraisal consists of three subsystems that work simultaneously, namely attitude, engagement, and graduation (Martin & Rose, 2003; Martin & White, 2005).

Attitude refers to people's feeling, people's character, and evaluation of things. Such feeling can be positive or negative. Attitudes is divided into three categories of feeling, namely *affect*, *judgement*, and *appreciation*. Affect is the evaluation of people's feeling. (Martin & Rose, 2003). Martin & Rose (2003) and Martin & White (2005) divide affect into two major categories, such as *realis affect* and *irrealis affect*. Realis affect is related to feeling or emotion as reactions, such as happy or sad. Irrealis effect seems always to be directed at some external agency (Martin & Rose, 2007). Meanwhile judgement deals with people's behavior, which normal or not. In general terms, judgements is classified into two, those dealing with social esteem and those oriented to social sanction. Appreciation is related to our attitude toward things, especially things we made, performance, and also natural objects. Appreciation can be classified into three types, namely *reaction*, *composition*, and *valuation*. Appreciation can also be categorized into positive and negative.

Furthermore, Engagement refers to the source of the attitude. There are two kinds of attitude sources, *monogloss* and *heterogloss*. Monogloss is the source of attitude simply comes from the writer. Meanwhile, heterogloss is the source of attitude other than the writer. Heterogloss has three sections: projecting sources, modality, and concession.

Graduation is related to how strong our feeling toward someone or something. There are two types of graduation, namely *force* and *focus*. Force deals with "turning the volume up or down" including intensify meaning and lexical items (Martin & Rose, 2003). Force according to (Martin & Rose, 2003) consist of four types, namely intensifier, attitudinal lexis, metaphors, and swearing. Meanwhile, Focus is about resources for making something that is inherently non-gradable becomes gradable (Martin & Rose, 2003). Focus consists of two sub-categories: *sharpen* and *soften*.

Further, several researches related to appraisal theory and tourism text have been conducted by Valentina Widya Suryaningtyas et al (2019) entitled *Appraisal in Bilingual Tourism Information Media: Developing an SFL-Based Translation Model and Evaluasi Apraisal Teks Dan Semiotika Visual Pada Brosur Promosi Daerah Tujuan Wisata Bilingual*. Both of the studies discussed about the realization of appraisal theory in tourism text. The source of the data are brochure, website, books, and pamphlet. Suryaningtyas, et al (2019) only discussed about the appreciation applied in research object. Therefore, the gap with the current study is that the analysis of overall appraisal system, attitude, engagement and also.

After all, appraisal theory is assumed to be an effective framework to analyze travel article that contain the evaluation of the writer towards the tourist destination with an intention to grab the readers' attention and interest. Therefore, this research aims to examine the attitude realized in the travel article, and also the source of its' attitude as well as the graduation of the attitude found.

B. METHOD

This research is a descriptive qualitative research. According to Blaxter, Moleong, Strauss & Corbin (in Santosa, 2017), it is called qualitative research since it used linguistic phenomenon as the data. As appraisal theory used in the research, that is in the frame of Systemic Functional Linguistics (Halliday, 1994), SFL is applied as the approach of the research.

There are two type of data sources used, document and informant. Documents as the source of the data are 6 travel articles written in Indonesian language from 3 editions of Garuda Indonesia inflight magazine “Colours” published in 2018. Besides, the informant is raters that helped in validating the data taken from the documents.

The research used criterion-based sampling. The data of the research is divided into two types, namely primary and secondary data. Primary data is linguistic data in the form of words, phrase, and clause that are likely to denote appraised item found in travel articles. The secondary data includes additional information from previous studies that are related to the current study. Furthermore, the data was collected through content analysis and Focus Group Discussion (FGD). Content analysis aims to determine between data and non-data. Afterwards, through focus group discussion, the data obtained were analyzed and validated using Spradly’s qualitative analysis (1980) namely domain analysis, taxonomy analysis and componential analysis in order to reveal the cultural theme or values (Santosa, 2017).

C. RESULT AND DISCUSSION

1. Attitude

Attitude consist of three categories, which are affect, judgment and appreciation. Based on the data analysis, the research reveals the distribution of each type of attitude in the travel article from Colours magazine.

TABLE 1. FREQUENCY OF ATTITUDE FOUND IN THE DATA

No	Attitude	Frequency	Percentage
1	Affect	35	15.22%
2	Judgement	24	10.43%
3	Appreciation	171	74.35%
	<i>Total</i>	230	100%

Appreciation

According to the data analysis, writers in Colours magazine mostly employed appreciation in their travel article to evaluate destination object. The occurrence of appreciation and their percentage are presented in Table 1.1.

TABLE 1.1

	Appreciation					Total number of Appreciation found	
	Reaction		Composition		Valuation		
	Impact	Quality	Balance	Complexity			
	(F)	(%)					
Positive	22	84	1	7	46	160	93.53
Negative	3	2	-	4	2	11	6.5
Total						171	100

As shown in table 1.1, positive *Reaction* and *Valuation* are likely to be used by the writer in travel article to evaluate the destination. The abundance of positive appreciation employed implies that the writer wants to generate favorable impression to attract the reader to visit the destination object.

