

## Local Tourists' Evaluation in Travel Vlogs of South Garut Tourism: A Case of Attitude

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### Abstract:

*Digital platforms, particularly video-sharing platforms such as YouTube, have played a pivotal role in influencing travel decisions. As one of the emerging technologies impacting tourist behavior, YouTube has become increasingly significant. The present study focuses on evaluating the South Garut destinations, namely Santolo and Sayang Heulang Beaches, by analyzing comments provided in travel vlogs on YouTube, utilizing the Systemic Functional Linguistics (SFL) framework through the attitude subsystem of appraisal, specifically affect, judgment, and appreciation. Adopting a qualitative descriptive paradigm, this study aims to elucidate the language phenomena associated with the tourism sector. Six travel vlog videos featuring comments from local tourists were examined, yielding 51 evaluative clauses related to Santolo Beach and 41 clauses pertaining to Sayang Heulang Beach. The findings of this study revealed the presence of all three attitude subtypes of the appraisal system (affect, judgment, and appreciation) within the analyzed data. Among these, appreciation through valuation with positive polarity emerged as the most dominant attitude subsystem. Overall, the results indicate that local tourists expressed considerable appreciation for the natural beauty of both destinations. Nevertheless, negative evaluations were also evident, addressing concerns such as parking facilities, stray animals, garbage disposal, illegal levies, inflated food prices, ticket management, and road conditions. Despite these issues, the general sentiment among local tourists remained predominantly positive regarding both destinations.*

**Keywords:** *appraisal system, South Garut tourism, SFL, travel vlogs, visitors' attitude*

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## 1. INTRODUCTION

In recent years, digital platforms, particularly video-sharing platforms like YouTube, have played a pivotal role in influencing travel decisions, with YouTube becoming increasingly significant as an emerging technology impacting tourist behavior. The 2024 data report indicates that

YouTube has 2.7 billion users, with over one billion hours of content viewed daily worldwide, highlighting its status as the most widely used platform for accessing video-based information, including travel destination reviews through travel vlogs (Global Media Insight, 2024). Travel vlogs, which feature narrated videos and images of travel experiences, serve as essential sources of information and inspiration for potential tourists, capturing attention through aspects such as natural scenery, cuisine, destinations, culture, and communities (Silaban et al., 2022). These narrations often present both the strengths and weaknesses of destinations, making vlogs a significant factor in shaping prospective tourists' decision-making processes, preferences, motivations, and attitudes, all of which profoundly impact the tourism industry's success (Carson, 2008); (Litvin et al., 2008); (Peralta, 2019); (Wenger, 2008). Additionally, the comment feature accompanying vlogs enables viewers to share their reactions—positive or negative—reflecting personal experiences and perceptions that differ from the curated content of the vlogs themselves. Together, both the vlogs and viewer comments play an instrumental role in shaping individuals' decisions and preferences concerning the content presented in the videos.

South Garut, located in West Java, is renowned for its natural beauty, featuring pristine beaches, hidden waterfalls, and cultural heritage sites that have drawn tourists for decades, with popularity reaching back to the mid-20th century (Pramono & Sukanto, 2022). In recent years, Santolo and Sayang Heulang Beaches have emerged as the most frequented beach destinations in the area, experiencing a significant influx of tourists, particularly during holiday seasons (Badan Pusat Statistik Kabupaten Garut, 2024). Despite its potential, South Garut remains underrepresented in mainstream marketing efforts, and recent data shows a decline in tourist visits between 2021 and 2023, affecting both domestic and international tourism (Badan Pusat Statistik Kabupaten Garut, 2024). However, the rise of digital content, especially travel vlogs, presents an opportunity for South Garut to enhance its visibility among wider audiences. Beyond showcasing scenic destinations, travel vlogs provide authentic evaluations based on personal experiences and perceptions, free from external influences, which can shape viewers' attitudes and decisions (Pan et al., 2007); (Saefullah et al., 2022). This content elicits various reactions, influencing potential tourist visits to South Garut's destinations and thus playing a crucial role in promoting the region's tourism.

The connection between linguistic analysis and tourism is evident in the narratives produced by vloggers and the comments shared by viewers when describing their experiences at specific destinations, as these narratives include linguistic elements that shape individuals' perceptions and intentions. This connection forms the basis for the present study, which aims to analyze viewer reactions in the comments section of travel vlogs featuring positive or negative reviews of South Garut destinations, utilizing the Systemic Functional Linguistics framework proposed by Halliday & Matthiessen (2004) and specifically applying the appraisal system analysis (Martin & White, 2007). The appraisal system, a discursive semantic resource, enables the interpretation of interpersonal meanings through dimensions of attitude, judgment, and appreciation, assessing language based on positive and negative connotations to understand emotional states (affect), behavioral tendencies (attitude), and aesthetic evaluations of natural phenomena (appreciation) (Martin & White, 2007). Through appraisal analysis, this study seeks to provide a comprehensive understanding of how the language used by viewers in their comments functions as a reaction to and evaluation of travel vlogs related to South Garut tourism, encompassing both positive and negative perspectives.

The appraisal analysis has been extensively examined across various domains by numerous scholars. Notable studies include analyses conducted on advertisements (Nugraheni, 2011); (Wijaya et al., 2019); (Nurdiyani et al., 2020), political discourse (Alhabib, 2020); (Putri, 2020); (Abbaszadeh, 2021), teaching contexts (Yang, 2016); (Fitriati et al., 2018); (Abuhasan, 2021), as well as social media or news articles (Mažeikienė, 2022); (Marsakawati & Marsakawati, 2016), and song lyrics (Li, 2016); (Sp & Cahyono, 2023). However, the application of the appraisal system analysis within the context of tourism texts remains relatively underexplored.

