

Evaluative Language in Heritage Exploration: A Cultural Approach to Tourism Discourse Analysis

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Abstract

Background:

This article presents a discourse analysis of online heritage tourism posts about archaeological and cultural tourist destinations in Surakarta. The objective is to examine the use of evaluative language in cultural contexts for the promotion of local attractions to the international audience.

Methodology:

The sample texts, selected from two prominent tourism websites (www.lonelyplanet.com and www.javaheritage.com), are analyzed through the lens of Appraisal theory, complemented with SFL's concept of Register and Genre.

Findings:


The results demonstrate that the deployment of evaluative linguistic resources serves not only to promote destinations but also to represent specific cultural and social processes. The discourse on Surakarta's heritage tourism places emphasis on the city's archaeological and cultural significance through Monoglossic language, presenting factual, reactive evaluations that enhance focalization on heritage sites but overlook broader socio-economic and political dimensions, limiting alternative angles and inclusivity.

Conclusion:

The paper concludes by discussing potential reasons for the evaluative pattern and providing several implications for online heritage tourism cultural communication.

Originality:

The paper not only discusses conservation, traditions, site management, and visitor experiences, but also applies Appraisal analysis, SFL Genre mapping, and an extended Cultural Approach to Discourse applied to Surakarta's online heritage promotion.

Keywords	: <i>heritage tourism; tourism discourse analysis; appraisal system; genre; register.</i>
DOI	: 10.24903/sj.v11i1.2345
Received	: February 2026
Accepted	: April 2026
Published	: April 2026
How to cite this article (APA)	: Santosa, R., Wiratno, T., Djatmika, D., Wibowo, A. H., & Sugiarti, R. (2026). Evaluative language in heritage exploration: A cultural approach to tourism discourse analysis. <i>Script Journal: Journal of Linguistics and English Teaching</i> , 11(1), 99–117. https://doi.org/10.24903/sj.v11i1.2345
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INTRODUCTION

Indonesia represents a nexus of cultural, linguistic, traditional, and natural beauty. In recent years, Indonesia has taken notable steps to promote its cultural heritage beyond Bali, as the popular and attention-grabbing main destination (Priatmoko et al., 2021). This objective is

being pursued by directing greater attention to the tourism sector, with a particular focus on regions such as Central Java, which has been designated the heritage capital of the Surakarta area (Priyomarsono, 2023). The strategy also encompasses the implementation of sustainable and regenerative tourism, the encouragement of collaboration in competition, and the maintenance of the country's cultural capital. Recent investigations demonstrate that the discourse surrounding heritage tourism strategies is increasingly focused on a range of interrelated aspects, including the tangible implementation of conservation measures (Dai et al., 2021; Priyomarsono, 2023; G. Zhang et al., 2020), the invention of new traditions (Purwani et al., 2022), the management of heritage sites (Chartady et al., 2024), and the creation of tourism experiences (Rasoolimanesh et al., 2022). Despite the acknowledged importance of tourist satisfaction, many studies have not addressed the role of language as a crucial aspect of heritage tourism communication and promotion, particularly in explaining tourism experiences and anticipated satisfaction (S. Zhang et al., 2023).

Heritage tourism, as a facet of cultural exploration and preservation, relies heavily on effective communication to convey the intrinsic values and significance of cultural sites to prospective visitors. In the digital age, online posts play a crucial role in shaping perceptions and attracting tourists to heritage-rich destinations like Surakarta. The linguistic strategies employed in these tourism contents often determine how heritage values are perceived and interpreted by audiences (Shi-xu, 2016). In the context of cultural heritage, tourists' experiences encompass not only immediate, personal aspects but also broader socio-cultural dimensions (Ramírez-Gutiérrez et al., 2018). When articulated through language, these experiences serve as a crucial medium for communicating and understanding the value of heritage tourism. Despite the growing recognition of the role of information and communication technologies (ICTs) in heritage tourism (Gomez-Oliva et al., 2019; Hausmann & Schuhbauer, 2021; Hausmann & Weuster, 2018), there is a dearth of research exploring how tourists construct meaning and engage with cultural sites. In light of the understanding that heritage tourism is firmly based on cultural values, this research seeks to explore the linguistic strategies employed in the discourse surrounding heritage tourism, which serve not only the purpose of conveying promotional and informational content but also represent the associated culture.

THEORETICAL FRAMEWORK

Cultural Approach to Discourse

To comprehend the cultural values inherent in discourse, particularly in the context of heritage tourism and its associated values, Shi-xu (2005, 2016) posits that a discourse analysis approach that prioritizes cultural elements is essential. In this regard, several key considerations must be made, including the explanation, interpretation, and evaluation of discursive events, as well as the examination of the content itself, the speaker, the manner of speaking, the medium, the cultural context, and the historical background (Wu, 2018). In particular, an analysis of discursive events, including heritage tourism, must take into account the cultural characteristics of Eastern countries, which differ from Western cultural norms. Eastern culture is characterised

by a holistic approach to thinking, whereby various factors in the universe are seen as interrelated (J. Wang, 2015). Social morality and meanings that extend beyond language are also central to this way of thinking. In contrast, Western culture is more inclined to think in terms of binary oppositions, with discourse and society, discourse and cognition, and individual reason and meaning in language being key examples. Based on this premise, an analytical framework for cultural discourse studies was devised, comprising discourse topics, discourse subjects, and discourse strategies, in addition to other "hidden" elements. This domain will serve as a context for classifying a taxonomy of analytical frameworks based on the Systemic Functional Linguistics (SFL) approach, including Register, Genre, and Appraisal systems.

