Appreciation for Raja Ampat in the Official Website of Indonesian Tourism:

Ecolinguistic Study

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Abstract— **Tourism is one of the ways for the government to promote the country's culture as well as nature. The language found in the official website of Indonesian tourism is powerful to persuade people to visit the country's tourism destinations, one of which is Raja Ampat. The existence of its nature is an undeniable source to gain tourists' attention. This research focuses on language attitude, particularly appreciation, in the way it exploits Raja Ampat nature in the website. Motivated by Stibbe's theory on ecolinguistics and Halliday's Systemic Functional Linguistics focusing on the interpersonal function of language, this research involves the theory by Martin and White on language evaluation to figure out the appraising items to represent Raja Ampat and conclude what domains of the environment are displayed in the website. From the 49 appraising items, it is found that +valuation and +reaction dominate the appreciation types presented in 36% each, and +reaction in 28%. This paper concludes that the website makes use of the physical environment in Raja Ampat, particularly fauna, as the composition of Raja Ampat. It signifies that the Indonesian government portrays fauna in Raja Ampat as its distinctive tourism attraction. This paper suggests that the website portray not only the beauty of nature but also perseverance and protection of nature.**

Keywords— tourism; language; evaluation; attitude; ecolinguistics

I. INTRODUCTION

The advanced technology, including transportation, offering easy access to visit areas around the world, triggers the massive promotion of tourism across the world, including Indonesia. The relation between ecolinguistics and tourism lies on the key terms which ecolinguistics covers: economic growth, technological progress, nature as an object to be used or conquered, profit and success, which need consideration on how we treat the systems life depends on (Stibbe, 2015, p. 2). Thus, nature as tourism object is under the discussion of ecolinguistics. Indonesia, as an archipelago country, is aware of its potentials in tourism, seen from its information provided on the website. However, tourism is not only about promotion. It is asserted that tourism is a way to create a positive national identity for foreign consumption so that foreign investment and support development can be gained (Salim, Ibrahim, & Hassan, 2012, p. 140).

With its large number of language, tribes and cultural heritages, Indonesia also offers its nature to attract the world's attention. Coastal sites are the examples of tourism magnet which are promoted on the website. Raja Ampat is one of the coastal sites the website informs. The beauty nature it offers indeed becomes the attention of the Indonesian government. Thus it is included as the destination highlight. The destination highlight in the website is presented in particular language of tourism which gives detail description of the potential tourism destination to persuade, attract, encourage and tempt the tourist (Salim, Ibrahim, & Hassan, 2012, p. 136). Though the purpose of the website is to inform tourism destinations, the language chosen on the website will influence people's decision on which place to visit.

Ecolinguistics has become alternative interests to observe as well as criticize how nature is portrayed, used, or even exploited by human beings for various purposes. Ecolinguistics is defined as a critique of language forms contributing to ecological destruction, and it is also a point of view for searching new forms of language, so it can inspire people to protect the natural world (Stibbe, 2015, p. 1). Ecolinguistics, then, raises the awareness of linguists to start paying attention to language choice made about nature representation.

Website is one of the media which uses the internet as its way of information distribution. Meanwhile, Graham asserts that analyzing media not only covers information but also production, consumption, distribution, and transformation of meanings, or what so-called as mediation (Young & Harrison, 2004, p. 54). In further sense, mediation also involves meaning transformation across space and time, as Silverstone (1993) mentions the mediation perspective as "the movement of meaning from one text to another, from one discourse to another, from one event to another, and the constant transformation of meanings, both large-scale and small, significant and insignificant in writing, in speech and audiovisual forms" (Young & Harrison, 2004, p. 54).

Language evaluation offers a critical approach to reveal the attitude of language user, which in this research refers to the official website of Indonesian tourism owned by the ministry of tourism. Halliday asserts that appraisal pattern is a linguistic pattern where something is consistently described as positive or negative in texts (Stibbe, 2015, p. 83). The position of appraisal

in ecolinguistics is the power to influence people's thought of an area of life, whether it is positive or negative (Stibbe, 2015, p. 83). Evaluations are stories in people's minds about whether an area of life is good or bad. Appraisal patterns are understood as linguistic feature clusters which come together to represent an area of life as good or bad (Stibbe, 2015, p. 84).

This research focuses on how the official website of Indonesian tourism utilizes Indonesian nature as a way to represent Indonesian nature. The findings on types of attitude on the website are used to interpret how the Indonesian government represent the environment as an important tourism site. In the front page of the website, there is a destination highlight providing some areas along with their information. The highlights were accessed on February 12, 2019. Of the 16 destination highlights, this research focuses on one of which, Raja Ampat, since its text is found the longest.

