

## Evaluating Foreign Tourists' Attitude in Tourism Discourses: How Foreign Tourists Negotiated Their Affect, Judgement, and Appreciation on Indonesian Cultural Elements

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**Abstract.** This study focused on evaluating how foreign tourists negotiate their affect, judgement, and appreciation. The attitudes of foreign tourists were analyzed using appraisal theory. This study applied qualitative descriptive paradigm to describe the phenomenon of language practice in the field of tourism. Video recordings showing the interactions between the foreign tourists and the interviewer were translated and analyzed. From the total of 107 clauses, 31 clauses that contained Indonesian cultural elements and appraising items were selected. The results show that the dominant cultural elements found in the interaction are in the form of living equipment especially various kinds of Indonesian traditional foods. Other cultural elements are in the form of art and knowledge. In negotiating the cultural elements, the foreign tourist expresses their attitude both positively and negatively. Attitude in the subtype of affect consists of five positive affects: four in the form of happiness expressions and one desire expression. Further, the negative affect is not found. The subtype of judgement consists of one negative normality and one positive normality, respectively. Attitude in the subtype of appreciation consists of sixteen positive valuations and eight negative valuations.

**Keywords:** appraisal; attitude; affect; appreciation; judgement

**Abstrak.** Penelitian ini difokuskan untuk mengevaluasi bagaimana wisatawan mancanegara menegosiasikan perasaan (affect), penilaian (judgment), dan apresiasi (appreciation) mereka. Sikap wisatawan mancanegara dianalisis dengan menggunakan teori appraisal. Penelitian ini menggunakan paradigma deskriptif kualitatif untuk mendeskripsikan fenomena praktik bahasa di bidang pariwisata. Rekaman video yang menunjukkan interaksi antara turis asing dan pewawancara ditranskripsi dan dianalisis. Dari total 107 klausa, dipilih 31 klausa yang mengandung unsur budaya Indonesia dan penanda appraisal. Hasil penelitian menunjukkan bahwa unsur budaya dominan yang ditemukan dalam interaksi tersebut berupa peralatan hidup khususnya berbagai jenis makanan tradisional Indonesia. Unsur budaya lainnya adalah berupa seni dan pengetahuan. Dalam menegosiasikan unsur-unsur budaya, wisatawan mancanegara mengungkapkan sikapnya baik positif maupun negatif. Sikap dalam sub tipe affect terdiri atas lima affect positif yang meliputi empat ekspresi kebahagiaan (happiness) dan satu buah ekspresi keinginan (desire). Adapun sikap affect negatif tidak ditemukan. Sikap dalam sub tipe judgement terdiri atas satu normalitas negatif dan satu normalitas positif. Sikap dalam sub tipe appreciation terdiri atas enam belas valuasi positif dan delapan valuasi negatif.

**Kata kunci:** appraisal, affect, appreciation, judgement, sikap

## INTRODUCTION

The interaction between one person and another in a multicultural society becomes interesting to study. This is because in a multicultural society the participants who interact in it are certainly very diverse in their cultural backgrounds. Tourism is one of the areas of a multicultural society where participants from different cultures can meet and share their respective cultural experiences. One of the important benefits of studying the interaction of speakers in such a multicultural society is that one can understand the positive and negative views or appreciation of participants who come from different cultures. A positive appreciation of one cultural element from a tourist, for example about certain types of special food, can be used as a consideration of why that cultural element should be maintained. On the other hand, negative appreciation can be used as a consideration to strengthen certain types of cultural elements. Because the cultural elements are part of national identity, both positive appreciation and negative appreciation can be used to maintain or strengthen the national identity that can weaken from time to time.

This research is concerned with the emergence of various discourses that show the phenomenon of waning Indonesian national identity, one of which is culture. Many observers of this issue state and argue that Indonesia's national identity continues to fade due to certain reasons. Among them are those who argue that the waning of national identity is caused by the impact of globalization (Mubah, 2011); (Suneki, 2012); (Husinaffan & Maksum, 2016). This research, which is based on systemic functional grammar and appraisal theory, was conducted to evaluate foreign tourists' attitudes when they are talking about Indonesian cultural elements as part of Indonesian identity.