Genre and Register

Genre represents the smallest cultural semiotic system in a society, encompassing a social process imbued with specific values and norms that are characteristic of a particular society (Martin, 2014). The values and norms inherent to a given Genre serve to determine the social goals of a given society and the means by which those goals may be achieved. Additionally, Genre is defined as a social process oriented towards social goals (Halliday & Matthiessen, 2014; Matthiessen & Teruya, 2023). In this manner, social objectives are accomplished through phases that distinguish a genre as occurring within a societal context. In the study of heritage tourism texts, as they fall within the domain of journalism discourse, the genres that may be identified are news, opinion, advertising, reviews, and so forth, representing macrogenres. The aforementioned genres can be further subdivided into microgenres that exhibit a higher degree of generality. In conclusion, genre can be defined as an abstract social process rather than a linguistic unit.

Register represents a divergence in linguistic expression. This phenomenon can be attributed to a variation in either the linguistic style utilized in a given context or the function served by language within that context (Halliday & Matthiessen, 2014; Martin, 2014). In other words, Register is contingent upon the configuration of contextual factors and/or the configuration of meaning. It is shaped by a multitude of user-specific considerations. In essence, Register can be defined as a concept encompassing the notions of meaning, function, and language use. If Genre is defined as a semiotic system that encompasses specific cultural values and norms, realized in a social process with social goals and stages, then Register can be understood as a semiotic system situated one layer below genre. Register realizes the social goals as well as stages of the genre in a configuration of meaning, and is constituted by three key elements: field, tenor, and mode (Martin, 2014).

As a variation in language use or function based on contextual configurations, Register plays a critical role in the communication of heritage tourism. In this context, the field refers to the subject matter—such as archaeological sites or cultural traditions—while tenor defines the relationship between tourism promoters and their audience, typically prospective visitors. Mode, as the channel of communication (e.g., written posts or multimedia content), influences

how these messages are conveyed. If Genre encompasses broader cultural values and norms within heritage tourism, register operates within this framework to realize these social goals by shaping the language choices that communicate the significance and appeal of heritage tourism. Through field, tenor, and mode, the Register ensures that heritage tourism narratives effectively engage audiences, evoke interest, and convey the cultural and historical value of tourism sites. In the context cultural approach on heritage tourism discourse, register represents the configuration of discourse topics as it organizes how language is used to convey specific cultural and historical content, shaping the way the subject matter (field), the relationship between the writer and audience (tenor), and the mode of communication work together to deliver culturally resonant messages.

The concept of Genre, as defined by its relation to Register, can be observed in the realization of Genre in language. Language, as the outermost concrete element, manifests this realization through its Register. Language also actualizes the contextual configuration of Register through the utilization of specific features. In the context of online heritage tourism communication, language is employed as a vehicle for conveying information and, indirectly, for promoting the subject matter, which enables an emphasis on the interpersonal features of language. The aforementioned features encompass expressions of interaction with prospective visitors, the exchange of meanings, and the establishment and maintenance of appropriate social links with heritage values. These can be encapsulated in an appraisal system that prioritises interpersonal meanings and the negotiation of social relationships.

Appraisal System

In the interpersonal metafunction of SFL, Appraisal pertains to the language of evaluation and assessment of attitudes engaged in by participants within a given text. The negotiation of Attitude, as the main aspect of Appraisal, occurs in positive or negative polarities, encompassing expressions of feelings (Affect), character assessments (Judgement), and evaluations of goods (Appreciation) (Martin & Rose, 2007; Martin & White, 2005). Affect is concerned with the registration of positive and negative feelings, such as happiness, sadness, confidence, anxiety, interest, and boredom. Judgement pertains to the moral assessments of behavior, that is, "attitudes towards behavior that we admire or criticize, praise or condemn." (Martin & White, 2005, p. 42). Appreciation entails the evaluation of semiotic and natural phenomena, including objects, texts, and processes, from an aesthetic perspective. In general, appreciation can be classified into three categories: Reaction, Composition, and Valuation (Martin & White, 2005, p. 56). The Reaction aspect of Appreciation can be further divided into two subcategories: Reaction: Impact and Reaction: Quality. Reaction: Impact pertains to the evaluation of the emotional impact resulting from attention to an object or performance, with the identification question "Did this attract my attention?" Meanwhile, Reaction: Quality is an assessment based on feelings of likes and dislikes, with the identification question "Do I like that object or performance?"