Some studies on the similar topic have been done previously: Appreciation in online English tourism advertising discourse (Khuong & Nhu,2018), language on tourism in Malaysian tourism brochures (Hassan, 2014) and ecological narratives for children in websites (Bortoluzzi, 2017). Khung & Nhu (2018) found that reaction and valuation, which appear to double that of composition, dominate appreciation type in the data. The appraised items found were nature, architecture, animals, local cultures and products, services, local people and their life, and past events. Hassan applied multimodal analysis to figure out how visual images portray Malaysian cultures and revealed that the cultural elements presented in the brochures are people, festivals, traditional lifestyles, traditional music and traditional games (Hassan, 2014). A similar study was conducted by Chalimah (2018), observing news corpus on Israel and Palestine conflicts. The research found that the news presents a negative feeling of unhappiness. Bortoluzzi (2017) found out the level of critical awareness in children and adolescents in multimodal texts about ecology and comparing the development of mental perspective among children and adolescent. The research suggests that the websites should guide the children more explicitly on the texts chosen so that they can recognize the potential dangers and be empowered users (Bartoluzzi, 2017)

II. LITERATURE REVIEW

A. *Language Attitude in Systemic Functional Linguistics*

Systemic Functional Linguistics (SFL) treats language as a system of wordings as well as meanings, represented in lexicogrammar. In figuring out language meanings, language is believed to serve three metafunctions: ideational, interpersonal, and textual. The ideational meaning deals with the language user's experience, represented in terms of participants, processes and circumstances. The interpersonal meaning deals with the relationship between the language user and readers/ audience. Textual meaning, on the other hand, deals with the cohesion presented by the language user in terms of how the message is packed (Halliday, 2004).

In the interpersonal function, one of the discussion is language attitude. It helps us comprehend how people or things are presented in a negative or positive way. The theory of language attitude is proposed to better understand the issues associated with evaluative resources and the negotiation of intersubjective positions of interpersonal meaning Liu (2010). Language attitude is presented in three domains: affect, judgment and appreciation. Affect shows feelings, judgment is to evaluate people's behaviour, and appreciation is used to evaluate products, processes, or natural objects (Khuong & Nhu, 2018).

Appreciation is presented in the form of reaction, valuation and composition. The reaction is subcategorized into impact and quality. The reaction which answers the question of whether the object grabs the listeners or not refers to impact. On the other hand, reaction answering the question whether the listener likes it or not refers to quality. Valuation is about how the object is worthwhile. The last subcategory, composition, is divided into balance and complexity. Balance refers to how the objects hang together, while complexity refers to whether it is hard to follow. Metafunction analysis can be utilized to comprehend appreciation by relating reaction to interpersonal significance, composition to textual organization and valuation to ideational worth (Khuong & Nhu, 2018, p.34).

B. *Ecolinguistics*

The existence of nature and environment is inseparable in the ecolinguistic study. Saphir proposes three forms of the environment: physical, economic and social. Physical environment deals with geographical characters such as the topography of the country (whether coast, valley, plain, plateau or mountain), climate, and amount of rainfall. Economic environment deals with the basis of human life comprising the fauna, flora, and mineral sources of the region. The social environment comprises various forces of society that mold the life and thought of each. Social environment also includes religion, ethical standards, a form of political organization, and art (Fill & Muhlhauser, 2001, p. 14).

Though language and ecology seem to be separated areas of research, language plays an important role in ecology, as asserted by Stibbe (2015). The roles of language in ecology: how economic systems are built, how those systems are lead to immense suffering and ecological destruction, ne economy is brought into being. In the sense of tourism, "It is through language that the natural world is mentally reduced to objects or resources to be conquered, and it is through language that people can be encouraged to respect and care for the systems that support life" (Stibbe, 2015, p. 2).

In reality meanings are negotiated by the participants in real speech events and the interpretations of terms, in which Trampe proposes that language represents the world not just from the human point of view, but from the point of view of Nature's usefulness to humans and their commercial activities (Fill & Muhlhauser, 2001, p. 7). It signifies that human beings should consider the existence of an environment in terms of its role to provide humans with their needs as well as its conservation and

preservation. This strengthens that human beings and environment are two inseparable parts of life. The life of human beings much depends on what the environment provides. As human beings have the special ability to communicate in the form of language, language choice, they make greatly influence their environment. Thus, what is uttered in speaking or writing reflects what language user experiences with her/his environment.