Research on appraisal has been carried out by many researchers. Some of them are appraisal analyses on media discourse (Pusparini et al., 2017); (Sabao, 2016); (Tiani, 2017); (Wijayanti, 2020), on social media (Nur & Hadi, 2017); (Tran & Ngo, 2018); (Yao & Ngai, 2021); (Ross & Caldwell, 2020), on political discourse (Sukma, 2018); (Mayo & Taboada, 2017), on song lyrics (Li, 2016); (Cheung & Feng, 2021) and on advertising discourse (Nugraheni, 2011); (Beangstrom & Adendorff, 2013). Meanwhile, appraisal studies in the field of tourism are still little done. Some of them are appraisal analysis on tourist brochures (Jalilifar & Moradi, 2019), attitude analysis on Indonesian tourist websites (Isti'anah, 2020), resources of attitudes in students' tourism blogs (Marsakawati et al., 2021), and tourism promotion (Indawati & Ekawati, 2021). Apart from filling out this gap, this research is also different from the previous appraisal studies in tourism discourse in terms of the object being studied and the purpose of the research.

Jalilifar and Moradi (2019) focus their research to find out the graduation strategies as part of appraisal strategies used in a tourist brochure. Isti'anah (2020) focuses her study on (re)evaluating language attitudes of the ecollexicon on the Indonesian tourism website. Through her study, she criticizes (1) what domains of the environment are presented on the website, (2) how the ecollexicon found is evaluated, and (3) how the environment should be described on the website. Marsakawati et al., (2021) aim at reporting how attitude resources are realized in students' tourism blogs. They found that appreciation and affect resources were used by the students in their blogs. Based on the finding, they recommend English instructors provide explicit teaching of attitudinal words that the students can use when they are writing tourism blogs. Meanwhile, Indawati and Ekawati (2021) focus on explaining the representation of Lombok tourism from the official YouTube of Indonesia tourism. The result of their study shows that video promotion of Lombok tourism emphasizes more on the use of a positive attitude system to attract the visitors and highlights Lombok destinations such as nature, culture, and the product of local people.

The present research, different from the previous studies, focuses on a tourism vlog on YouTube and was conducted to find out how the attitude of foreign tourists toward Indonesian culture is. The results of the study can be used as considerations to maintain Indonesian national identity, especially its culture. The evaluation of the foreign tourists' attitudes when they are talking about Indonesian cultural elements can be used as the consideration of what cultural element must be maintained and what cultural element must be regenerated. Using the classification of universal culture (Kroeber & Kluckhohn, 1952), the conversation between the foreign tourists and the interviewer is classified to find out the types of cultural elements exchanged in their conversations. Further, the foreign tourists' affect, judgement, and appreciation when they are talking about the cultural elements are analyzed using appraisal theory (Martin & White, 2005; Martin & Rose, 2007).

## **Culture and Cultural Elements**

Culture has a broad meaning and is quite diverse. The definition of culture does not only come from the perspective of anthropology, but also sociology, philosophy, history, and literature. The definition of culture from the perspective of anthropology itself is also very diverse. Koentjaraningrat (2013) revealed that two anthropological scholars, A.L. Kroeber and C. Kluckhohn, once collected as many definitions of culture as people have ever stated in writing, and it turns out that there are at least 160 definitions. They then analyzed 160 definitions, looked for the background, principles, and essence, then classified them into several types of definitions. One of the definitions of culture based on anthropology is the whole system of ideas, actions, and human creations in the life of society that is made into the human property by learning (Koentjaraningrat, 2013).

Furthermore, in anthropology, culture has three forms, namely ideas, activities, and artifacts. Regarding these three forms of culture, Koentjaraningrat (2013) explains that (1) culture in the form of ideas is culture as a complex of ideas, values, norms, rules, and so on; (2) culture in the form of activity is culture as a complex of patterned actions from humans in society and (3) culture in the form of artifacts is culture as objects made by humans.

In the present research, the term cultural elements used is based on Kroeber and Kluckhohn's concept of universal culture (Kroeber & Kluckhohn, 1952). This universal culture involves seven cultural elements such as living equipment, economic system, social system, language, art, knowledge, and religion. Indonesian cultural elements negotiated by foreign tourists are classified based on these seven cultural elements. Koentjaraningrat (2013) states that every element of universal culture, of course, also manifests itself in the three forms of culture described above, namely in the form of a cultural system, in the form of a social system, and the form of elements of physical culture.