Attitude is expressed by involving the strength or weakness of the evaluation, as well as its source and alignment (Martin & Rose, 2007; Martin & White, 2005). The degree of strength of evaluation is called Graduation which is determined through two parameters: Force, which has to do with adjusting the degree of an evaluation in the context of gradable resources, and Focus, which has to do with the effect of adjusting the strength of boundaries between categories, constructing core and peripheral types of things (Martin & White, 2005, p. 37). In relation to the cultural approach to discourse, Attitude and Graduation represent discourse strategies. Meanwhile, the origin or source and alignment of the Attitude is called Engagement, which is categorized as "monoglossic" when assessment sources do not cite alternative perspectives and viewpoints, and as "heteroglossic" when such sources do acknowledge or permit dialogic alternatives. The notion of Engagement is intrinsic to the discursive events that represent discourse subjects, as it is contingent upon the point of view espoused in the text.

METHODOLOGY

This study employs the embedded case study approach grounded in Systemic Functional Linguistics (SFL) with the objective of conducting a comprehensive contextual analysis. Despite the paucity of data, case study research is a meticulous, variable-oriented methodology that focuses on the examination of a specific case in isolation, rather than on the extrapolation of findings to a broader context (Crowe et al., 2011; Elechi et al., 2014).

To achieve the research objectives, a dataset of promotional posts about tourism near Surakarta was systematically collected from travel blogs highly ranked on the search engine with keywords such as: *Surakarta heritage tourism*; *Solo city heritage site*; etc. Despite the accelerated growth, heritage tourism remains a narrow niche market (Merwe, 2016; Timothy, 2018). Consequently, search engines remain the primary avenue for tourists seeking information and services related to heritage tourism. This research employs an approach that aligns with this established practice. This method was employed to collect three texts from two prominent tourism websites, namely *www.lonelyplanet.com* and *www.javaheritagetour.com*. The texts were observed primarily for their consistent popularity on search engines and collected between May and July 2024, which coincides with the peak of tourist movement in Indonesia, particularly in Surakarta.

The data collection employed a total sampling method, ensuring that every evaluative expression present in the tourism-related articles is included in the analysis. This exhaustive approach guarantees that all pertinent instances of evaluative language are captured, enabling a thorough and detailed examination of the data (Santosa, 2021).

The objective of this research is to conduct a linguistic exploration of the discursive events associated with heritage tourism. To this end, the evaluation of discourse topics, discourse subjects, and discourse strategies will be undertaken as the main domain of discursive events (Shi-xu, 2005). To investigate discourse topics, the SFL model offers insights into the situational and social context, namely the register and genre (Halliday & Matthiessen, 2014;

Martin, 2016). Furthermore, an interpersonal framework, specifically the appraisal system, offers a nuanced taxonomical approach that includes attitude, graduation, and engagement (Martin & Rose, 2007; Martin & White, 2005). This approach is used to understand how language is used to evaluate and express attitudes towards entities. The concept of engagement pertains to the writer's stance and the discourse sourcing and positioning employed to interpret discourse subjects. The theoretical lenses of attitude and graduation are utilized to explore discourse strategies. By applying these lenses, this study aims to elucidate the intricate linguistic strategies employed in tourism blog posts and the discursive events that convey and appraise heritage values.

FINDINGS AND DISCUSSIONS

Discourse topics of heritage tourism articles

The articles reporting on heritage tourism in Surakarta conceptualize it as a commodity and endeavor to establish an idealized representation in the prospective tourists' minds. The analysis of the field aspect of Register presents an examination of the contextual configuration, focusing on the discourse topics of archaeology and palace history as they relate to the heritage tourism brand of Surakarta. The initial focus is on the prehistoric discovery in Surakarta, which has been designated a UNESCO World Heritage Site for its cultural significance.

The use of expressions such as "important archaeological excavation site" and "a discovery celebrated in this excellent museum" serves to underscore the city's long history and its connection to the ancient, early ancestors of its inhabitants. Secondly, the historical palace is described in terms of the city's cultural beauty. Such descriptions as "prides itself on its artistic traditions of elegance and refinement" and "many cultural attractions of the city, such as the two keratons or palaces, of the Sunan of Surakarta and the Prince of Mangkunegara," underscore the city's extensive and sophisticated cultural heritage. However, there is a dearth of economic descriptions, particularly with regard to culinary offerings. This is indicative of the fact that the primary focus of Surakarta's heritage tourism is on its historical and cultural resources. The city's current attractions have been effectively integrated into the text, thereby underscoring their significance and prominence.