This research concerns language and ecology presented on the official website of Indonesian tourism. Haugen defines language and ecology as "the study of interactions between any given language and its environment, in which environment means the society that uses a language as one of its codes rather than the referential word" (Fill & Muhlhauser, 2001, p. 3). Language and environment are interconnected and co-constructed entities, meaning that language does not only represent a medium through which the world is perceived, but the world also affects the medium itself through which it becomes apparent (Döring & Zunino, 2013). Eventually, this research suggests how the language in the official website of Indonesian government display how the domain of environment is presented in the website and conclude the government attitude on the importance of environment in the tourism sector.

III. METHOD

The approach of this research is Critical Discourse Analysis considering ecolinguistics as the departing point of view on how language is used in the data. CDA regards language as a social construct (Young & Harrison, 2004), in this research is how Indonesian government through its website use the domain of nature to represent the country's environment so that it influences people to protect its nature. To evaluate the language, SFL proposes an appraisal analysis to figure out a linguistic pattern where something is consistently described as positive or negative in texts (Stibbe, 2015, p. 83). The position of appraisal in ecolinguistics is the patterns' power to influence whether people think of an area of life positively or negatively (Stibbe, 2015, p. 83). The language presented in the website uncovers how the Indonesian government shapes the readers' thought of the image of Indonesian tourism. Though the language used in the website is presented in a positive way, how the environment is presented and what domain appears the most or the least also matters a lot.

The data were taken from the official website of Indonesian government accessed in https://www.indonesia.travel. This research took sample data on the website. The texts purposively chosen on the website were those presented in the destination highlight. The destination highlight appears on the front page of the website, revealing that those tourism sites are promoted the most. The website visitors are encouraged to click those destinations first. The analysis started by finding out the domain of nature in the texts: inland, coastal, species, or nature activity. Next, the domain is analyzed in the form of ecolexicon employed in the texts. The ecolexicon found became central as "It is the vocabulary of a language that most clearly reflects the physical and social environment of its speakers" (Fill & Muhlhauser, 2001, p. 14). The phrase or sentence of the ecolexicon were evaluated by employing Martin and Rose theory on appraisal language. The evaluation will result in the attitude of the Indonesian government on nature represented by the language choice.

IV. RESULT AND DISCUSSION

The text of Raja Ampat consists of 734 words, the longest of the other 15 destination highlights in the official website of Indonesian tourism. Of those words, there are some domains of physical environment found referring to Sapir's classification of environment types. The table below depicts the summary of environment forms in Raja Ampat.

TABLE I.   SUMMARY OF PHYSICAL ENVIRONMENT OF RAJA AMPAT

Types of Physical Environment	Frequency	Percentage	Ecolexicon
Fauna	16	33%	*corals, molluscs, coral reef, underwater biota, tuna, giant trevallies, snappers, batfish, barracudas, dugong, wild life, cendrawasih, bird species*
Inland	13	27%	*jungles, island*
Weather	7	14%	*sky, ambience*
Coast	5	10%	*water, seafloors*
Mountain	5	10%	*the rock, hill*
Nature activity	3	6%	*scuba, diving, snorkelling*
Total	49	100%	

The table above shows that the physical environment on the website is dominated by underwater fauna. The excerpt below is the example.

The territory within the islands of the Four Kings is enormous, covering 9.8 million acres of land and sea, home to 540 types of *corals*, more than 1,000 types of *coral fish* and 700 types of *mollusks*. This makes it the most diverse living library for the world's *coral reef* and *underwater biota*.

The italic words above reveal that Raja Ampat is introduced to the readers as a tourism attraction for those longing for underwater fauna. The employment of numbers above aims at convincing the readers that Raja Ampat is worth to visit since it offers them various types of underwater life.

Another physical environment depicted on the website is inland. The ecolexicon showing inland are *jungles* and *island.* The excerpt below shows the example.

With all the spectacular wonders above and beyond its waters, as well as on *land* and amidst the thick *jungles*, this is truly the place where words such as beautiful, enchanting, magnificent, and fascinating get its true physical meaning.

The sentence above begins with the circumstance which introduces Raja Ampat as rich of wonders both above and beyond its waters. In spite of the domination of underwater fauna, the website also involves inland environment shown in words *land* and *jungles* above. What is offered here is different from fauna which is in the form of types, but the epithet *thick.* It means that the website offers the pristine nature that Raja Ampat possesses.