### **1. Living equipment**

Living equipment is a culture created by humans to maintain their lives. Living equipment can be in the form of artifacts such as clothing, housing, household tools, weapons, production tools, transportation equipment, and hunting tools. Various types of food, drink, and medicine made by humans are also this type of culture because they are a manifestation of equipment for survival.

### **2. Economic system**

This type of culture refers to how the livelihoods of a community group or their economic system meet their daily needs. The cultural elements of the economic system can be in the form of activities and artifacts related to hunting, cultivation, agriculture, animal husbandry, trade, plantations, industry, handicrafts, mining industry, service industry, and manufacturing industry.

### **3. Social System**

Cultural elements in the form of the social system are anthropological efforts to understand how humans shape society through various social groups. The cultural elements of the social system can be in the form of sub-elements such as the kinship system, social stratification system, political organization system, legal system, and marriage system.

### **4. Language**

Language is a means for humans to meet their social needs to interact or relate to each other. Elements of language culture include sub-elements in the form of spoken and written language used by humans in communicating. Based on cultural forms in the form of artifacts, there are many languages in the world that are used by different communities.

### **5. Art**

Humans can express their creative ideas in various forms of culture, including in the form of artworks. Therefore, the artworks can function as a medium for representing human feelings, thoughts, and creativity. Art as a form of culture can be in the types of music, motion arts, literary arts, fine arts, and so on. Musical arts consist of vocal and instrumental arts. Dancing and pantomime are types of motion arts. Literary arts can be in the form of prose and poetry while fine arts involve sculpture, relief art, carving, painting, and make-up art.

### **6. Knowledge System**

The knowledge system in universal culture is essentially abstract and manifests in human ideas. The knowledge system is very broad in scope and includes human knowledge about the various elements used in life. Further, what is studied in anthropology is how human knowledge is used to survive. Cultural elements in the form of a knowledge system can be related to various knowledge related to nature, plants, animals, substances, raw materials, and objects in the surrounding environment, knowledge related to the human body, related the characteristics of the human body. Human nature and behavior as well as knowledge related to space and time.

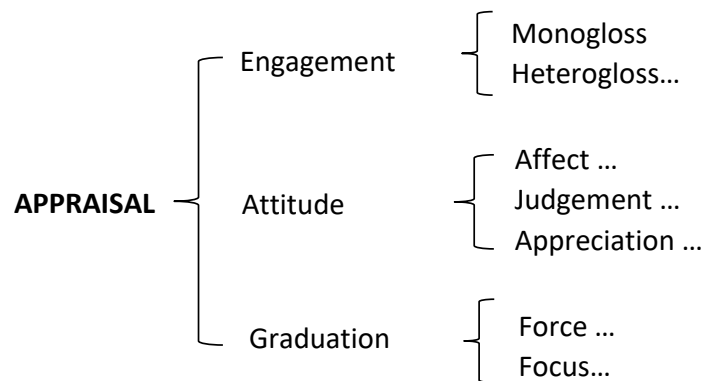
### **7. Religion**

Anthropological studies in understanding religious elements as human culture cannot be separated from religious emotion. This religious emotion also gives rise to the conception of objects that are considered sacred and profane in human life. So, the cultural element in the form of religion is related to feelings in humans that encourage them to take religious actions. These sub-elements of culture can be in the form of belief systems and various systems of religious ceremonies.

### **Appraisal System**

Appraisal is concerned with evaluation-the kinds of attitudes that are negotiated in a text (Martin & Rose, 2007). The appraisal theory is the development of one topic in systemic functional grammar; that is interpersonal meaning. Because of this, Martin and Rose (2007) also state that appraisal is the system of interpersonal meaning. Using the appraisal theory, we can evaluate participants' attitude; how their feelings about things and people. This study focused on evaluating the attitude of foreign tourists towards Indonesian cultural elements as part of national identity.

The appraisal theory is focused on the evaluation of participants' feelings about things and people consisting of attitude, engagement, and graduation. The subtypes of appraisal are systematically displayed in the following chart.



**Figure 1** The Appraisal System Compiled from Martin and White (2005)

This research only focused on analyzing the participants' *attitudes* which consist of the participants' feelings or affect, judgement, and appreciation. There are several terminologies in *appraisal analysis*. Participants who express an *attitude* is called an *appraiser*. The linguistic realization that shows what is felt and how the appraiser is judged is called *appraising items*. The object or person who becomes the target of the appraiser's feelings, responses, and judgments are called *appraised*. The appraisers in the present study were foreign tourists from Alaska, France, and Iceland who were interviewed by Sarah Johnson, recorded and uploaded on YouTube (Johnson, 2018).