It is similarly crucial to consider the other elements of register, namely tenor and mode, in order to gain a comprehensive understanding of the discourse topics. In the context of heritage tourism articles on Surakarta, the tenor is limited to the writer and the reader or prospective heritage site tourists. No mention is made of government officials or similar. This suggests that the author attempts to narrow the scope of this discourse to encompass the aspects of heritage tourism in the city, without delving into the political aspects. The mode of discourse is in written form. Narrowing the subject of discourse involves refining the focus of communication to increase clarity and relevance (Zyubina, 2023). While narrowing discourse can improve focus, it can also risk oversimplifying complex issues and potentially excluding diverse perspectives and critical discussions (Siegmund, 2017). In this case, however, the

heritage tourism context places more emphasis on communicating information and promotion than on critical discussion.

Discourse subjects of heritage tourism articles

The texts on Surakarta's heritage tourism exhibit a relatively Monoglossic. The majority of the text employs evaluative expressions presented as factual accounts of the city and its heritage tourism sites. The lack of Heterogloss resources indicates the absence of diverse perspectives (Martin & Rose, 2007). It is important to note that, as demonstrated through Tenor analysis, the participants in this discourse event were limited to writers and prospective heritage site tourists. In this instance, the author is in a position of complete control with regard to the delivery of the evaluation. Despite their status as participants in these discursive events, the reader occupies a passive position, receiving no evaluation whatsoever. The author of the articles offers evaluations that are exclusively oriented towards the promotion of heritage sites in Surakarta. A more detailed examination of this phenomenon is provided in the discourse strategies section. Moreover, this method of text delivery has the effect of making the topic of the text more prominent, as the focus is not divided. Conversely, this style of writing may prove less engaging for readers, as it lacks inclusivity and fails to resonate with a broader audience.

Discourse strategies of heritage tourism articles

The primary attitudinal source utilized in the analysis of heritage tourism articles in Surakarta is that of Appreciation. A total of 49 instances of Appreciation can be identified in the text, with no occurrences of Affect or Judgement. This indicates that the text is largely devoid of overt feelings and evaluations of individuals. This finding indicates that the article was constructed with a highly narrow and specific evaluative focus. Moreover, the focus was further narrowed; the findings demonstrated that only the Appreciation categories of Reaction were identified, while Composition and Valuation were not. This indicates that, in addition to focusing on the evaluation of objects and phenomena, the author of the article also focuses on the use of evaluative language to construct an emotive impression (Taw et al., 2022; Wu, 2018). The aspect of Reaction is an aspect of Appreciation to evaluate of both objects and phenomena that evoke expressive reactions from readers.

Table 1. Distribution of Appreciation aspects.

Appreciation	Reaction		Composition		Valuation	Total
Sub-aspects	Impact	Quality	Balance	Complexity		
Number (percentage)	34 (69%)	15 (31%)	0	0	0	49 (100%)

Findings indicate that the evaluation languages frequently appraise the cultural significance and visual appeal of the heritage destinations without strictly evaluating their contexture and valuation aspects. This approach underscores the strategic portrayal of

Surakarta's heritage as not only historically and culturally significant, according to the discourse topics, but also aesthetically pleasing and socially esteemed. Such linguistic strategies are pivotal in shaping the audience's emotional perception of these sites, positioning them as compelling destinations worthy of exploration and admiration. This strategic use of affective language aims to foster emotional connections with the audience, enticing them to envision and experience the depicted cultural richness firsthand. Such insights into linguistic strategies not only contribute to understanding how heritage values are communicated but also offer practical implications for enhancing tourism promotion strategies.

Promotion strategy by appealing to the emotions of potential visitors

Of the 34 (69%) evaluative instances of Reaction: Impact identified, the majority (22 instances) feature nouns to evaluate the city's cultural and historical landmarks. It is noteworthy that only two adjectives are employed to appraise the Sangiran museum as a site of cultural heritage, while ten employ verbs to assess the prestige associated with Surakarta's rich archaeological history and the allure of its palaces.

Reaction: Impact refers to how attitudinal language conveys the immediate perceptual or emotional impact of the evaluated entity. A score of 34 indicates that the language used to evaluate heritage sites or cultural artifacts emphasizes their perceptual or emotional impact on the audience. This could involve descriptions that evoke awe, admiration, or emotional connection, highlighting the profound impression that heritage sites or artifacts make on aspirant visitors or tourists. The following linguistics evidences demonstrates how the text effectively incorporates evaluative expressions classified under the category of Reaction:Impact of the aforementioned factors on the city's cultural heritage.

This was where 'Java Man' (Pithecanthropus erectus) was unearthed by a Dutch professor in 1936 – **a discovery celebrated** [+impact]...

The data illustrates the utilization of the impact aspect in the form of a noun for the evaluation of the Sangiran museum in Surakarta. The author employs the phrase "a discovery celebrated" to indicate that the discovery of the Sangiran site is a significant event meriting recognition at both the national and international levels. The author is aware that this text is intended for tourists, both domestic and international, and that the Sangiran Museum has an international appeal. From a tourism perspective, this aspect represents a significant added value that should be explicitly highlighted from the outset in the promotional text (Işık, 2023). In this case, the sentence is situated at the beginning of the text, which demonstrates the author's awareness of the significance of conveying this additional value from the outset. From a linguistic perspective, the lexical choice of "celebrated" suggests a positive and inclusive celebration, which evokes a sense of enthusiasm and stimulation in the reader. Consequently, the noun constituents can be classified within the Reaction:Impact category.