TABLE II.   SUMMARY OF APPRECIATION FOR RAJA AMPAT

Types of Appreciation	Frequency	Percentage
+reaction	18	36%
+valuation	18	36%
+composition	13	28%
Total	49	100%

The above table displays that attitude values found are all positive. It is understood since the website aims to promote the country's tourism destination. Thus, the Indonesian government depicts the environment in a positive way. Looking at appreciation closer, reaction and valuation dominate the evaluation of ecolexicon, seen in 36% each. The composition is found in 28%. The table below shows +reaction of the ecolexicon of Raja Ampat. The table contains four columns; the first is appraising an item, second is type of reaction, third is appraised which contains the whole clause with bold words as the appraised, and domain of physical environment.

TABLE III.   REACTION OF ECOLEXICON FOR RAJA AMPAT

Appraising items	Appreciation	Appraised	Domains of Physical Environment
Truly	+reaction	With all the spectacular wonders above and beyond its waters, as well as on land and amidst the thick *jungles*, this is truly the place where words such as beautiful, enchanting, magnificent, and fascinating get its true physical meaning.	Inland
Underwater "meeting list."	+reaction	*Schools of Tuna fish, giant trevallies, snappers, batfish*, and even *barracudas* are there to complete your underwater "meeting list".	Fauna

The first appraising item above is *truly* which appraises *jungles.* In the sentence above, *truly* performs as a mood adjunct in the interpersonal function to show the affection of the appraised item. Martin and White (2005) assert that reaction refers to whether the thing grabs us, referred to impact. The website employs the appraising item *truly* in a positive way to portray the impact of visiting jungles in Raja Ampat.

The appraising item in the second example above is found in quotation marks *"meeting list".* The involvement of the words also shows the distinctive fauna that people can find in Raja Ampat, which is related to the previous example mentioning that Raja Ampat has spectacular wonders above and beyond its waters. Thus, to complete tourists' experience, the website makes use the words *"meeting list"* to grab the readers, categorized as impact.

Another example showing appreciation, particularly reaction, is shown below.

TABLE IV.   REACTION OF ECOLEXICON FOR RAJA AMPAT

Appraising items	Appreciation	Appraised	Domains of Physical Environment
Friendly assistant	+reaction	Not to mention the friendly assistant of the *dugong*, and a busy colleague, the turtle.	Fauna
A glimpse of paradise	+reaction	Looking down from *the top of the hill*, it almost as seems that Mother Nature painted her finest artwork and offers a glimpse of paradise.	Mountain

In the table above, the first appraised is fauna, dugong. The appraising item is a *friendly assistant.* The reaction there is included as quality, which can be tested by asking *did I like it?* The website portrays dugong as a distinctive fauna able to please and assist

the tourists. In the next example above, the appraised time is *the top of the hill*, categorized as mountain environment. The appraising item is *a glimpse of paradise,* categorized as impact. Different from the previous appreciation, here the website offers the appraised item with an impact *a glimpse of paradise* since it grabs the tourists' attention in the way nature offers a paradise seen from the top of the hill.

The next appreciation type found on the website which appears in the same frequency as the reaction is valuation. To identify valuation, a question *was it worthwhile* can be employed. The table below shows the examples of ecolexicon appraised in valuation.

TABLE V.　　VALUATION OF ECOLEXICON FOR RAJA AMPAT

Appraising items	Appreciation	Appraised	Domains of Physical Environment
Beautiful, enchanting, magnificent, fascinating	+valuation	With all the spectacular wonders above and beyond its waters, as well as on land and amidst the thick *jungles*, this is truly the place where words such as beautiful, enchanting, magnificent, and fascinating gets its true physical meaning.	Inland
Clear blue, bright blue	+valuation	As if it was carefully designed and placed with such aesthetic, the rock islets amidst the clear blue *water* and bright blue *sky* in Piaynemo offers some of the most spectacular sceneries on the face of the earth.	Coast and weather

The ecolexicon found on the website displayed above is *jungles.* The appraising items presenting jungles are *beautiful, enchanting, magnificent* and *fascinating*. Martin and White (2005) assert that valuation can be identified ideationally. Analysed in terms of experience, *jungles* are presented as Carrier, which is attributed to the appraising items displayed above. Thus, they show Raja Ampat's jungles being worthwhile.

In the second example above, *water* and *sky* are appraised by the appraising items *clear blue* and *bright blue.* The *water* and *sky* in Raja Ampat are worthwhile in terms of their beauty. The value of the coast environment, which is clear and blue is offered on the website. Similarly, the weather in Raja Ampat is worthwhile to offer to the tourists. Seen from the ideational meaning, the presence of appraising items above performs as parts of the participants appraised. Their roles as Actors are represented to create the most spectacular sceneries.

