The Appraisal System of Tourism Editorial Texts on SINDOnews.com

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ABSTRACT

This research aimed to identify appraisal system in tourism editorial texts in SINDOnews.com news portal, particularly to identify attitude, graduation, and engagement as well as to know how the writer positions himself in his writing and public response on the issue. This research applied Systemic Functional Linguistics (SFL) theories and is designed with an embedded case study. The data were taken from a tourism editorial text in SINDOnews.com with the total number of 70 out of 30 sentences. The data were then analyzed with appraisal system theory proposed by Martin & White (2005). The result shows the existence of attitude (affect positive/negative), judgement (social esteem positive/negative: normality, capacity, and tenacity; social sanctions positive/negative: veracity and propriety), appreciation (reaction, composition, and valuation positive/negative), graduation (force: Intensifier, attitudinal lexis, metaphor and focus: sharpen and soften) and engagement (monogloss and heterogloss). The data mostly found are graduation which consists of force (8 intensifiers, 6 metaphor, and 2 attitudinal lexes) and focus (6 sharpen and 8 soften). The texts themselves emphasize values, public opinions, author's attitude, and show the beautiful and the selling point of tourist destinations in Bali. It means that the writer shows the positive perception subjectively whereas the society shows the positive and negative perception objectively in the texts.

Key words: appraisal system, perception, tourism, SINDOnews.com

INTRODUCTION

Editorial text is referred to newspaper column that contains a response to an event (Kosasih 2015). This is corroborated by the opinion of Ledema (1999) who explains that editorial texts (editorials) can be interpreted as voices from various circles of society towards an event or phenomenon that is warm and developing in society (Ledema and Wodak 1999). Editorial text contains opinions in the form of criticism, suggestions, responses, hopes or invitations. Editorial text has an observable structure consisting of three parts, namely opinion, argument, and restatement of opinion (Kosasih 2015). Furthermore, the language style used depends on the editorial writer's preference.

Editorial texts convey society phenomenon in different ways such as completely agreeing, being impartial and disagreeing (Wulandari, Zulaeha, and Wagiran 2020). A media's attitude towards a developing issue is typically supported by facts that contribute to the objectivity of the article. Thus, editorial texts are intended to influence public opinion, contribute critical thinking, and sometimes can make readers take a stand (Sarangi 2005). It can be concluded that an editorial is an article that represents the opinion or attitude of a media towards an issue that is developing in society including introduction, objective explanation of the issue, current point of view, opinion from an opposing point of view, author's opinion conveyed by stating facts in the field, alternative solutions to the topic being criticized, and summary of opinion from the author.

From 2022 until 2024, editorial texts on tourism has become popular issues because of the people's needs. After the pandemic, people need healing to reduce their stress. SINDOnews.com is one of the news portals that provide

editorial texts on tourism. Currently, SINDOnews.com has a purpose to hook and work on young readers or millennial children because so far more people are found by the established age range of 25-45 years (SINDOnews.com 2023). SINDOnews.com provides the public with the access to accurate, quality, and fast information through both online and printed sources. Generally, tourism issues in editorial text at SINDOnews.com presents the public's needs related to interesting tourist destinations through online media. The issues are in line with the theme of this research, namely emotive words in an editorial text about tourist destinations, especially Bali.

SINDOnews provides access to accurate, quality, and fast information to the public. The news is packaged more in-depth and comprehensive, supported by an independent and credible research-and-development (R & D) team, so that it can be a reference for decision makers in government, business people, politicians, public and related stakeholders. SINDOnews only publishes news that has been deemed appropriate through the editorial management structure chart.

It is necessary to know the text based on Systemic Functional Linguistics (SFL) in accordance with the focus of this research. Text, according to SFL, is inseparable from language. Language, as a semantic system, is able to explain the meaning of text. SFL views language as having three components of meaning, namely ideational, interpersonal, and textual meaning. Ideational meaning describes the task of language as giving meaning to the exposure of one's experience. Interpersonal meaning suggests meaning in an interaction. The last, textual meaning is the meaning used to assemble linguistic experience into a cohesive whole. In this case, an editorial text is included in language as a semantic that has various meanings.