### 1. Affect

Affect is concerned with registering positive and negative feelings; do we feel happy or sad, confident or anxious, interested or bored? (Martin & White, 2005). The positive feelings can be in the form of *happiness, desire, security, and satisfaction*. On the other hand, negative feelings can be in the form of *unhappiness, insecurity, and dissatisfaction*. As an example, if a foreign tourist says "I like chicken satay", the word "like" in the sentence represents a positive feeling in the form of happiness. Moreover, if the word "like" is replaced with "don't like" the feeling that arises is negative in the form of displeasure or dislike.

### 2. Judgement

If affect is related to what the appraiser feels about something outside of himself, then judgement refers to an assessment of the participants' character or behavior (Martin & White, 2005). Judgement from the appraiser can also be in the form of positive and negative judgements.

Martin and Rose (2007) reveal two types of judgement; social esteem and social sanctions. Further, they state that judgements of esteem have to do with 'normality' (how unusual someone is), 'capacity' (how capable they are), and 'tenacity' (how resolute they are). While judgements of sanction have to do with 'veracity' (how truthful someone is) and 'propriety' (how ethical someone is).

As an example, when a tourist says 'When we met with Indonesian people they always smile' it means that the tourist gives judgement to Indonesian people who have positive behavior. The word 'always smile' is appraising items showing judgement of how unusual Indonesian people are.

### 3. Appreciation

Appreciation is the appraiser's assessment of things (Martin & White, 2007). This appreciation can be in the form of positive appreciation as well as negative appreciation. Martin and White explain the subtypes of appreciation which include reaction, composition, and valuation.

Reaction refers to our affective response to things; do they catch our attention; do they please us?. When someone says "*Gudeg* is nice", the adjective 'nice' is an appraising item that shows a positive reaction. On the other hand, when someone says "The show is boring", the adjective 'boring' is an appraising item that shows a negative reaction.

Composition is related to the assessment of things; their balance or complexity. When someone says "The building is very simple", the adjective 'simple' is an appraising item that shows the composition of a thing (building); related to its complexity.

Valuation is related to how innovative, authentic, and timely things are. It is the cognitive response. For example, when an appraiser says "The spatial design of this tourist attraction is very innovative", the adjective 'very innovative' is a positive valuation that serves to explain the spatial design of a tourist attraction that is very innovative.

This study is conducted to classify Indonesian cultural elements found in the conversation between foreign tourists and the interviewer. This study is also aimed at evaluating the foreign tourists' attitudes, especially their affect, judgement, and appreciation when they are talking about Indonesian cultural elements.

### METHOD

This study used a qualitative descriptive method (Alwasilah, 2011; Silverman, 2005). The research data is in the form of conversations between interviewers and foreign tourists at one of the iconic tourism objects in Jogjakarta, namely Malioboro. It is a tourism object that is never missed by local and foreign tourists when they are visiting Jogjakarta.

The data collection technique used in this study involves observation and documentation (Sugiyono, 2015). The non-participant observation method was used to observe and determine which videos are suitable for use as data sources. Documentation was done by transcribing data from one of Sarah Johnson's YouTube channel videos. Sarah Johnson is an American citizen who has lived in Indonesia for seven years and has been fluent in Bahasa Indonesia. The foreign tourists interviewed by Sarah Johnson in her YouTube video entitled 'Opinion of Foreign Tourists about Indonesia and Their Experiences' were from Alaska, France, and Iceland (Johnson, 2018). Three main questions given to the foreign tourists dealt with (1) difficulties they faced during their stay in Indonesia, (2) Indonesian food they liked, and (3) their impression of Indonesia.

The conversation between Sarah Johnson and the foreign tourists was transcribed and analyzed using the stages described by Miles and Huberman (Sugiyono, 2015) which include data reduction, data display, and data verification. Data reduction was done by selecting the relevant transcription of data. Data reduction was focused on the transcription that contains Indonesian cultural elements and appraising items.

The presentation of the data was done by presenting the selected data which was then analyzed using the appraisal system. For data analysis, foreign tourists consisting of men and women were given different codes. Male foreign tourists were given the MFT (Male Foreign Tourist) code and female foreign tourists were given the FFT (Female Foreign Tourist) code.