On display are skulls (one of *Homo erectus*), various pig and hippopotamus teeth, and fossil **exhibits** [+impact], including mammoth bones and tusks.

In the subsequent sentence, the noun is also employed to convey a favorable evaluation of the Sangiran museum. The assessment is not merely positive; the selection of the term "exhibits" reinforces the preceding lexicon of "celebrated." It suggests that the commendation surrounding the discovery of the Sangiran site is not merely theoretical but can be substantiated by tangible evidence and directly observed and appreciated. In this way, the use of the evaluative lexicon "exhibits" evokes sentiments of pride and admiration for the significant discoveries that have been made.

In 1996 the site **was listed in the UNESCO world heritage site** [+impact].

In an evaluatively systematic manner, the 'celebration' and 'exhibits' that have reached their zenith at the Sangiran Museum were then designated as a UNESCO World Heritage Site. By situating the evaluative vocabulary in this manner, the text conveys a sense of emphasis. Evaluations of this nature fall within the Reaction: Impact category, eliciting sentiments of pride and interest in the Sangiran site. From a tourism perspective, the sequence of evaluations, commencing with the site's exhibits celebration and culminating in its designation as a UNESCO World Heritage Site, presents an intriguing evaluative structure, advocating a growing interest among readers and potential visitors.

... the city has **built on its reputation as a cultural hub** [+impact].

In texts that focus more on reporting on the cultural history of Surakarta, a discernible pattern emerges, wherein a combination of evaluative verbs and nouns is employed. By employing this pattern, the author seeks to underscore the growing recognition of Surakarta as a cultural hub, which has become an invaluable asset with an increasingly strong reputation. Such expressions can be classified within the Reaction: Impact category, as they convey a sense of pride and interest in the reader, suggesting that Surakarta is already recognized as a prominent cultural tourism destination. Readers who are already familiar with Surakarta will perceive the city as a source of pride, while potential tourists or visitors who are planning a visit will be intrigued by the city's reputation as a cultural tourism center.

In a manner consistent with the preceding findings, the Reaction: Impact evaluation series progresses from a more general to a more specific level of analysis. In this instance, the aforementioned 'cultural hub' is then elucidated with greater particularity, as evidenced by the following extract.

... its **artistic** [+impact] traditions of **elegance** [+impact] and **refinement** [+impact].

The cultural hub in question is elucidated in three data sets, which posit a positive evaluation of Surakarta traditions. This evaluation is conveyed through the lexicon of "artistic," "elegance," and "refinement." It is noteworthy that, whereas previously a combination of verbs

and nouns was employed, in the present context a combination of adjectives and evaluative nouns is used. The use of a combination of different lexical forms of evaluative language provides a multifaceted impression, thereby preventing the reader from becoming bored and maintaining their cognitive engagement with the text (Y. Wang & Chen, 2019). Furthermore, the author employs an indirect form of evaluation in an effort to capture the reader's attention, as illustrated below.

... this city has **a community atmosphere that is difficult to find in any other city in Indonesia** [+impact].

Instead of utilizing direct evaluative lexicon, such as "unique," to assess the community atmosphere, the author employs the indirect evaluative expression, "difficult to find in any other city in Indonesia." In light of the preceding data, it becomes evident that the author not only attempted to incorporate positive evaluations but also did so in a multifaceted manner, utilizing indirect evaluative expressions. While indirect expressions may convey a less definitive evaluation, in this context, the author's objective is to capture the reader's attention. It can thus be stated that the author demonstrates an awareness of the importance of maintaining the reader's interest through the strategic use of Reaction: Impact evaluation. In this instance, the author was effective in conveying an intriguing positive evaluation in an engaging linguistic style.

Promotion strategy by highlighting the quality of heritage sites

Reaction:Quality involves the assessment of attributes or qualities of entities. Even though the data findings are not as numerous as those of Reaction: Impact, this aspect provides significant color in conveying discourse strategies in the promotion of heritage sites. In contrast to the reaction: impact findings, the reaction: quality aspect is mostly realized through the lexical form of adjectives, with 11 data, followed by only four nouns and no verbs.

A score of 15 (31%) suggests that the second most significant evaluative language emphasizes specific attributes or qualities when evaluating heritage. This includes highlighting historical authenticity, aesthetic beauty, cultural significance, or educational importance. Such evaluations aim to emphasize the quality aspects of cultural, historical, and heritage sites or artifacts. Below are presented extracts of how the reaction: quality aspect is conveyed as well as how this type of evaluation also supports the cohesiveness of other evaluative aspects in heritage promotion.

With the **largest** [+quality] collection of Homo erectus fossils in the world, ...