In this regard, five significant studies have informed the current investigation of appraisal in tourism discourse. The first influential study by Kurniawan & Aprilia (2019) conducted an appraisal system analysis on tourism blog posts focused on Bandung City, where the findings indicated predominantly negative evaluations by the author. Additionally, Saefullah et al. (2022) utilized data from a 2016 French travel blog to analyze the lexicon and expressions employed by tourists, applying an appraisal system framework to evaluate the authenticity and quality of tourist experiences. This research is closely aligned with the present study as it examines the tourists' lexicon in relation to the attitude sub-system of appraisal, encompassing affect, judgment, and appreciation. The current research similarly categorizes and identifies lexicon usage pertinent to the attitude sub-system through the analysis of polarity.

Suroto & Devi (2022) also applied the appraisal system's affect, judgment, and appreciation sub-systems to examine tourist interactions on Indonesian cultural elements, highlighting positive and negative evaluations. However, they did not explicitly outline recommendations for stakeholders. Similarly, Choudhri & Shehzad (2024) also investigated the linguistic evaluative of tourism text through the analysis of appraisal system. The study showed that using a positive appraisal pattern can promote and stimulate the persuasion of tourism discourse to maintain sustainable tourism and attract tourists' interest. Last, Sugiarti et al. (2025) also conducted a study that analyzed evaluative language in tourism text through an appraisal system. The study reported that the evaluative language used in the texts can evoke emotional responses from potential visitors and create positive and impressive narratives to increase visitors' interest.

The aforementioned studies have demonstrated the application of the appraisal system across diverse fields. Similarly, the previous researches focused on analysis of appraisal system through lexical and grammatical aspects of language evaluating tourism sector. However, most previous researchers took the data form online site or blogs. Moreover, research specifically examining the attitudes of local tourists expressed in the comments of YouTube travel vlogs within the context of tourism discourse, as a means of evaluating the local tourism industry, remains unexplored. Consequently, this study seeks to address this gap by focusing on the evaluation of viewers' reactions and attitudes conveyed in the comment sections of travel vlogs on YouTube, utilizing the appraisal system within the systemic functional linguistics framework (Martin & White, 2007).

In contrast to previous studies, this research concentrates on destinations with varying conditions, specifically targeting sites in South Garut, West Java, Indonesia, with data sourced from comments written in the Indonesian language. The study aims to provide insights into the actual conditions of these destinations, offering essential information for stakeholders. This evaluation serves to highlight areas requiring improvement, with the potential to influence the preferences and decision-making of prospective tourists, thereby contributing to an increase in tourist visits to South Garut. Therefore, from the fundamental issue mentioned above, the research question of

this study is: how is the appraisal system used to evaluate the local tourists' attitude in the comments of travel vlogs on YouTube of Santolo and Sayang Heulang Beach destinations?

## 2. LITERATURE REVIEW

### 2.1 Systemic Functional Linguistics

From a Systemic Functional Linguistic (SFL) perspective, text is viewed as language functioning within a specific context, serving as a resource for meaning-making (Halliday & Matthiessen, 2004). Central to SFL is the idea that language operates as a system of meaning, organized through three metafunctions: ideational, interpersonal, and textual (Saefullah et al., 2022). The present study focuses on the interpersonal metafunction, which facilitates the negotiation of social relationships, interaction management, and emotional expression (Martin & White, 2007). Interpersonal meaning reflects how individuals sustain relationships through language (Emilia, 2014), and in this study, it is analyzed through the appraisal system, a tool designed to evaluate attitudes. The appraisal framework, as part of the interpersonal metafunction, includes three key components: engagement, attitude, and graduation (Halliday & Matthiessen, 2004); (Martin & White, 2007).

### 2.2 Appraisal System

The appraisal system extends SFL by analyzing interpersonal meaning in texts through the expression of emotion, judgment, and appreciation (Read & Carroll, 2012). It evaluates participants' attitudes, focusing on how feelings, judgments, and evaluations are conveyed and negotiated in texts (Martin & White, 2007). This analytical framework is particularly suited to assess individuals' emotional responses and attitudes toward others or objects, providing insight into the evaluative language used in the text.

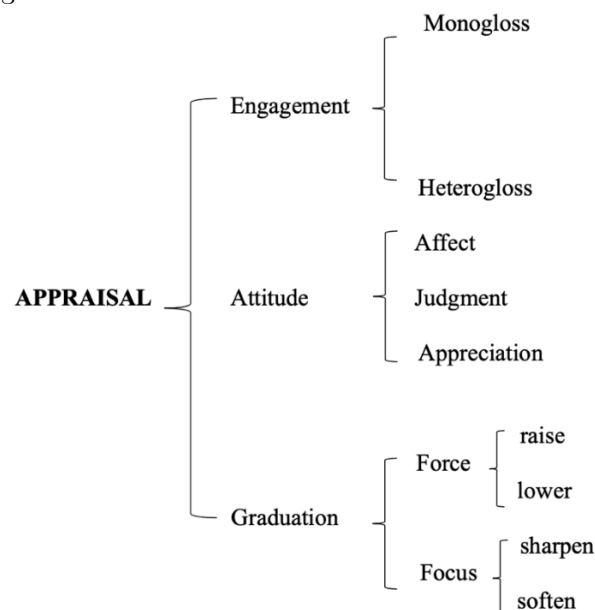


Figure 1. Appraisal System Proposed by Martin & White (2007)