The third stage is the verification stage in the form of drawing conclusions based on the results of the analysis. The conclusion is also made to classify each type of attitude expressed by foreign tourists.

## RESULTS AND DISCUSSION

### The Cultural Elements Found in the Conversation of Foreign Tourists

Three video recordings showing the interactions between the interviewer and foreign tourists consist of 107 clauses. All the clauses were reduced and 31 clauses containing the Indonesian cultural elements and appraising items were analyzed further. The results showed that Indonesian cultural elements exchanged in the dialogues consist of living equipment (61%), knowledge (36%), and economic system (3%). It is shown in Table 1.

**Table 1** The Indonesian Cultural Elements Found in the Conversation of Foreign Tourists

Cultural Elements	Total Clauses	Percentage
Living equipment	19	61%
Economic system	1	3%
Social System	0	0%
Language	0	0%
Art	0	0%
Knowledge	11	36%
Religion	0	0%

The Indonesian cultural elements in the form of living equipment are dominated by the conversation about various kinds of Indonesian food such as *sate*, *gudeg*, *nasi goreng*, *mie goreng*, and *krupuk*. This type of cultural element can be exemplified in the following example.

Interviewer: "What Indonesian food do you like?"

MFT: "For me, it is a sate".

The sentence above is a fragment of a conversation between the interviewer and France foreign tourist. The interviewer asked the tourist what Indonesian food he likes. The tourist replied that he likes satay. Sate is a type of typical food from Indonesia and is a culture that is included in the type of living equipment.

Various types of food made by humans are involved in living equipment because they are a manifestation of equipment for survival. Examples of culture in the form of living equipment are also exemplified in the following sentence.

FFT: "We tasted the **gudeg**. The taste is strange but it was nice too. And a... yes I like nasi goreng or mie goreng".

The sentences above are stated by a female foreign tourist (FFT) from France. They are the responses of the foreign tourist when the interviewer asks what Indonesian food the foreign tourist likes. *Gudeg*

is one of the special food from Jogjakarta. In the context of the cultural element, *gudeg* is a kind of food that has an important role in people to live. In the sentence above, there are also other types of food favored by foreign tourists, namely "*mie goreng*" and "*nasi goreng*". Further, those types of foods are a part of living equipment in the form of an artifact.

The cultural element in the form of the economic system is found in the conversation between the interviewer and foreign tourists from Iceland. The interviewer asks a male foreign tourist from Iceland the differences between Indonesia and his country. The male foreign tourist responds by giving his opinion about the comparison between Indonesian currency and his country. It is as stated in the following sentence.

MFT: "But in reality, **it**'s like super cheap".

The sentence above is a part of the male foreign tourist (MFT) statements about Indonesian currency. The word 'it' in the sentence refers to Rupiah. Currency is a cultural element as a part of economic systems. The cultural elements in the subtypes of knowledge are found in the form of knowledge about Indonesian nature and people.

MFT: "**Country people** in Indonesia **they** are all smiling".

FFT: "**It**'s a beautiful country, a beautiful landscape".

The transcription above is from the conversation between the interviewer and two French tourists. The foreign tourists respond to the interviewers who ask their opinion about Indonesia. From their responses, the words 'country people' and 'it' are the cultural elements in the subtypes of knowledge related to people and place. The same subtype of the cultural element is also found in the part of the conversation with Iceland tourist as follow.

MFT: "We are interested in **the volcanoes** and **rain forest** and **beach** and... ya".

The male foreign tourist expresses his knowledge about Indonesia. He states that Indonesia has some interesting natural landscapes to visit especially its volcanoes, rainforest, and beach.

Another example of a cultural element in the form of knowledge is knowledge related to the weather in Indonesia according to one tourist from Iceland. The following is a conversation between the interviewer and a male foreign tourist about the weather in Indonesia.

Interviewer: "What are the differences between Indonesia and your country?"

MFT: "Every place has a lot of similarities at the same time. It's extremely humidity and the air makes a sweat like crazy."

As explained in the introduction, cultural elements in the form of a knowledge system can be related to various knowledge related to nature. The fragment of the conversation above where a tourist from Iceland expresses his opinion regarding the weather in Indonesia shows that he is expressing his knowledge and experience about one of the natural conditions in Indonesia, especially regarding the weather. So here, it is clear that the opinion about the weather in Indonesia which is said to be extremely humid is a culture related to knowledge about nature.