In terms of its function as a means of conveying the evaluation of Reaction: Quality in the texts, the adjective lexical form is a significant form for two reasons. Firstly, it is used with greater frequency than other lexical forms. Secondly, it is placed at the beginning of the text. As evidenced by the sentence extract above, the author employs the lexical item "largest" as a representation of the Reaction: Quality aspect at the outset of the text. This lexicon provides a

foundation for readers to understand that the Sangiran cultural heritage site is the most comprehensive archaeological excavation site not only in Indonesia, but also throughout the world. From the perspective of tourism promotion, it is essential to present this information at the outset, as a compelling introduction that piques the interest of potential visitors (Işık, 2023). Given that Sangiran may not be widely known among casual archaeology enthusiasts across the globe, this initial emphasis is crucial in capturing the attention of a diverse audience. In addition, the author demonstrates an ability to engage the reader from the outset through the effective use of narrative. The text is structured in a way that immediately captures the reader's attention. It is not solely directed towards an audience of archeology enthusiasts. By highlighting the significant fact that Sangiran is a museum with the largest collection of homo erectus fossils in the world, the author can attract the attention of a diverse readership, including those with a general interest in history and even those from Indonesia, particularly from the region of Surakarta itself.

This was where 'Java Man' (*Pithecanthropus erectus*) was unearthed by a Dutch professor in 1936 – a discovery celebrated in this **excellent** [+quality] museum, ...

Furthermore, the Reaction: Quality aspect was observed to be employed in the adjective form also in other sentences. Following a previous application of the same evaluation criteria to a positive assessment of the Sangiran fossil collection, the present evaluation is directed specifically at the Sangiran museum. From a narrative perspective, it is crucial to consider aspects such as this, namely by providing an introduction that does not explicitly praise the subject matter, but rather presents intriguing facts without offering an immediate evaluation of the Sangiran museum. Consequently, the reader is initially subtly guided by the author to perceive this archaeological site as a valuable asset. Once the values have been introduced, the author proceeds to offer a positive assessment of the Sangiran museum. This approach allows for the conveyance of favourable evaluations in a subtle manner, without any suggestion of coercion (Tobback, 2019). Furthermore, this method of delivery fosters a sense of comfort and appreciation among readers, preventing them from feeling compelled to accept the author's perspective unquestioningly.

Solo Surakarta Central Java – **Famous** [+quality] as a city that is fiercely proud of its Javanese traditions,

In another text that presents the history of the city of Solo, a pattern analogous to that which was previously discussed was identified. The initial use of an adjective in the Reaction: Quality format serves to capture the reader's attention. In this instance, the author offers a direct evaluation of the city of Surakarta, employing the lexical item "famous" to convey a positive assessment. This evaluation was then reinforced by the introduction of another Reaction: Quality aspect, with the adjectival form occurring at the outset of the text as follows.

The **regal** [+quality] city of Solo or Surakarta is known throughout Indonesia as a **strong upholder of Javanese culture** [+quality].

The author employs the lexical item "regal" to buttress the preceding positive assessment. The author appears to posit that the city of Surakarta is renowned due to its regal nature. This assertion serves to reinforce positive evaluations and may appeal to prospective visitors with an interest in exploring the city. For those who are undecided, the initial description may instill a sense of assurance that a visit to Solo, a bastion of Javanese culture, would be worthwhile.

One key exhibit [+quality] is the recently completed model of 'Flores Man', ...

The data above illustrates the utilization of the Reaction: Quality aspect in the form of a noun, with the constituent "one key exhibit." This evaluation serves as an additional positive assessment of the Sangiran Museum, with a particular focus on the museum's advantages. In this instance, the employment of the reaction-quality aspect in noun form serves merely as a complement and reinforcement of the aspect with the preceding adjective form, situated as it is in the middle or latter portion of the text.

Moreover, the analysis indicates that the final appraisal aspect, namely graduation, is not a prevalent feature in heritage tourism promotional texts. Of the attitudes identified above, only three evaluations were found to contain graduation. These are as follows:

With the **largest** [+intensifier] collection of Homo erectus fossils in the world ...

... a discovery celebrated in this **excellent** [+attitudinal lexis] museum ...

Known as **the city that never sleeps** [+metaphor] ...

What is noteworthy about the three types of Graduation identified, despite their inherent differences, is that they are all contingent upon a Reaction: Quality evaluation. Therefore, although the sample size is insufficient to yield statistically significant results, a discernible pattern emerges: the author exclusively associates Graduation with reaction evaluations that prioritize quality. From one perspective, this observation pertains to the author's rhetorical style. It is also possible that this is merely a coincidence. The author may have chosen to place greater emphasis on reaction:quality rather than Reaction:Impact because it will have a different effect. The incorporation of graduation within the context of Reaction: Impact may result in the creation of an ambience that is excessively convivial, thereby attracting undue attention from the reader.