In contrast, the present study focuses on applying the aspects of affect, judgment, and appreciation to evaluate visitors' attitudes in the comments of travel vlogs featuring destinations

in South Garut. Within this framework, 'attitude' pertains to feelings, emotional reactions, behavioral assessments, and evaluations. The evaluation process centers on three primary elements: (1) the value of things, (2) individuals' character, and (3) individuals' feelings (Saefullah et al., 2022). The 'affect' component is concerned with the expression of emotional reactions, capturing both positive and negative emotions directly or indirectly. Positive emotions may manifest as satisfaction, happiness, security, or desire, while negative emotions are often expressed as dissatisfaction, unhappiness, or insecurity (Suroto & Devi, 2022).

The 'judgment' aspect, on the other hand, involves the evaluation of a person's character or behavior, which can be presented positively or negatively, either implicitly or explicitly, and from personal or moral perspectives (Halliday & Matthiessen, 2004); (Martin & White, 2007). Judgment is further categorized into 'social esteem' and 'social sanction.' Social esteem encompasses 'normality' (how unusual an individual is), 'capacity' (their level of competence), and 'tenacity' (their determination), while social sanction deals with 'veracity' (truthfulness) and 'propriety' (ethical standards) (Suroto & Devi, 2022). Lastly, 'appreciation' relates to the evaluator's assessment of things, which may be expressed as either positive or negative. The subcategories of appreciation include 'reaction' (the affective response to things), 'composition' (the organization and structure of things), and 'valuation' (the degree to which things are considered innovative, authentic, or timely) Martin & White, 2007; Suroto & Devi, 2022). The scheme of the attitude framework is illustrated in the following chart, adapted from Isti'anah (2021).

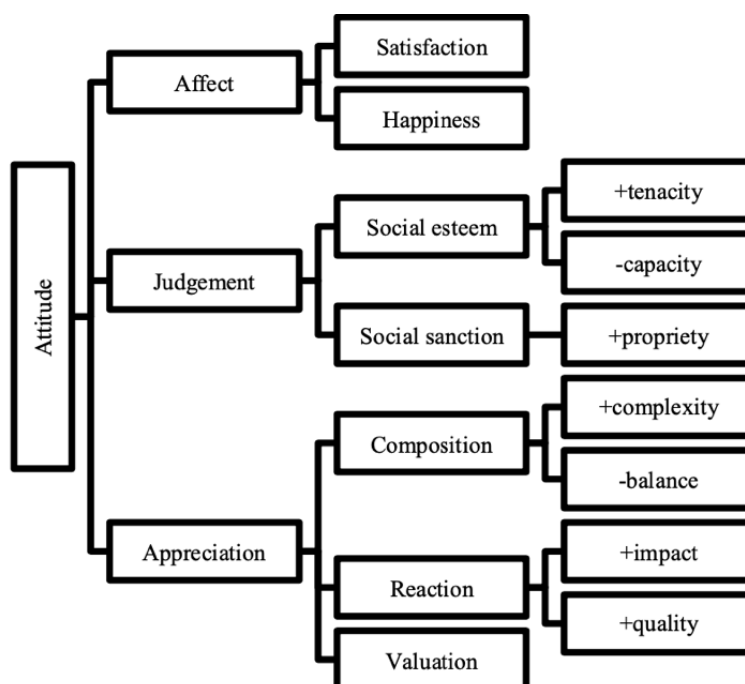


Figure 2. Attitude of Appraisal System Proposed by Martin & White (2007)

Therefore, the present study utilized those attitude sub-types of the appraisal system to evaluate vloggers' attitudes towards the condition of the South Garut destination.

### **3. RESEARCH METHODOLOGY**

The current study utilizes a qualitative descriptive methodology grounded in analytical research. As delineated by Kothari (2004), this type of research involves the systematic examination of existing facts or information to conduct a critical evaluation of the materials. Furthermore, the qualitative nature of the research pertains to the exploration of individuals' attitudes and the natural conditions reflected in the data, as highlighted by (Creswell, 2012). Additionally, this investigation is classified as applied research, given its objective to identify solutions to societal issues within the specific context of this study, namely, the utilization of attitudes expressed by vloggers in travel vlogs to assess the tourism conditions in South Garut.

The research data is derived from viewer comments, specifically local tourists, on the travel vlogs featuring the two most frequently visited destinations in South Garut: Santolo and Sayang Heulang Beaches. These destinations were chosen due to their high visitation rates, as reported by Badan Pusat Statistik Kabupaten Garut (2024), which recorded 7,140 visitors to Santolo Beach and 11,121 visitors to Sayang Heulang Beach in 2024. The selection of videos was based on their subscriber count and view metrics, as a higher number of subscribers and views typically correlates with increased viewer engagement and commentary. This engagement, in turn, influences potential tourists' preferences and decision-making processes regarding travel to these specific destinations. Ultimately, the study focused on the top three travel vlogs for each beach, characterized by the highest view counts. For the Sayang Heulang Beach travel vlogs, the videos are available at: <https://www.youtube.com/watch?v=FS5p6u4UBgI>, <https://www.youtube.com/watch?v=FS5p6u4UBgI>, <https://www.youtube.com/watch?v=OmVZW22k7n0>. For the Santolo Beach travel vlogs, the videos are available at: <https://www.youtube.com/watch?v=XdEPwbao8nY>, <https://www.youtube.com/watch?v=k6KN8du713s>, <https://www.youtube.com/watch?v=0oDxK3oB1No&t=122s>. These links provide access to the videos analyzed in the study and offer insights into the destinations.