## The Foreign Tourists' Attitude

The selected data transcription consists of 31 clauses that were further analyzed using the appraisal system to evaluate how the foreign tourists' attitudes when they are talking about Indonesian cultural elements. In the introductory section related to appraisal theory, it has been explained that attitude consists of three types, namely affect, appreciation and judgment. Affect is related to the feeling of the appraiser, appreciation is related to the appraiser's assessment of an object and judgment is related to the appraiser's assessment of the behavior of a person. These three types of affect appear in the analyzed data. Table 2 shows the frequency of affect, judgement, and appreciation from foreign tourists.

**Table 2** The Calculation of The Foreign Tourists' Attitude

Types of Attitude	Subtype	Frequency	Total
Affect	Desire/disappoint	1	5
	Un/happiness	4	
	In/Security	0	
	Dis/ Satisfaction	0	
Judgement	Normality	2	2
	Capacity	0	
	Tenacity	0	
	Veracity	0	
	Propriety	0	
Appreciation	Reaction	0	24
	Composition	0	
	Valuation	24	

The subtypes of attitude found in this study appear in different frequencies. The findings showed three subtypes of attitude that consist of five affects, two judgements, and 24 appreciations as the largest frequency. Further, the attitude of the foreign tourists as the appraisers was also found both positive and negative. Of the total of 31 attitude subtypes, the positive subtypes were 22 and the negative subtypes of attitude were nine. This is as shown in Table 3.

**Table 3** The Calculation of Attitude Polarity

Attitude Polarity	Total
Positive	22
Negative	9

### 1. Affect

Based on the data analysis, all affects shown by foreign tourists when they are talking about Indonesian cultural elements are expressed in the positive type consisting of one desire and five happiness. The frequency of each affect's subtypes is shown in Table 4.

**Table 4** The Evaluation of Affect

<b>Subtype of Affect</b>	<b>Positive</b>	<b>Negative</b>
Desire/disappoint	1	0
Un/happiness	4	0
In/Security	0	0
Dis/ Satisfaction	0	0
<b>Total</b>	<b>5</b>	<b>0</b>

The positive affect in the subtypes of happiness was found in conversations with foreign tourists from Iceland. The conversations were as follows.

Interviewer: What Indonesian food do you like?

FFT: "We tried everything. We are going to try. That was nice. And yes, I **like**."

The dialogue above is part of the conversation between the interviewer and two foreign tourists from Iceland. The female foreign tourist as the appraiser respond that they had tried many types of Indonesian food by saying "And Yes, I Like". The verb 'like' in the clause is the appraising item that shows her positive feeling about Indonesian food. In the subtypes of attitudes, her positive feeling represents the positive affect of happiness. The positive affect is also expressed by foreign tourists from France.

Interviewer: "What Indonesian food do you like?"

MFT: "For me, it is **satay**".

Interviewer: "Sate?"

FFT: "Yes. Satay is good. We tasted the gudeg. The taste is strange. But it was nice. And a... yes I **like fried rice** or **fried noodles**".

In the conversation above, the male tourist from France says "For me, it is a satay" as a response to the interviewer's question. If it is related to the question, it is clear that the answer of the male tourist has the same meaning as "He **likes** satay". Thus, the male foreign tourist expresses his positive affect in the form of happiness. Meanwhile, the female tourist also has the same feelings. She also expresses her positive affect of happiness from tasting 'fried rice, and 'fried noodles'. Furthermore, in the other part of the conversation, the interviewer asked questions related to their impressions of Indonesia. The female tourist expressed their positive attitude in the form of pleasure and desire for Indonesia.

Interviewer: "What is your impression of Indonesia?"

Tourist (Woman): "It's a beautiful country a beautiful landscape and yes we **like** to be here and we **want to evolve in love** with it".

The use of the verb 'like' in "...yes we like to be here." shows how he feels about Indonesia, he feels happy and likes living in Indonesia. This is the positive affect on the subtypes of happiness. In addition, she also expresses her deep feeling (desire) about Indonesia by using the verbal group "want to evolve in love".

## 2. Judgement

Regarding how the foreign tourists express their feeling related to behavior, the data analysis showed two judgements consisting of one positive judgement and one negative judgement. These were positive judgement about Indonesian people who are always smiling and negative judgement that some Indonesian disturbed them by asking them to take pictures.