The other examples of appreciation for Raja Ampat environment are shown below.

TABLE VI.　　VALUATION OF ECOLEXICON FOR RAJA AMPAT

Appraising items	Appreciation	Appraised	Domains of Physical Environment
Amazing	+valuation	Further, at Wayag Island, you will also find an amazing *rock islets formation* on an even bigger scale.	Mountain
Spectacular	+valuation	Amidst the many thick jungles within the islands, ones can still find various bird species including the spectacular *Cendrawasih* or the bird of Paradise.	Fauna

The appraised item above is *rock islets formation.* The appraising item to represent it is *amazing.* This positive appreciation is a part of the appraised item itself to show that the formation is worthwhile. Seen in ideational meaning, the appraising items along with the appraised occur as the Goal that tourists can find in the island. A similar analysis applies in the last example above. Cendrawasih, categorized as fauna, is appraised by the word *spectacular.* Cendrawasih also performs as Goal seen from the ideational meaning. The referents of *ones* are tourists, performed as the Actor. By employing tourists as Actor and ecolexicon as the Goal, the website convinces the readers that they can find the worthy value of Raja Ampat by themselves.

The last appreciation form found on the website to represent Raja Ampat is composition. Martin and White (2005) mention that composition is divided into two: balance and complexity. The table below shows the examples.

TABLE VII.　　COMPOSITION OF ECOLEXICON FOR RAJA AMPAT

Appraising items	Appreciation	Appraised	Domains of Physical Environment
540 types, 1,000 species, 700 types	+composition	The territory within the islands of the Four Kings is enormous, covering 9.8 million acres of land and sea, home to 540 types of *corals*, more than 1,000 types of *coral fish* and 700 types of *mollusks*.	Fauna
75% of the world's	+composition	According to a report developed by The Nature Conservancy and Conservation International, around 75% of the world's *species* live here!	Fauna

The first appraised item in the table above is *corals,* whose appraising item is *540 types.* The appraising item is categorized into complexity since it shows the number of corals found in Raja Ampat sea. The complexity does not refer to whether the appraised is hard to follow, but whether the appraised is hard to find in other places. The employment of number is obviously to emphasize the distinct attraction in Raja Ampat. A similar analysis applies in the other appraised items: *coral fish* which is appraised by 1,000 species, *mollusks* appraised by 700 types, and *species* appraised by 75% of the worlds. What is interesting is appraised items of composition mostly refer to fauna.

Criticized from the ecolinguistic point of view, the website portrays Raja Ampat environment in a positive way, seen from the positive value in the appraising items. The Indonesian government attempts at portraying the physical environment of Raja Ampat as unique and distinctive. The involvement of fauna which dominates the website depicts that Raja Ampat is a pristine island rich of species which the tourists cannot find in other places. The nature activity offered on the website appears the least, signifying that the action is perseverance and protecting nature still needs to include more. Instead of making use of the environment to gain profit from the tourism sector, the government can offer more nature activities to preserve environment, such as not harassing wildlife in reef areas, avoiding touching corals, joining the environmental organization and some other activities.

To avoid the excitement of the tourists because of positive appreciation dominating the website, the Indonesian government can also put the things or rules the tourists should obey in relation to the environment. The policy of plastic and water use is one of the examples. Activities in jungles, for instance, can be directed to an ecological study by introducing tourists to faunas and floras found there and how to preserve them by educating the tourists. The activities can be continued to plating trees in the surrounding areas.

V. CONCLUSION

The official website of Indonesian tourism involves various kinds of the physical environment to portray the beauty of Raja Ampat. The existence of fauna which dominates the physical environment is appreciated in terms of its composition. The positive appreciation for fauna is given on the website to portray Raja Ampat as a rich and distinguished island, which is pristine and rich. The other domains of environment found in the website are inland, weather, coast, mountain, and nature activity. The appraising items found are dominated by reaction and valuation, followed by composition. The use of reaction is to persuade the tourists by involving the impact and quality they can get in Raja Ampat. The employment of valuation is to describe the value of the environment, while the composition is employed on the website to describe what faunas are found in Raja Ampat. The least frequency of nature activities on the website depicts that the website does not really consider things the tourists can contribute to the perseverance and protection of nature. Rather, the website chooses to portray the beauty of nature, which will increase the tourism rate. The government should consider the effects that resulted from high tourism in Raja Ampat. To keep its pristine nature, the website should portray more nature activities the tourists can contribute while enjoying nature at the same time.

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