LITERATURE REVIEW

Related to this study, the researcher found some gaps after reviewing several previous studies. The first one is the study of Risdianto et al. (2022) which focuses on the identification of three aspects of attitudinal lexis of the appraisal system in Kompas Online and Republika regarding the relocation of the Indonesian capital city. The result shows that the difference in number of positive and negative assessment data indicating the controversial problems faced by the government, community leaders, and public regarding the idea of the relocation of Indonesia's capital city. Meanwhile, Dewi (2018), in her research, examines appraisal in Kompas political editorial text with the aim of describing the structure and modality related to its implementation in Indonesian language teaching material for high school. Another study conducted by Panggabean (2017) describes the application of appraisal in language evaluation, particularly the appraisal patterns of attitude, positioning, and graduation in forensic discourse. Then, Nazhira (2016) also made analysis of attitude appraisal in a national newspaper's news texts with various themes to find out the feelings, judgments, and appreciation of the writers. On different occasion, Suriyadi (2015) studied evaluative language appraisal from newspaper editorial texts in Medan to describe the patterns of attitude appraisal and writer's positioning in the text along with the reasons. Lastly, Sari (2015) examined appraisal in the novel *Habibie & Ainun: The Power of Love* with Martin's theory of attitudes, feelings, and values of readers with the aim of knowing the attitude subsystem in the novel.

The studies above have some similarities and differences. Some examine the same type of text, named editorial text, but with different themes and focuses of study. The other differences lie in the types of texts studied, namely

novels and forensic discourse, and the focus on the assessment of attitudes and feelings. Broadly speaking, all of the studies employ appraisal system analysis. However, none of the studies above focuses on tourism texts that showcase Indonesia's pride. This became a gap for the researcher to make an analysis on tourism editorial texts.

The analysis was made with the SFL appraisal approach proposed by Martin and White (2005) consisting of attitude, graduation and engagement. It was emphasized on the positive and negative attitudes, graduation (force and focus), engagement (monogloss and heterogloss), and perceptions of the writer and public on the contents of the text. The text to be the object of analysis was an editorial text from SINDOnews.com with the theme on tourism since it was considered the hot topic around the time of research.

UNDERLYING THEORIES

Systemic Functional Linguistics

Halliday brings the term SFL which examines the function of a particular language to express a meaning. In contrast to structural linguistics, SFL covers the structure and meaning of language from words to sentences (Gerot and Wignell 1994). Halliday (2013) divides language into three components namely lexicogrammar, discourse semantics, and social context. Meaning in discourse semantics is realized by lexicogrammar. Furthermore, lexicogrammar is realized by phonology (spoken language), graphology (written language) and sign language. Phonology or graphology includes spoken, written, sign and visual languages. In this case, lexicogrammar is a language system that includes grammatical system (syntax and morphology), lexicon system and vocabulary. Meanwhile, the content in the text includes two systems, namely lexicogrammatical and semantic systems (Halliday and Matthiessen 2013).

Halliday (2013) has used SFL to describe the language used according to its function for interaction. Halliday describes SFL as grammar based on functional approach. The grammar is used as a source for expressing meaning in relation to the situation and the spoken culture or text in which it appears (Halliday and Matthiessen 2013).
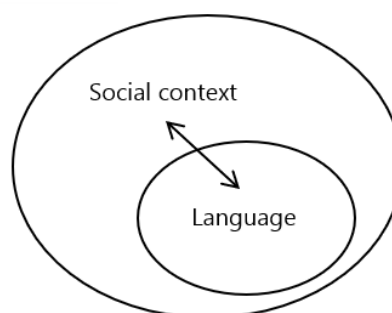

Figure 1: Language as the Realization of Social Context (Martin 1993)