The travel vlogs associated with the Santolo Beach destination generated varied levels of engagement. The first video attracted 36,000 views and received 73 comments, while the second video garnered 14,000 views with 51 comments. The third video, despite having the same number of views (14,000), elicited a higher response with 84 comments. In contrast, the travel vlogs related to the Sayang Heulang Beach destination showed significantly different levels of interaction. The first video obtained substantial attention, amassing 221,000 views and 425 comments. The second video received 11,000 views with 34 comments, and the final video achieved 17,000 views with 57 comments. These figures suggest differing levels of viewer engagement and interest across the two beach destinations.

The data collection technique employed in this study involved unstructured observation, specifically non-participant observation, alongside documentation methods. This approach was selected as the researcher did not directly engage in the data collection process, acting solely as an observer (Kothari, 2004). The non-participant observation facilitated the identification and selection of appropriate videos serving as data sources. Documentation involved transcribing viewer comments from the vlogs, which detailed vloggers' experiences visiting Santolo and Sayang Heulang Beaches, encompassing aspects such as conditions, access, scenery, and cuisine.



Following the documentation, data reduction was performed to refine the relevant transcriptions, focusing specifically on evaluations articulated by viewers in the comment section. Through this process, a total of 92 clauses were analyzed and categorized within the framework of the appraisal system. The data analysis proceeded through four stages: 1) identification of clauses, 2) classification according to the appraisal system categories—namely affect, judgment, and appreciation, 3) interpretation of the data, and 4) formulation of conclusions.

#### 4. RESULTS

In this section, the analysis employs the appraisal system with the attitude sub-system, which is divided into three distinct analyses: a) affect analysis, b) judgment analysis, and c) appreciation analysis, each pertaining to the selected data. The study examines six travel vlogs accompanied by comments from local tourists, encompassing a total of 92 clauses. Specifically, 51 clauses reflect local tourists' attitudes as expressed in the comment sections of the travel vlogs related to Santolo Beach, while 41 clauses pertain to the Sayang Heulang Beach destination. The analysis reveals the presence of three types of affect within the examined data. Table 1 below illustrates the frequency of affect, judgment, and appreciation derived from the clauses obtained in the comments of travel vlogs regarding the Santolo and Sayang Heulang Beach destination as provided by local tourists.

**Table 1.** The Calculation of the Local Tourists' Attitude on Santolo and Sayang Heulang Beach Destination

Types of Attitudes	Subtype	Frequency	Total	(%)
Affect	Desire/disappoint	0	9	9,78%
	Un/happiness	2		
	In/Security	2		
	Dis/Satisfaction	5		
Judgment	Normality	0	14	15,22%
	Capacity	7		
	Tenacity	0		
	Veracity	1		
	Propriety	6		
Appreciation	Reaction	6	69	75%
	Composition	2		
	Valuation	61		

Table 1 illustrates that the subtypes of attitude within the data exhibit varying frequencies. Specifically, the analysis reveals that the subtypes of attitude comprise nine instances of affect, fourteen instances of judgment, and a notably higher frequency of sixty-nine instances of appreciation, despite not all subtypes being represented in the data. In the affect subtype, the findings include two instance each of 'happiness,' 'security,' 'insecurity,' and five 'dissatisfaction' (9,78%). Regarding judgment, seven instances pertain to 'capacity', one 'veracity', and six to 'propriety' (15,22%). Conversely, all subtypes of appreciation were identified in the data, consisting of six instances of 'reaction,' two instances of 'composition,' and sixty-one instances of 'valuation' (75%). Additionally, concerning attitude polarity, the attitudes expressed by local tourists in the comments reflected both positive and negative sentiments. Specifically, there were 48 positive clauses and 44 negative clauses out of the 92 total clauses analyzed. This indicates that local tourists generally maintain a positive evaluation of the destination. The relevant data are presented in Table 2.

**Table 2.** The Calculation of Attitude Polarity

Attitude Polarity	Total
Positive	48
Negative	44

The data presented above indicate that the predominant attitude subtype expressed by local tourists in the comments of YouTube travel vlogs concerning the Santolo and Sayang Heulang Beach destinations is appreciation, followed by judgment, with affect representing the lowest frequency. These findings suggest that the majority of tourists prioritize the value of the locations they evaluate rather than expressing their feelings or assessing the character of individuals associated with those places. In the following sections, the analyses will be elaborated upon to provide a deeper exploration of how the attitude subtypes—namely, affect, judgment, and appreciation—are manifested in the reactions and comments of local tourists.