Evaluative expression pattern on heritage site tourism discourse

The results of this study demonstrate the existence of discernible patterns with regard to the utilisation of evaluative language in texts pertaining to heritage tourism. Firstly, while not the most significant, Reaction: Quality aspect plays a strategic role in the text. These elements are employed in the initial composition of the text. In a text, the initial sentences play a pivotal role in capturing the reader's attention while effectively conveying the core message in a concise manner. Meanwhile, the Reaction: Impact aspect, despite its apparent prominence,

could be regarded as a mere complement to the initial sentence of the text, serving only to reinforce its central message.

It is erroneous to assume that the number of evaluations in a text is a reliable indicator of its linguistic significance. In this case, the positioning of specific elements of evaluative language is contingent upon the stages present within a text. This phasing is associated with one of the domains within SFL that addresses social context, termed Genre. By focusing on the Genre in question and associating it with the evaluative language employed within the text, it becomes evident how the writer employs evaluative tools to construct a text with a discernible staging significance.

The heritage promotional texts examined in this research are predominantly of the expository variety. An exposition text is composed of a thesis and supporting arguments or one-sided arguments. The texts in this research are initiated with a foundational sentence or paragraph that elucidates the thesis, or the principal idea, of the text. The subsequent sentences or paragraphs provide further elaboration and reinforce the central premise. As previously stated, the text's structure, as evidenced by its use of evaluative language, exhibits a discernible pattern. The Reaction: Quality aspect is typically employed at the outset of a sentence, subsequently reinforced or augmented by the Reaction: Impact aspect. For purposes of clarification, the following table is presented.

Table 2. Division of Appreciation aspects in relation to exposition staging.

Exposition Staging	Appreciation Resources	Lexical Form
Thesis	Reaction:Quality	adjective
One-sided argument	Reaction:Impact	noun, verb

By examining the phenomenon of evaluative Appreciation from a Genre-specific perspective, a pattern emerged indicating that writers of heritage promotional texts employ strategic use of evaluation language. It can be observed that the Reaction: Quality aspect is employed to construct a thesis in the heritage tourism text. In addition, the aforementioned pattern is accompanied by the use of a specific lexical form, namely the adjective. The use of adjectives as a lexical form of the Reaction: Quality evaluation allows the author to convey a positive assessment in a direct and easily understandable manner, while maintaining a certain degree of restraint and avoiding any potential for vulgarity, about the heritage tourism aspect, which constitutes the central thesis of the text.

Conversely, in the section dedicated to one-sided arguments, the author consistently prioritizes the use of Reaction:Impact as a means of supporting the main values conveyed previously through Reaction:Quality. The deployment and configuration of evaluative language elements such as these can be interpreted as an attempt to impart a sense of factuality to the reader (Baibatyrova & Zharkynbekova, 2021; Işık, 2023). By eschewing an immediate appeal to the reader's emotions, the author instead seeks to elucidate the underlying values

pertaining to heritage tourism of Surakarta. Nevertheless, the Reaction: Impact aspect is predominantly conveyed in the form of nouns and verbs. Lexical forms of this nature are linguistically more robust than adjectives, insofar as they may be regarded as both processes and subjects or objects.

An analysis of this understanding reveals that, although it begins with a focus on the factual value, which is refined in lexical form, the arrangement of the one-sided argument is also neatly and balanced. This indicates that, while it is not as robust in conveying factual value, the emotional value conveyed through the reaction-impact of nouns and verbs is equally as strong as the reaction-quality aspect conveyed through adjectives. Consequently, the author's rhetoric in heritage tourism texts in Surakarta exhibits a discernible pattern. This is also what contributes to the article's considerable readership, its ability to attract readers, and its status as a top-ranked article on search engines.

The evaluative expressions employed in heritage tourism texts within the scope of this research appear to predominantly evince an Appreciation-centric perspective, with a paucity of instances where the Affect and Judgement aspects are operationalized. This has, of course, been taken into account by the author when compiling the text. This is consistent with previous research on evaluative language in tourism texts (Istianah & Suhandano, 2022; Wu, 2018). It can be stated that, initially, this is the author's rhetorical style. However, from a professional standpoint, the rationale behind the utilization of specific rhetorical techniques in writing texts is contingent upon the contextual parameters, which in the field of SFL is referred to as Genre. It can thus be seen that, within the context of the exposition genre of heritage tourism texts, the Affect and Judgement aspects are not productive.

With regard to the aspect of Affect, it is notable that the text in question does not make use of this particular device. This suggests that the author intends to create an atmosphere that is characterised by a canonical and structured delivery. Although the text is formal in nature, the author effectively utilizes the sub-aspect of Appreciation: Reaction, which emphasizes emotional responses, to encapsulate the essence of the Affect aspect. In this case, the findings indicate that writers do not necessarily convey emotional aspects in their writing. This is because they seek to create a convincing impression and to focus readers on absorbing quality values, rather than appealing to feelings. The use of Affect in writing can convey a friendly tone, which may influence the perception of the text as a review rather than a factual heritage tourism text. Moreover, research indicates that the portrayal of emotional states is a common feature of literary works (Hadidi & Mohammadbagheri-Parvin, 2015; Pasaribu et al., 2020; Regueira, 2020). In heritage tourism texts, the factual nature of information is of primary importance, although promotional aspects may still be discernible through the use of positive evaluative language.