In the context of language use, language functions as a social context. Then, language that has a functional nature in the social context is the level of the context of the situation, culture and ideology. Halliday and Hasan (1989) state that the success of people in communicating is related to the situation of linguistic interaction about the meaning being exchanged and the meaning that is likely to be exchanged (the level of situational context). Furthermore, cultural context is defined as a gradual activity to achieve a goal. Meanwhile, ideological context refers to social constructions or concepts that determine what a person should do and not in social interaction. In addition, Halliday and Martin (1993)

argue that language cannot be separated from its social context (Halliday and Hasan 1989). Consequently, to understand language, understanding its social context is a must, because language as a semiotic system realizes the social context as a social system. The description of the view can be seen in Figure 1.

Thus, SFL concerns on speakers' language choices. SFL focuses on how language is structured and organized to communicate (Eggins 2004). As language speakers, humans need to interact and communicate with the aim of understanding fellow humans. Therefore, SFL examines the text as the basic unit of analysis. Referring to the previous explanation, structural linguistics is limited to the discussion of language elements without involving context. Thus, SFL complements it by involving contexts. Within the scope of SFL, sounds, words, groups, clauses, and discourses are language units that realize ideo-social, interpersonal, and textual meanings (Martin and Rose 2003). So, in this study, these three meanings become the objects of research.

Appraisal System

The metafunction of language in appraisal studies is the result of human social relations in language. On the other hand, one is able to see meaning in meta-functions and identify different functions realized from different meaning patterns (Martin and Rose 2003). One of the functions produced is appraisal.

The Appraisal System was firstly introduced by White (1998) and developed by Martin and Rose (2003). The Appraisal System refers to the negotiation of attitudes in a text. The Appraisal System includes attitude, which relates to the writer's feelings towards someone or something. That is, how the attitude is applied as desired by the author expressed in a variety of levels (amplification or graduation) in the scale of meaning and where the sources of the attitude (source of attitude). According to Martin and Rose (2003), appraisal concerns on the evaluation of attitudes discussed in the text such as, the strength of emotions and feelings involved in the text and how values about something are generated and adapted to the reader.

The Appraisal system is the development of SFL theory in the realm of interpersonal meaning. Martin and Rose (2003) define appraisal as an interpersonal meaning system that refers to the evaluation of attitude contained in the text, i.e. how someone expresses how they feel about something and how they value something in the text. In other words, using appraisal theory can tell readers or others about our attitude and feelings about something or someone. Martin & White (2005) write that appraisal is one of the three main sources of discourse semantics that describe interpersonal meaning in addition to involvement and negotiation. Appraisal is divided into three domains: attitude, engagement, and graduation. Attitude is related to feelings, including emotional reactions to a person or event, judgments about a person's behavior and judgments about objects. While engagement relates to the source of the appraisal, and graduation relates to the harshness or softness of the wording of the appraisal (Martin and Rose 2003).

Further, Martin and Rose (2003) state that appraisal is related to interpersonal meaning, so appraisal focuses on communication actors and social relationships, for example; parent-child relationships, and superior-subordinate relationships within an organization.

Appraisal studies focus on the evaluation of Attitudes, Positioning and Graduation found in a text. Appraisal is concerned with evaluation: the kinds of attitudes that are negotiated in a text, the strength of those feelings involved and the ways in which values are resourced and readers aligned (Martin 2003). The Appraisal framework is a development of work in functional systemic

linguistics developed by Halliday (1985/1994), Halliday & Mattheissen (2004) and deals with the interpersonal meaning and semantics of discourse in texts negotiating social relations by communicating emotions, judgments, and appreciations (Halliday and Matthiessen 2013).

Sinar (2003) states that appraisal is an evaluation concept to reveal speakers' writing, both implied and explicit, towards the subject matter, interlocutors, or the world which may relate to evaluative parameters, such as attitude and positioning. The evaluative language analysis framework is to explore, describe, and explain the way language is used. When people produce language, they may evaluate, use stance, construct textual personas, and organize positioning and interpersonal relations (Martin and White 2005).