#### 4.1. Analysis of Affect Subsystem

As previously noted, affect pertains to the ways in which individuals express their feelings, both positively and negatively. In the comments provided by local tourists on the travel vlogs of Santolo and Sayang Heulang Beaches, emotional responses are reflected through expressions of likeness, satisfaction, safety, concerns, and inconveniences experienced during their visits to the destination. The expressions of likeness, safety, and satisfaction illustrated in data (1a), (2a), and (3a) demonstrate positive affects, indicating feelings of happiness and security. Conversely, expressions of concern regarding inconveniences, as evidenced in data (4a), (5a), and (6a) reveal negative affects, highlighting feelings of unhappiness, insecurity, dissatisfaction. These four data points are summarized in the following table:

**Table 3.** The Calculation of Attitude Polarity

Attitude Polarity	Data	Description
Positive Affect	(1a) <i>hamparan pasirnya saya <b>suka</b></i> 'I <b>like</b> the sand.'	Happiness
	(2a) <i>Motor dan mobil akses sampai pantai <b>aman</b></i> 'Motorcycle and car access to the beach is <b>safe</b> .'	Security
	(3a) <i>Sumpah <b>terkagum</b> sekali melihatnya.</i> 'I swear I was <b>amazed</b> to see it.'	Satisfaction
Negative Affect	(4a) <i>Hewan liarnya seperti anjing harus diamankan karena bikin <b>gak nyaman</b> pengunjung.</i> 'Stray animals such as dogs must be secured because they make visitors <b>uncomfortable</b> .'	Unhappiness
	(5a) <i>Bahaya ke anak kecil perih banyak beling pecahan apa tuh kaya botol ke injak sakit hiks..hiks</i> 'Shards like bottles are <b>dangerous</b> to small children, stinging and hurting if stepped on, hiks, hiks.'	Insecurity
	(6a) <i>makan engga khusuk [karena] ada perahu.</i> 'The presence of boats made <b>eating disturbed</b> '	Dissatisfaction
	(7a) <i>Sayang banget lokasi bagus, sampahnya dimana mana</i> 'Unfortunately, even though the location is good, <b>garbage disposal is everywhere</b> .'	Dissatisfaction

Data (1a) represents a comment provided by a local tourist regarding their visit to Santolo Beach, which is renowned for its picturesque white sand. The clause in this data reflects the tourist's feelings upon observing the sand, articulated through the expression of 'likeness.' The mental



process '*suka*,' meaning 'like,' within the clause exemplifies an attitude subtype that conveys positive feelings toward the destination, indicating a positive affect of happiness. This suggests that the sight of the sand left a favorable impression on the tourist. Furthermore, Data (2a) addresses the accessibility of transportation to the destination. The local tourist noted that visitors can access Santolo Beach by car or motorcycle, expressing feelings of safety associated with these modes of transport. The lexicon '*aman*,' meaning 'safe,' highlights the affect subtype related to security, signifying a positive polarity in their assessment." Furthermore, Data (3a) expresses the local tourist's feelings about the beauty of Sayang Heulang Beach when visiting it. The word '*terkagum*' means 'being amazed' by the nature he saw. The word 'amazed' in the clause is an attitude subtype that shows satisfaction with positive polarity. It indicates that local tourists have a positive attitude toward the nature of the destination.

In data (4a), the appraised feature presented in the clause above relates to stray animals and managing parties evaluated through feelings of inconvenience. The problem highlighted in the clause was that many stray animals, especially dogs, made them feel insecure and worried when visiting the destination. They were concerned that the dogs could harm them. The feeling was expressed through the word '*gak nyaman*,' which is 'uncomfortable,' which shows the attitude subtype of unhappiness with negative polarity. Furthermore, Data (5a) reflects the condition surrounding the beach. Despite the aesthetic appeal of the beach sand, local tourists expressed concerns regarding the presence of numerous shards on the beach that could pose a hazard to children playing nearby. The tourist articulated their feelings by using the term '*bahaya*,' meaning 'dangerous.' This expression denotes the affect subtype of insecurity, which carries a negative polarity. It suggests that the tourists' experiences at the destination led to a negative evaluation.

Additionally, Data (6a) illustrates a situation where local tourists felt uncomfortable dining due to the presence of numerous boats on the beach. The lexicon '*enggga khusu*,' meaning 'being disturbed,' reflects the affect subtype of dissatisfaction, which also embodies negative polarity. This indicates that the tourists held a negative assessment of their experience. Moreover, data (7a) is also an example of a negative effect. The issue highlighted in the clause is about the garbage disposal. *Garbage disposal* is a problem that cannot still be overcome in the destination area since tourists need more awareness about not throwing garbage anywhere. He feels unfortunate that although Sayang Heulang Beach serves beautiful scenery, it is marred by the amount of garbage disposal. The expression is implicitly showing the attitude subtype of dissatisfaction with negative polarity.

From the analysis of the six data points presented above, it is evident that affect is expressed positively, with the mental processes of 'liking' and the lexicon 'safe' and 'amazed' indicating feelings of happiness, satisfaction, and security experienced by local tourists, as they expressed pleasure in their experiences due to the destination's beautiful beaches and scenery. However, the data also reveal negative affects, highlighting feelings of unhappy, insecurity, dissatisfaction related to inconveniences encountered, such as the presence of improper garbage disposal, stray animals, shards, and cluttered boats.

#### **4.2. Analysis of Judgment Subsystem**

The judgment subsystem within the appraisal system pertains to attitudes toward individuals' behaviors. In the analyzed data, judgments were articulated by local tourists in their comments on travel vlogs regarding other tourists and the stakeholders responsible for managing Santolo and Sayang Heulang Beaches.

Concerning the destinations, the judgments were associated with aspects of capacity, veracity, and propriety related to the actions of other tourists and stakeholders. Assessments of issues such as illegal levies, inadequate parking facilities, poor coordination, boat safety, and ticket pricing were identified in data points (1b), (2b), and (3b), all of which conveyed positive and negative polarity. Additionally, an assessment regarding the perceived dishonesty of the managing party is presented in data (4b), while ethical concerns were addressed in data (5b) and (6b). These six data points are summarized in the following table.