Concerning the Judgement aspect, its absence is directly related to the discourse subject element, which is connected to the context of the situation. In the field of SFL, this context is

referred to as the Tenor in the Register domain. As previously stated, the subjects in this heritage tourism text discourse consist of writers and readers. In this context, the role of the writer and reader is that of a transmitter and recipient of information, respectively. The information conveyed does not pertain to individuals, but rather to places, heritage and cultural sites, and related matters. It is therefore unsurprising that the evaluation in question focuses on the place or site, which is, after all, Appreciation as the language device used to evaluate an object or phenomenon. It is evident that the author appreciates the nuances of both situational and textual context and is able to combine them in a harmonious manner to convey the values of heritage tourism in Surakarta. It is worth reiterating that the text's prominence and influence are contingent upon the author's ability to maintain consistency and awareness of the situational and cultural context (Don, 2021). In this instance, the absence of Affect and Judgement does not result in a deficiency; rather, it contributes to a balanced and precise writing style.

Discourse context as the fourth element of discursive events

To explain and interpret discursive events, Shi-xu (2005) posits that it is essential to focus on and examine discourse topics, discourse subjects, and discourse strategies. This taxonomy is founded upon a critical construction of traditional Critical Discourse Analysis (CDA), incorporating cultural elements (Unger, 2006). In the context of this research, the Cultural Approach to Discourse (CAD) taxonomy makes several allusions to the SFL redundancy domain, specifically in relation to Register that can be linked to discourse topics. Nevertheless, a more thorough examination reveals a discernible pattern of utilization of evaluative language, particularly the expression of Appreciation and its associated lexical forms. This pattern is only discernible when the analysis encompasses one domain above the Register of the cultural context, namely Genre. Consequently, the Genre phasing variable offers a more profound insight into the cultural values that are expressed linguistically in heritage tourism texts in Surakarta. Moreover, it is conceivable that this taxonomy could be applied to texts encompassing a multitude of topics. In light of these findings, this research proposes the addition of a crucial variable to the cultural approach to discourse analysis taxonomy. This also demonstrates that the use of SFL redundancy can facilitate a more profound comprehension of discourse analysis.

The present study demonstrates that the analysis of discourse events can be effectively classified into distinct categories, each characterized by a specific linguistic behavior. The results demonstrate the presence of consistent linguistic patterns, which serve as evidence of the holistic social process of language. This phenomenon has not been widely recognized as an integral aspect of the cultural context within the existing cultural approach to discourse (Gerlach, 2018; Shi-xu, 2016; Wu, 2018). Firstly, discourse topics are distinguished by the mention of key words within the text, which are in turn associated with the language Register created in a given linguistic situational context. Secondly, discourse subjects can be identified through an analysis of the sources, namely Engagement aspects, by evaluating the information that is quoted and included in the text. Third, discourse strategies are demonstrated through

specific linguistic elements, including attitudinal expressions and degrees of emphasis. Fourth and finally, discourse context is also a linguistic representation that reflects the stylistic choices of text writers, including the forms of language and text structures they employ. The comprehensive analytical taxonomy presented here enables the linguistic substantiation of any social process occurring within a discursive event, such as a heritage tourism text. The theoretical implication is that the results of this research offer one important variable, namely discourse context, to complement the idea of CAD. Furthermore, the course context is based on the Genre domain, which in fact represents the cultural context domain of linguistic social processes. Finally, this taxonomy can be considered an alternative way of complementing Shi Xu's ideas of criticizing CDA, which is considered too Westernized because it has unclear cultural context parameters, both socially and linguistically.

CONCLUSION

The discourse topics on Surakarta's heritage tourism are primarily concerned with promoting the city's archaeological and cultural significance. This focus on historical attractions, while laudable, tends to overlook broader socio-economic and political aspects. The discourse subjects on Surakarta's heritage tourism employ Monoglossic language, presenting evaluative expressions as factual accounts. This enhances focus on heritage sites but limits Engagement by excluding diverse perspectives and may lack inclusivity. The evaluation language employed to construct a discourse strategy for heritage tourism texts in Surakarta is Appreciation. No other attitude aspects, Affect and Judgement, were identified. The use of Appreciation evaluation with a focus on stimulating feelings serves to develop a Reaction: Quality pattern as the thesis structure, which is further reinforced by Reaction: Impact as the one-sided argument structure in the exposition genre scheme.

The consistency of this writing style pattern serves as proof of the quality of heritage tourism text writing in Surakarta, which aligns with the prominence of the writing as evidenced by its popularity and ranking in search engines. This phenomenon can only be observed when the CAD taxonomy is addressed through the lens of the SFL approach. The application of SFL Register and Genre to CAD provides valuable insight into the comprehension of situational and cultural context. Further research is warranted to investigate the fourth element of the discursive events framework as demonstrated, namely discourse context, in greater depth.

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