The Appraisal explores how speakers and writers convey judgments about people in general, other writers or speakers, and their utterances, material objects, events and circumstances, thus forming relationships with people who share their views and away from people who differ in their views. Martin and White's (2005) appraisal framework is illustrated in Figure 2:
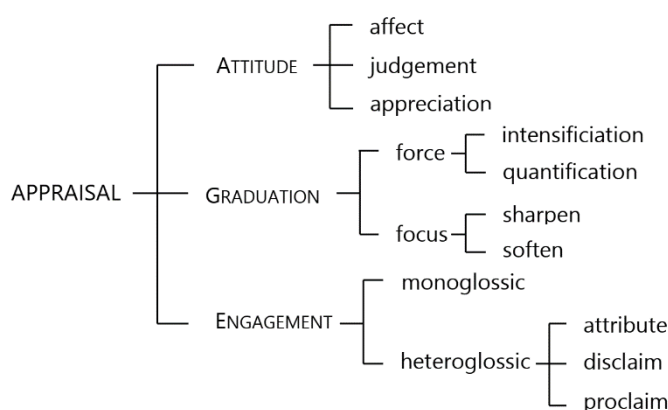

Figure 2: The Appraisal System from Martin and White (2005)

Based on Figure 2, attitude refers to the evaluative subsystem by a prospect adopts a phenomenon of experience in positive or negative view of the phenomenon. Attitude system has three semantic areas namely emotion (affect), which deals with the expression of positive and negative feelings; ethics (judgments), relating to attitudes toward behavior (admiring or criticizing, praising or condemning); and aesthetics (appreciation), which involves the evaluation of the semiotics and panorama of nature (Martin and White 2005).

Affect is an evaluation of positive or negative feelings related to something that is discussed and associated with expression and emotion. Affect consist of four types of feelings namely inclination, disinclination, happiness, unhappiness, insecurity, satisfaction, and dissatisfaction (Martin and White 2005). Judgement is a positive or negative assessment related to behavior towards something being discussed. Judgment are divided into social esteem (usually appears in the context of oral culture such as conversation, joking, and storytelling) and social sanctions (which are often found in written form such as decisions, regulations, and laws) (Putra, Aini, and Agustina 2024). Appreciation is an assessment of a thing or object that is being discussed. Appreciation can be thought of as the institutionalization of feelings, in the context of proportion. There are three types of appreciation, namely reaction, which includes whether it attracts attention or whether it is fun, which can be expressed with the words fascinating, exciting, sensational, dull, boring, flat. Composition is concerned

with the balance and complexity of a thing. It can be expressed with words such simple, clear, precise, complicated, unclear, plain. Valuation is related to the question of whether something is innovative, valuable unique, authentic, fake, useless, or ineffective (Martin and White 2005).

RESEARCH METHOD

The approach used in this research is Systemic Functional Linguistics. This approach focuses on the realization of language meaning. Meanwhile, the design of this research is qualitative. Creswell (2008) as well as Guba and Lincoln (1989) in Santosa (2021) define qualitative research as research that is general planning (flexible and open) about what will be done in a study and the results depend on field conditions. Here, thr descriptive-qualitative method is used to explain an appraisal system of tourism editorial text in SINDO.

This research design is embedded case study on the media in the form of tourism news editorial texts in SINDOnews media. Embedded case study with more than one unit of analysis is considered to get more in-depth research results and, in this case, context is seen as important to gain empirical knowledge (Yin 2011).

Santosa (2021) states that research location can be geographical, demographic, and media. Lincoln and Guba (in Santosa 2021) added that the research location is a boundary determined by the focus or object of research. In this regard, the research location does not always talk about geographical places but can refer to the object of research. Geographically, the research location relates to the administrative location of an area. Demographically, the research location is related to social (Santosa 2021). Furthermore, the research location in the media is related to the means of communication. Thus, it can be concluded that the location in this research is media. The media is SINDOnews.com, particularly the online editorial news about tourism.