Table 4. *The Calculation of Attitude Polarity*

Attitude Polarity	Data	Description
Positive Judgment	(1b) <i>Alhamdulillah <b>pungli</b> sudah tidak ada.</i> <i>‘Alhamdulillah, <b>illegal levies</b> were no longer exist.’</i>	Propriety
Negative Judgment	(2b) <i>[...] <b>parkir penuh</b> tidak dipetakan bagian depan tiket main masuk masuk aja mobil.</i> <i>‘The <b>parking lot</b> is full, and cars can get in haphazardly because the ticket section in front is not well organized.’</i>	Capacity
	(3b) <i><b>Kerjasama yang kurang terorganisir</b> antara penjual tiket dengan pengatur parkir di dalam.</i> <i>‘There is a <b>lack of organized cooperation</b> between the ticket sellers and the parking organizers inside.’</i>	Capacity
	(4b) <i>Tiketnya 20 ribu tapi di karcisnya tertera 15 ribu.</i> <i>‘The <b>ticket price</b> did not match what was told and what was written on the ticket.’</i>	Veracity
	(5b) <i>‘Harusnya pakai pelampung, Kang, <b>nakal aja pemilik perahunya</b> pengen nyari untung aja engga lihat keselamatan.’</i> <i>‘Passengers are supposed to use life jackets, Kang, the <b>boat owner</b> was delinquent because he wants to make a profit without prioritizing passenger safety.’</i>	Propriety
	(6b) <i>Tapi sayang lahan Gazebo yang katanya digratiskan untuk pengunjung, malah <b>dijadikan lahan WAJIB MEMBELI</b> untuk warung yang berada di depan Gazebo tersebut.</i> <i>But unfortunately, the Gazebo land which should be free for visitors is instead <b>used as a ‘mandatory purchase’ land for stalls in front of the Gazebo.</b></i>	Propriety

Judgments related to 'propriety' are illustrated in data points (1b) and (5b). In data (1b), a local tourist commented on the issue of '*pungli*,' or illegal levies, which have since been eliminated at the destination. Prior to renovations, Sayang Heulang Beach garnered negative sentiments from local tourists due to the prevalence of illegal levies, which discouraged visits. The expression provided by local tourists in the comments of the travel vlog reflects the judgment subtype of propriety with positive polarity, indicating an improvement in the ethical standards of the

managing parties at the tourist destination. This enhancement is evident in the absence of illegal levies, which has subsequently improved visitor convenience.

Conversely, data (5b) illustrates a negative polarity within the judgment subtype. The expressions used in this clause indicate negative propriety. A local tourist evaluated the boat services, noting that the owner neglected tourist safety by failing to provide life jackets. The tourist expressed the belief that the owner prioritized profit over the safety of visitors. This evaluation signifies an ethical violation, as articulated through the phrase '*nakal aja pemilik perahunya*,' which implies that the boat owner was delinquent in not prioritizing the safety of tourists by omitting essential safety equipment that should be a standard operational procedure. Similarly, data (6b) addresses ethical violations committed by local traders who exploit accessible facilities, such as gazebos, provided by the managing parties, coercing visitors to purchase their goods in order to use these amenities. This behavior suggests a disregard for the rights that should be afforded to visitors, with the evaluations presented reflecting negative polarity.

Furthermore, data points (2b) and (3b) exemplify the judgment attitude of capacity with negative polarity. In these instances, local tourists evaluated the capability of the managing parties or stakeholders concerning parking lot management and ticketing coordination. The adjectives used in these clauses—'*kurang terorganisir*,' meaning 'not well organized,' and references to 'a lack of organized cooperation'—indicate a negative evaluation, suggesting that the managing parties require enhanced coordination in both parking and ticketing arrangements. Additionally, data point (4b) serves as an example of the judgment subtype of veracity with negative polarity, which pertains to the truthfulness of individuals. In this case, the local tourist assessed the alignment between the ticket price as stated on the ticket and the actual price communicated by the seller. The discrepancy noted by the local tourist indicates that the ticket price written was different and lower than what was quoted by the seller. This observation reflects dishonest behavior on the part of the tour manager, which ultimately undermines the trust and satisfaction of tourists.

The six data points concerning judgment above illustrate two types of judgments reflected in the clauses: positive and negative. Positive judgment is implicitly conveyed by local tourists in their comments through expressions indicating positive propriety, particularly regarding the ethical improvements made by stakeholders in eradicating illegal levies. Conversely, negative judgments are articulated through expressions highlighting a lack of capacity and ethical violations on the part of the managing parties and local traders, particularly concerning issues related to parking, facilities, and ticketing.

### **4.3. Analysis of Appreciation Subsystem**

The appreciation expressed by local tourists in their comments is indeed the most dominant subtype within the appraisal framework. This appreciation subsystem specifically evaluates various aspects, such as the object, natural environment, and facilities at Santolo and Sayang Heulang beaches. Through their comments, local tourists assess the elements they encountered during their visit, focusing on issues like comfort, road conditions, the presence of stray animals, the state of nature, parking lot management, and food pricing.

These evaluations are articulated through both positive and negative polarities, reflecting the tourists' experiences and perceptions of the destinations. The detailed evaluations can be summarized in Tables 9 and 10, which showcase the specific aspects highlighted by local tourists and categorize their sentiments accordingly.