**Table 5** The Evaluation of Judgement

Subtype of Judgement	Positive	Negative
Normality	1	0
Capacity	0	0
Tenacity	0	0
Veracity	0	0
Propriety	0	1
<b>Total</b>	<b>1</b>	<b>1</b>

The positive judgement was expressed by a male foreign tourist from France. The following dialogue indicates this positive judgement.

Interviewer: "What is your impression of Indonesia?"

MFT: "People in Indonesia **are** all **smiling**"

The use of the verbal group "are smiling" which is an attribute or description of "Indonesian people" represents his judgement that Indonesian have a positive character. This is the positive judgement of esteem in the subtype of normality; how special the character of the Indonesian who are smiling when they meet them.

The negative judgement can be seen in the following part of the conversation between the interviewer and foreign tourists from Iceland.

Interviewer: "What difficulties do you face in Indonesia?"

MFT: "There's a lot of people that **want to take pictures**. Oh, yeah."

The conversation above shows how the male foreign tourist responds to the interviewer's question about what difficulties he faced in Indonesia. He says that many Indonesians wanted to take pictures with him. Because the question is focused on the difficulties he faced in Indonesia, his answer represents a negative judgement. His answer means that the demand for photos from many Indonesians implies difficult, inconvenient, and uncomfortable conditions for him. His judgement that many Indonesians behave to take pictures is a kind of negative character. Thus, it is a negative judgement of sanction in the subtypes of propriety; it is related to unethical behavior.

## 3. Appreciation

In contrast to affect and judgement, the appreciation expressed by the foreign tourists appears to be the most dominant. From the total of 31 appraising items, 24 of them are appraising items that show appreciation. These 24 appreciations consist of 16 positive appreciations and 8 negative appreciations as shown in Table 6.

Positive appreciation in the subtype of valuation consists of six positive valuations expressed by tourists from Alaska, eight positive valuations by tourists from French, and two positive valuations by tourists from Iceland. Negative appreciation in the subtype of valuation consists of two negative valuations expressed by tourists from Alaska, three negative valuations by French tourists, and three negative valuations by tourists from Iceland. The positive appreciations negotiated by foreign tourists are generally expressed when they are talking about Indonesian food, Indonesian currency, and Indonesian nature as part of tourism objects. The negative valuation expressed by the tourists is related to Indonesian transportation means, the economic system, and the weather in Indonesia.

**Table 6** The Evaluation of Appreciation

Subtype of Appreciation	Positive	Negative
Reaction	0	0
Composition	0	0
Valuation	16	8
<b>Total</b>	<b>16</b>	<b>8</b>

As an example, the positive appreciation in the subtype of valuation is shown by the following conversation of foreign tourists from Iceland.

Interviewer: What Indonesian food do you like?

WFT: "We tried some rice. And.. "

MFT: "Some white chips I think"

Interviewer: "Oh... **Krupuk**?"

Tourists: "Yea..." (answer altogether)

Interviewer: "Do you like it?"

MFT: "Yes, **it is very good.**"

Based on the conversation above, the male tourist responds to the interviewer in the form of positive appreciation about what Indonesian food he likes. He says "Yes, it is very good". The appraising item in the form of the adjective "very good" is the representation of what he thinks about some white chips or 'krupuk'. From the dialogue, it can be concluded that in his opinion, krupuk is one of the very good Indonesian food. The adjective "very good" expressed by the male tourists is the realization of the positive appreciation in the subtype of valuation.

The positive appreciation in the form of a positive valuation related to Indonesian currency was expressed by a male tourist from Iceland. He argues that the Indonesian currency is cheaper than the currency of his country. This is proved by the fact that when his currency is exchanged for Indonesian currency, the value of his currency increases.

Interviewer: "What are the differences between Indonesia and your country?"

MFT: "... The traffic is way different from what the currency is like. It's really strange because, in Norway, you go to like McDonald's or Burger King. You pay like \$40 for one burger and Harriet's like oh, you have to pay like 20,000 Wow. Expansive Yeah. But in here it's like **super cheap**".