The editorial texts that are used as the data in this study are tourism news texts related to the hottest and developing issues in the community on holiday seasons. The assumption is based on the emergence of several opinions that show that the most comfortable vacation destinations are expensive, abroad, and so on. Thus, written data in the form of opinions, assessments, and arguments in the text became the main data of this research. The amount of data that became the research sample referred to 2 pieces of tourism news editorial text with a total of 70 sentences.

The data were collected using the data classification note method (Sudaryanto 2015), namely by looking at each sentence in the text and classifying the data according to the appraisal system, namely emotive words either directly or indirectly. In addition, this research utilizes the pairing technique (Sudaryanto 2015). The pairing technique is data analysis technique where the determining tool of the analysis is outside, independent, and not part of the language (Sudaryanto 2015). In this study, the researcher used a referential pairing technique by matching clauses, phrases, and words with appraisal system to the arguments in tourism news in SINDOnews.com.

The data of this study were in the forms of words, phrases, and clauses that were categorized based on appraisal system theory by Martin and White (2005). The last stage of this research was to describe the data into the framework of Critical Discourse Analysis studies with AWK theory proposed by van Dijk (1985), namely macrostructure, superstructure and micro structure. Macrostructure is the global or general structure of a text that can be observed by looking at the topic or theme presented in the text (Wodak and Meyer 2015). Superstructure is a text structure that relates to the framework of a text such as introduction,

content, and conclusion. Microstructure is the meaning of discourse that can be observed in addition to words, sentences, propositions, clauses, paraphrases and images.

RESULTS AND DISCUSSIONS

The Appraisal System in the Editorial Texts of SINDOnews

The elements of Appraisal System that appear on tourism news of editorial texts on SINDOnews.com as the result of this research are Attitude (*Affect* Positive; *Affect* Negative), Judgement (Social Esteem Positive: *Normality, Capacity, Tenacity;* and Social Sanctions Positive: *Veracity, Propriety),* Graduation (Force: *Intensifier, Metaphor, Attitudinal Lexis*; and Focus: *Sharpen, Soften*), and Engagement (Monogloss and Heterogloss). The distribution of the frequency of appearances can be viewed in Table 1.

Table 1: The Distribution of Appraisal System in the Texts

	Appraisal System				**Num.**
Attitude	Affect		Positive		7
			Negative		2
	Judgement	Social Esteem	Positive	Normality	2
				Capacity	1
				Tenacity	3
			Negative		0
		Social Sanction	Positive	Veracity	1
				Propriety	1
			Negative		0
	Appreciation	Reaction	Positive		7
			Negative		1
		Composition	Positive		3
			Negative		1
		Valuation	Positive		3
			Negative		0
Graduation	Force	Intensifier			8
		Attitudinal lexis			2
		Metaphor			6
		Swearing			0
	Focus	Sharpen			6
		Soften			8
Engagement	Monogloss				4
	Heterogloss				4

Table 1 shows that the mostly used appraisal system in the texts is graduation, especially force, which consists of 8 intensifier data, 6 metaphor data and 2 attitudinal lexis data. Next is graduation, specifically focus, with 6 sharpen data and 8 soften data. The point is that the text emphasizes the value, public opinion, and attitude of the author on tourism in Bali. Force-intensifier tends to be seen from the use of adjectives to emphasize meaning, while force-attitudinal lexis shows the attitude and opinion implied by the lexis used (Martin and White 2005). These findings are in line with the results of previous research which states that editorials use more force than focus, especially intensification, to emphasize their judgment. There is potentially much force than focus,

especially intensification, to emphasize their points (Daniarsa and Mulatsih 2020).