Table 5. The Calculation of Attitude Polarity

Attitude Polarity	Data	Description
Positive Appreciation	(1c) <i>Kangen kesini lagi, <b>pantainya teduh, anginnya sejuk</b>, penuh historis, sama kalau sore bisa nyari belut di terumbu karang, paten pokoknya.</i>  'I miss coming here again, <b>the beach is shady, the wind is cool</b> , full of history, and in the afternoon, you can find eels in the coral reefs, it's fun.'	Valuation
	(2c) <i>Keren tempatnya <b>indah masih asri</b>.</i>  It's a <b>cool, beautiful and pristine</b> place.	Valuation
	(3c) <i>Selalu menjadi tujuan untuk liburan dan <b>engga pernah bosan</b>.</i>  'It's always a destination for vacations and <b>never gets old</b> .'	Reaction - Impact
Negative Appreciation	(4c) <i>[...] di tempat wisata <b>parkir susah</b> [...]</i>  '[...] parking is <b>difficult</b> at the tourist attraction. [...]	Composition - Complexity
	(5c) <i>[...] harga di warung warung santolo asli <b>nyekek</b> [...]</i>  'Prices at santolo beach stalls are <b>very expensive or beyond normal prices</b> .'	Valuation
	(6c) <i>Sayangnya saat itu <b>jalanan berlubang</b> banyak genangan air</i>  'Unfortunately, there were <b>many potholes and water puddles</b> .'	Valuation
	(7c) <i>Makan pinggir <b>pantai engga khusus</b> dan <b>engga nikmat</b> ada perahu parkir.</i>  'Eating on the beach is <b>inconvenient and not enjoyable</b> due to parked boats.	Reaction - Quality
	(8c) <i>[...] ikut bakar doang ikan 60 ribu <b>bikin kapok</b> [...]</i>  [...] just grilling fish for 60 thousand <b>made me regret it</b> . [...]	Reaction - Impact
	(9c) <i>Pernah anak saya diikuti terus sama anjing hingga buat trauma pergi ke sayang heulang.</i>  Once, my child was followed by a dog that <b>traumatized</b> her to visit Sayang Heulang again.	Reaction - Impact

The initial positive appreciation subtypes identified within the data are conceptualized as forms of "valuation" or "assessment" pertaining to the aesthetic qualities presented by Santolo and Sayang Heulang Beaches. Two instances of this subtype are evident. In Data (1c), the valuation of Santolo Beach is articulated through the adjectives '*teduh*' and '*sejuk*', meaning 'shady' and 'cool,' which depict the beach as providing a sheltered environment complemented by a gentle breeze, thereby enhancing tourists' comfort. Additionally, Data (2c) and (3c) reflect a similar valuation, articulating the beach's beauty through the phrase "*indah masih asri*," which translates to "beautiful and pristine."

Moreover, subsequent positive appreciation articulated in the comments reflects a favorable reaction to the destination's impact. Tourists expressed a sentiment that Santolo and Sayang Heulang Beaches will remain their preferred vacation spot, indicating an enduring appeal and an absence of monotony in their experiences. This suggests that the comfort and aesthetic qualities of the location exert a positive influence on local tourists, fostering a desire for return visits. Conversely, the data also reveals instances of negative appreciation, as evidenced in Data (4c), (5c), (6c), (7c), (8c), and (9c). In Data (4c), the negative appreciation is categorized as "composition to complexity," encapsulated by the term '*susah*' meaning "difficult," which refers to the challenges associated with accessing parking spaces when visiting the destination.

Data (5c) addresses the pricing established by local vendors, with local tourists expressing in their comments that these prices are excessively high, surpassing typical rates encountered outside the tourist area. The adjective "*nyeksek*," translating to "expensive," encapsulates this sentiment and reflects negative appreciation. Moreover, in data (6c), the negative assessments are conveyed through terms such as "muddy," "potholes," and "water puddles," indicating that the road infrastructure is subpar compared to the accessibility to the destination.

Furthermore, both Data (7c) and Data (8c) illustrate negative appreciation as a response to quality and impact. The quality aspect pertains to the discomfort experienced by tourists while dining near the beach, exacerbated by the presence of numerous boats. The reaction to impact is articulated through the phrase "*bikin kapok*," which means "made me regret". The conduct of local vendors, characterized by the imposition of unreasonable prices, creates a sense of deterrence among local tourists, influencing their inclination to refrain from returning to the destination. This illustrates the broader impact of vendor behavior on local tourists' attitudes and experiences. Additionally, in data (9c), the presence of numerous stray animals, particularly dogs, has also been reported to have a traumatic effect on local tourists, representing a form of negative appreciation in response to their experiences.

The analysis of the nine data points above reveals that local tourists express appreciation for the beauty of Santolo and Sayang Heulang Beaches, as reflected in their comments. Their reactions highlight both the quality and the impact of the destination on their experiences. However, negative appreciation is also evident, particularly concerning aspects such as complexity, quality, and impact, which are predominantly linked to the unreasonable prices set by local vendors.

## **5. DISCUSSION**

The findings outlined above provide an empirical investigation into the application of the appraisal system in linguistic studies, specifically in assessing local tourists' attitudes toward tourism destinations. The evaluations given by local tourists in their comments manifest through both positive and negative polarities. The data reveal the use of the affect, judgment, and appreciation subtypes of attitude within the appraisal system. Among these, the appreciation subsystem emerges as the most dominant in the dataset. The affect subsystem is utilized to articulate the local tourists' emotional reactions to the destination, expressed through positive and negative responses. Positive affects indicate feelings of happiness, security, and satisfaction, particularly concerning the scenic beauty of the beach and the accessibility of the destination. Conversely, negative affects reflect unhappiness, insecurity, and dissatisfaction, often related to issues such as beach cleanliness, the presence of animals, and overall comfort.