Here is the example appreciation found
 Excerpt 1

*Hutan Bakau Matalalang cukup besar, dilengkapi jalan setapak yang memperlihatkan **keindahan** momen-momen transenden kala matahari terbenam.*

It can be seen from excerpt 1, taken from the data, how the writer employed appreciation: quality(+) “**keindahan**”, which means “the beauty”, as appraising item to appraised “*momen-momen transenden kala matahari terbenam*”, which means moments when the sun sets . It all used to attract the reader by portraying the destination positively.

Affect

Affect deals with the resources for construing emotional reactions (Martin & White, 2005). The research found out that the distribution of each type of affect is unequal. The distribution of each category is shown below.

Table 1.2

			F	%
<i>Affect</i>	Irrealis Affect	Fear	-	-
		Desire	2	5.7
	Realis Affect	Unhappiness: Misery	3	8.6
		Unhappiness: Antipathy	-	-
		Happiness: Cheer	4	11.4
		Happiness: Affection	4	11.4
		Dissatisfaction: Ennui	-	-
		Dissatisfaction: Displeasure	-	-

		Satisfaction: Interest	9	25.7
		Satisfaction: Admiration	8	22.8
		Insecurity: Disquiet	-	-
		Insecurity: Surprise	1	2.9
		Insecurity: Distrust	-	-
		Security: Confidence	3	8.6
		Security: Trust	1	2.9
Total			35	100

In accordance to the table above, the writers of travel article in Colours magazine tend to apply realis affect in depicting their feeling toward the destination. Satisfaction: interest and Satisfaction: interest are mostly applied in the travel article to depicting writers feeling toward the destination. The realization of affect can be seen from the data below:

Excerpt 2

“Saya **terpesona** melihat interiornya .”

From the excerpt above, it can be seen that the bolded word is the writer’s feeling toward the view. The writer applies satisfaction: admiration in representing his positive attitude towards the view of the destination.

Judgement

Judgement deals with the normative value to judge someone’s behavior related to moral or legal, such as moral, virtuous, lewd, sinful, lascivious, innocent, unjust, fair-minded, law-abiding, murderous, cruel, brutal, dishonest. The result of the research found out that the writer of travel article in Colours magazine mostly employed positive judgement such as Capacity and Propriety. The detailed distribution of judgement shown in Table 1.3

Table 1.3

	Judgement					Total number of judgement found	
	Social Esteem			Social Sanction		(F)	(%)
	Normality	Capacity	Tenacity	Veracity	Propriety		
Positive	-	9	2	-	12	23	95.8
Negative	-	1	-	-	-	1	4.2
Total						24	100

According to Table 1.3, the distribution of judgement within the writing of travel article in Colours magazine is dominated by positive judgement towards local people in the destination object. The phenomenon of judgement is presented below

Excerpt 1

“Selama sepekan di Selayar, saya memperhatikan dan menikmati **keterbukaan dan keramahan penduduknya**, yang spontan, namun juga sopan”

From the excerpt above, it shows the realization of writer judgement towards the local people of the destination object. The bolded clause refers to positive judgement that the local people are open and friendly toward the tourist.

2. Engagement

Engagement is part of attitude which has to with the source of attitude. The table below provides the use engagement in travel articles of Colours magazine.

Table 2.

Enggament	Frequency	Percentage
Monogloss	182	79.1
Hetero-Projection	33	14.35
Hetero-Concession	15	6.55
Total	230	100%

According to the table, it can be seen that the evaluation in the travel articles of Colours magazine mostly use the writers' own opinion (monogloss). The amount of using other sources in their evaluation is less than half of their own. The writers only used projection source and concession to show his objectivity. It means that the writes tend to be more subjective in evaluating the destination.

3. Graduation

Graduation deals with how strong people's feeling toward someone or something (Martin&Rose, 2003). Based on the data analysis, the research found that the authors of travel articles in Colours magazine used graduation type force to strengthen their attitude. The classification of force found shown in Table 3.

Graduation	Frequency	Percentage
<i>Attitudinal Lexis (R)</i>	164	71.3%
<i>Intensifier (R)</i>	35	15.2%
<i>Metafora (R)</i>	31	13.5%
<i>Total</i>	230	100%

As can be seen from table above, the author of travel articles mostly used attitudinal lexis (Raise) to strengthen their feeling and opinion. Attitudinal lexis a content word which means the author mostly use the diction itself to show how strong his belief towards the issue without exaggeration.

D. CONCLUSION

Appraisal analysis of article travel in Colours magazine gives an overview of how the writer's attitude, belief, and evaluation towards the tourism and object and people in it. According to finding and discussion, it can be concluded that the writers of travel article in Colours magazine tend to apply appreciation as their evaluation towards tourisms destination. Their source of attitude is mostly from the writer themselves which means the travel article tend to be subjective. Moreover, the writer tend to use attitudinal lexis in grading their attitude

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