Table 1 also includes attitude in the category of appreciation that has 7 seven data indicating reaction. It means that the text aims to show the beautiful and the selling point of tourist destinations in Indonesia, especially Bali. This finding is not in line with the results of previous studies which state that editorial texts on online news tend to use the engagement system (Simanjorang, Saragih, and Zein 2023).

The Writer's Perception

Based on data findings, the writer's perception toward the issues in the editorial text of tourism news in SINDOnews can be described as follow.

*Kedatangan wisatawan asing ke Bali **mulai naik.***
(Foreign tourist arrivals to Bali **began to rise**)
Graduation: Focus: Soften
Engagement: Monogloss

*Mengunjungi Bali bersama **keluarga terdekatnya**.*
(Visiting Bali together with **his closest family**)
Attitude: Judgement: Social Esteem Positive: Normality
Engagement: Monogloss

*Bali **sangat aman**.*
(Bali is **very safe**)
Attitude: Appreciation: Composition Positive
Graduation: Force: Intensifier
Engagement: Monogloss

*Tentu, kita mengapresiasi **langkah konkret** pemerintah.*
(Of course, we appreciate the government's **concrete step**)
Attitude: Judgement: Social Sanctions Positive: Propriety
Graduation: Force: Intensifier
Engagement: Monogloss

The clauses above show positive points on three aspects in the appraisal system, namely attitude (judgement and appreciation), graduation (focus: soften and force: intensifier) and engagement (monogloss). The writer does not show his negative assumption towards the tourism text about Bali. The writer position makes the text valuable, interesting, and able to influence readers' interest (Septiana and Indah Yulianti 2021).

Bali is considered as a wealth of Indonesia that is very much loved by Indonesians, like Vice President of the last period, Mr. Jusuf Kalla (JK). This is indicated by the writer assessment of the positive judgement identified in the phrase *keluarga terdekatnya* (his closest family) contained in one of the clauses in the text. The phrase shows the news maker's assessment of JK's character who loves his family, so that JK brought his family on vacation to Bali. Positive judgment is also found in the clause *Tentu, kita mengapresiasi langkah konkret pemerintah* (Of course, we appreciate the government's concrete steps) in which the writer assumes that the current government's character is real and can be trusted by the public, especially in the management of Bali tourism. It is called a positive judgement because it is considered an assessment of someone who does something positive.

Likewise, the writer also finds positive appreciation on the phrase *sangat aman* (very safe). He considers that Bali as a tourism spot that does not endanger the visitors. The phrase 'very safe' is a positive value for tourism in Bali

from the news makers who are Indonesians and love the natural charm of Indonesia rather than foreign tourism spots. These phrases refer to the news maker's positive assessment of the government and Bali tourism. This is due to the topic carried by the editorial text studied by taking the theme of Christmas and New Year vacation destinations in this beloved country. The news maker emphasized that Bali tourism is very safe, even for JK as the vice president who was being on vacation in Bali. Thus, the purpose of the news maker is to influence readers to continue to love the country and not forget the natural wealth of Indonesia so that the country is able to advance together with its people. The genre frequently used by editorials is typically in the form of media discussions, and their attitudinal meanings tend to be constructed through positive evaluations (Daniarsa and Kartika-Ningsih 2023).

Graduation refers to two aspects, namely focus and force. The focus is soften whereas the force is intensifier. The sentence *Kedatangan wisatawan asing ke Bali mulai naik* (Foreign tourist arrivals to Bali began to rise) is categorized in the appraisal system of focus: soften (weak but positive) as seen from the word mulai (began). The phrase shows that the news maker assumes the local people that foreigners choose Bali for vacation. This aims to influence the thinking of local people to come to Bali. In addition, force in the form of intensifier is found in the sentence *Tentu, kita mengapresiasi langkah konkret pemerintah* (Of course, we appreciate the government's concrete steps), judging from the word *konkret* (concrete) that expresses frequency (most). The frequency of 'most' indicates the government's concrete action in working on revamping tourism in Bali after the disaster. The use of the word 'concrete' shows the news maker's assumption that the improvement is done with the most concrete steps. With this assumption, the news maker persuades local people to come to Bali.