These findings are consistent with previous research on the appraisal system, demonstrating that visitors often exhibit positive emotional responses, particularly satisfaction, towards the natural beauty of tourist destinations (Saefullah et al., 2022). The current study reveals that visitors primarily focus on objects within the destination itself. This outcome slightly diverges from the observations of Kurniawan & Aprilia (2019) and Isti'anah (2021), who found that the affect subtype often relates to visitors' own experiences, encompassing feelings of dissatisfaction (negative polarity) and satisfaction (positive polarity). Positive emotional reactions in their studies were attributed to visitors who demonstrated respect for wildlife at the destination, while negative reactions highlighted a lack of visitor awareness concerning urban cleanliness. These insights suggest that emotional responses are not only directed toward the attractions at a destination but also towards the behaviors and actions of other visitors encountered during the experience.

In relation to the judgment subsystem, the analysis reveals that visitors express both positive and negative evaluations, particularly in terms of capacity, veracity, and propriety. Positive judgments are evident in their assessments of the management's ability to eliminate illegal levies, which contributes to an enhanced sense of comfort and trust among visitors, encouraging return visits. Conversely, negative judgments emerge when evaluating the capacity, truthfulness, and ethical conduct of individuals or entities involved in the tourism experience. One notable issue concerns the discrepancy in ticketing, where ticket managers are perceived to display prices that differ from the amount actually charged. This inconsistency points to potential exploitation and unethical practices, which can lead to visitor dissatisfaction and feelings of deception. Additionally, visitors expressed negative evaluations of management's inefficacy in organizing parking and ticketing processes. Another significant concern is the lack of awareness among local communities regarding proper waste disposal, which undermines the efforts to create a welcoming environment. For instance, local traders tend to charge disproportionately high prices for food, deterring visitors from making purchases and resulting in financial losses for the traders. Furthermore, the unethical practice of traders exploiting facilities meant for visitors, such as gazebos, by mandating purchases as a prerequisite for usage, infringes on visitors' rights and diminishes their overall experience. Such behavior not only hinders visitor satisfaction but also serves as a potential deterrent to future visits.

These findings align with the research conducted by Isti'anah (2022), Kurniawan & Aprilia (2019), and Suroto & Devi (2022), where judgment is predominantly directed at assessing individuals' conduct within the tourism industry. Evaluations of tourists, local residents, and tourism managers reflect both positive and negative perspectives. In the context of local residents and tourism managers, the emphasis is placed on their capabilities in service delivery, creating comfort, fostering trust, expressing appreciation, and ensuring convenience for visitors, which are critical factors in enhancing the destination's overall appeal. In contrast, visitors' behaviors are primarily assessed in terms of their environmental awareness and commitment to preserving the cleanliness and sustainability of the destination.

Concerning the appreciation subsystem of attitude, the findings indicate a predominance of positive appreciation towards the natural aesthetics of the destination. Nonetheless, there are instances of negative appreciation, which highlight issues related to food pricing, road conditions, the presence of stray animals, and parking facilities. These negative aspects suggest that inadequacies in the available amenities and infrastructure significantly hinder visitors' enjoyment and convenience, thereby affecting their overall experience at the destination.



This comprehensive analysis underscores the multifaceted nature of tourists' evaluations, emphasizing the importance of addressing both the physical environment and service quality to ensure a positive visitor experience.

## 6. CONCLUSION

The findings indicate that the three appraisal subsystems—attitude and appreciation—are predominant, with appreciation being particularly noteworthy, as it encompasses 40 out of 51 clauses related to the Santolo Beach destination and 29 out of 41 clauses associated with the Sayang Heulang Beach destination. The appreciation subtypes articulated by local tourists in the comments on travel vlogs include both positive and negative evaluations. This suggests that while local tourists commend the natural beauty of these destinations, they also identify several shortcomings, such as inadequate parking facilities, inflated food prices, issues with garbage disposal, illegal levies, the presence of stray animals, and poor road conditions. Positive appreciation encompasses valuations and reactions reflecting the favorable impact of the natural beauty of the beaches. Conversely, negative appreciation manifests through valuations, reactions to complexity, and reactions to impacts related to quality, particularly concerning transportation access, unreasonable prices imposed by local vendors, and the condition of the roads. The affect and judgment subsystems are present but in lesser frequency. Nevertheless, both subsystems demonstrate instances of positive and negative polarities.

A significant issue highlighted by local tourists pertains to the need for increased awareness among visitors regarding garbage disposal practices, as well as the capacity of managing parties to effectively address challenges related to parking and ticketing. In conclusion, the majority of local tourists provide positive evaluations of both destinations. However, several critical issues require attention from stakeholders to enhance the overall visitor experience and cultivate a positive perception that will attract a broader range of tourists, including international visitors, to the South Garut region.

The implications of this research are crucial for stakeholders involved in the tourism sector of South Garut, particularly concerning the management and enhancement of the Santolo and Sayang Heulang Beaches. The findings underscore the importance of maintaining and promoting the natural beauty of these destinations, which is a significant draw for local tourists. To achieve this, stakeholders should prioritize investments in sustainable tourism practices and environmental conservation efforts to protect the beaches and their ecosystems.

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