Based on the dialogue above, the male tourist from Iceland started his response by saying that "The traffic is way different than the currency is like". This sentence implies that the Indonesian currency is different from the traffic conditions. The difference is that the currency value is more positive than the traffic. This is reflected in his expression at the end of the dialogue "But in here, it's like **super cheap**". This sentence can be interpreted that when the currency of his country is spent in Indonesia, its value increases. This is corroborated by the male tourist's statement when comparing the price of *Burger King* in Norway at 40 US dollars and this is worth more than 560 thousand rupiahs. Meanwhile, when he bought a *Burger King* in Indonesia, he only needs to pay 20 thousand rupiahs. Therefore, he considered the price to be paid very cheaply. Thus, the appraising item "super cheap" in the dialogue above represents the positive valuation related to the Indonesian currency.

Furthermore, the appreciation in the subtype of positive valuation was also expressed by a female foreign tourist from Iceland when she gave answers to the interviewer related to her impressions of Indonesia.

FFT: "Iceland doesn't have a lot of people. There are only 700,000. So it's a very sparsely populated area. So, Indonesia's not, but we've only been in Java for two days. Okay, so in other places, like Lombok, there's **not a lot of people** and places like that. **A lot of wilderness** here. There are **a lot of beautiful places** here.

A female foreign tourist from Alaska says that there are many interesting things about the landscape and tourist attractions of Indonesia. Although Indonesia, in general, has a denser population, there are still many quiet places like Lombok where there are **not** many people. This disclosure is the main attraction for foreign tourists to visit Indonesia. This is reinforced by the use of appraising items 'a lot of beautiful places' here to provide the positive valuation represent the fact that many places in Indonesia are beautiful to visit. The expression of foreign tourists related to the Indonesian landscape realized by the appraising item 'a lot of wilderness'. It is also something that is considered positive valuation as part of the phrase "a lot of beautiful places here".

Meanwhile, the negative valuations were expressed by foreign tourists when they were commenting on the fact that some of the automated teller machines in Indonesia do not accept their credit cards. The negative valuation was also expressed by foreign tourists when they were asked about Indonesian weather. Here is how foreign tourists from Iceland respond to the interviewer's question about the difficulties faced by them in Indonesia.

Interviewer: "What difficulties do you face in Indonesia?"

FFT: "The foreign credit cards **aren't accepted** on our first travel."

MFT: "Yea the automated teller machine **doesn't accept**."

From the conversation, both the foreign tourists have the same opinion that they have difficulties when trying to take money from the automated teller machine using their credit cards. The appraising items '**aren't accepted**' from the female foreign tourist statement represents that the problem is not with her foreign credit card but with the automated teller machine. This is also the same with the male foreign tourist's opinion. He also expresses his negative valuation by saying that the automated teller machine **doesn't accept**. The appraising item **doesn't accept** indicates the negative valuation. Another negative valuation can be seen from a French foreign tourist who says "Driving in Indonesia is **quite difficult**."

Interviewer: "What difficulties do you face in Indonesia?"

FFT: "We rent a scooter, Driving. Driving in Indonesia is **quite difficult**."

The appraising item "quite difficult" shows that she has a negative valuation about riding a motorcycle in Indonesia; It is very difficult. One of these difficulties is caused by the small size of the Indonesian motorbike, smaller than the motorbikes she often rides in her country. Finally, the negative valuation was also expressed by a male foreign tourist from Iceland. He states that the weather in Indonesia is very hot.

Interviewer: "What are the differences between Indonesia and your country?"

MFT: "Every place has a lot of similarities at the same time. It's **extremely humid** and the air **makes a sweat like crazy**."

The use of appraising items "extremely humid" and "a sweat like crazy" clearly represents the negative valuation related to the weather in Indonesia. The situation caused him to feel uncomfortable.

## CONCLUSION

Foreign tourists have different kinds of feelings when they are talking about Indonesian cultural elements. Most of them negotiate their affect, judgement, and appreciation positively. The dominant affect was positive affect in the subtype of happiness. Most foreign tourist expresses their happiness when they are talking about many types of Indonesian food such as *nasi goreng*, *sate ayam*, *gudeg*, *krupuk*, and *mie goreng*. The foreign tourists' judgements are realized both positively and negatively. Some have the positive judgement of esteem about many Indonesians who are smiling. However, some have the negative judgement of sanction about some Indonesians who disturb them by asking to take some pictures. The foreign tourists' appreciation was mostly in the type of positive valuation. It was when the tourists valued the quality of the natural phenomenon or landscape of Indonesia. Some of them state that Indonesia is a beautiful country, has a lot of wilderness, and has many beautiful places. In the context of strengthening national identity, the cultural commodities negotiated positively by foreign tourists needed to be maintained.

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