On the other hand, there is engagement: monogloss in this tourism news editorial text. The whole sentence is the opinion of the writer to persuade local people to come on vacation to Bali during the current Christmas and New Year Holidays. All the bold words in the sentences are the writer assessment of Bali tourism by showing the percentage increase of foreign tourists, JK's vacation in Bali, etc. However, these findings are not in line with the results of previous research which states that the author using not proper yet expressions in showing attitude and providing reliable facts. The writer should be showing attitude and providing objectively and neutrally (Akhiroh 2022).

Public Perceptions

Meanwhile, the public perceptions toward the texts can be examined below.

Bali **dinobatkan sebagai** *World 1st Best Destination.*
(Bali has been **named** World 1st Best Destination)
Graduation: Focus: Soften
Engagement: Heterogloss

Pemerintah **begitu gigih** *menjaga denyut nadi bisnis.*
(The government is **very persistent** in maintaining business pulse)
Judgement: Social Esteem Positive: Tenacity
Engagement: Heterogloss

Bali **aman**.
(Bali is **safe**)
Appreciation: Reaction Positive
Graduation: Focus: Soften

Engagement: Heterogloss

*Tempat wisata yang **belum digarap optimal** di Sumatra.*
(Tourist destinations that **have not yet been optimized** in Sumatra)
Appreciation: Reaction Negative
Graduation: Focus: Soften
Engagement: Heterogloss

In the third sentence above, the positive appreciation from the public is indicated by the word *aman* (safe). Public appreciation with the word 'safe' is referred to as a positive assessment of Bali. This is because Bali is recovering from the natural disaster. The public think that Bali is still a comfortable tourist destination and does not have the dangerous potential as before. Meanwhile, negative appreciation is aimed at the government that has not paid attention to tourism in Sumatra in the fourth sentence. The phrase has not been optimally worked on is considered a negative assessment of the public to the government in the form of a protest.

Furthermore, the word *belum* (not yet) in the phrase *belum optimal* (not yet optimized) shows a weakening function. Thus, the word *belum* (yet) is categorized into amplification (focus: soften). On the other hand, source: heterogloss is shown in all sentences in the examples. It can be concluded that source heterogloss is one of the appraisal systems in the editorial text of tourism in SINDOnews. These findings are in accordance with the results of previous research which states that the society intends to give less attention on appreciation (Susanto and Bimo 2023).

The Appraisal of the Writer's Attitude

The appraisal of the writer attitude in the editorial text of tourism news in SINDOnews.com is in the forms of judgment, affect, focus, and force. This section describes the writer's attitude towards the issues carried by the text.

*Tentu, kita **mengapresiasi.***
(Of course, we **appreciate** it)
Affect: Positive

*Pemerintah **begitu gigih** menjaga denyut nadi bisnis.*
((The government is **very persistent** in maintaining business pulse)
Judgement: Social Esteem Positive: Tenacity
Engagement: Heterogloss

*Kedatangan wisatawan asing ke Bali **mulai naik**.*
(Foreign tourist arrivals to Bali **began to rise**)
Graduation: Focus: Soften

*Pulau Dewata juga **kokoh.***
(The Island of the Gods is also **strong**)
Graduation: Focus: Sharphen

*Bali tetap **lekang.***
(Bali remains **timeless**)
Graduation: Force: Attitudinal Lexis

*Harus **bekerja keras.***
(We have to **work hard**)
Affect: Positive

*Angka tersebut memang **cukup menyedihkan.***
(The number is **fairly saddening**)

Affect: Negative

In general, the attitude of writer is dominant in using positive expressions towards Bali tourism. This can be seen from some words in the sentences above, e.g. *Bali tetap lekang* (Bali remains timeless) which shows that writer has a high subjectivity towards the message he/she conveys through the editorial text to the readers. However, the news maker shows a negative attitude as shown by the expression quite sad. The expression shows an attitude that cornered the government to immediately improve Bali's tourism infrastructure so that domestic and foreign tourists visiting Bali will increase again. However, the writer also shows his objectivity to the government by assessing the government's persistence in improving Bali tourism. Thus, the writer attitude shows positive judgment and negative affect. News writers sometimes also give negative appreciation to government actions on a program in an online news. These actions are in accordance with the results of previous research which states that news writers sometimes use critical language for government programs (Yulianti, Septiana, and Rosni 2021).

The Appraisal of the Public Attitudes

The appraisal of the public attitudes on issues in the editorial text of tourism news in SINDOnews dominates in a partial and convincing attitude.

Bali telah menjelma sebagai **gerbang pariwisata**.
(Bali has transformed into a **gateway for tourism**)
Affect: Positive

Gunung Agung memang kembali **menguji ketahanan**.
(Mount Agung is indeed **testing resilience** once again)
Affect: Positive

kontributor utama penyumbang devisa
(**a major contributor to foreign exchange earnings**)
Force: Intensifier
Appreciation: Valuation Positive

Bali yang **memukau** *dunia.*
(Bali that **amazes** the world)
Appreciation**:** Valuation Positive

Wilayah berbahaya hanya *yang berada pada jarak 8-10 km.*
(The hazardous areas are only within a distance of 8-10 km)
Force: Intensifier

Wisata Bali **belum tergantikan.**
(Bali tourism **has not been replaced** yet)
Appreciation: Reaction Positive

*Predikat sebagai '***surga dunia***'*
(Its predicate as '**the paradise on earth**')
Appreciation: Reaction Positive

Bali **dinobatkan sebagai World 1st Best Destination**.
(Bali has been **named World 1st Best Destination**)
Appreciation: Reaction Positive

The theme discussed in the text is tourism destinations during the Christmas and New Year holidays by glorifying Bali as heaven on earth for foreign and local tourists. It can be seen from the expressions *Wisata Bali belum tergantikan*

(Bali tourism has not been replaced yet), *Predikat sebagai 'surga dunia'* (Its predicate as 'the paradise on earth'), and *Bali dinobatkan sebagai World 1st Best Destination* (Bali has been named World 1st Best Destination). In accordance with these expressions, the public's attitude towards Bali tourism is shown with positive appreciation. This theme is very attractive to the public and influences readers to come to Bali while on holiday with family, friends, and colleagues. The public's attitude really appreciates the aesthetic value of Bali by giving a positive appreciation towards Bali that is called Heaven on Earth.

CONCLUSIONS

Some important points concluded related to the analysis of appraisal system in the editorial text on tourism in Indonesia can be summarized as follow. *First*, the character of Bali as a tourist destination in Indonesia is assessed through the appraisal system in online news texts in the form of editorials with the theme of tourist destinations in Indonesia. It represents positive appreciation in positive reaction with the graduation of force in the form of intensifier which describes Bali being not only a valuable and beautiful tourist destination, but also an asset of the state. *Secondly*, the character of the news maker represents positive judgement in social esteem positive in the form of normality and appreciation in the form of positive composition which describes that the news maker does not show its negative assumption towards the tourism text about Bali. *Thirdly*, the character of public in the text represents both positive and negative reaction of appreciation by describing that Bali is still a comfortable tourist destination and does not have the dangerous potential as before. Moreover, the negative reaction addressed to the government worked as a form of protest.

For the development of linguistic science, the researcher has some suggestions coming from this study. *First*, this study is still limited to the appraisal system in editorial text of only one online media. Therefore, this study is still very open to be developed in more diverse directions, such as the diversity of media data themes. *Second*, research in the field of SFL, especially the appraisal system in editorial texts, has not been associated with transitivity studies. The researcher suggests the diversity of theories to be explored in the future research in order to enrich the repertoire of research in the field of SFL.

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