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## LITERATURE, LINGUISTICS & CRITICISM | RESEARCH ARTICLE

# Appraisal patterns used on the kalimantan tourism website: An ecolinguistics perspective

Arina Istianah<sup>1,2\*</sup> and Suhandano Suhandano<sup>1</sup>

**Abstract:** The issue of ecology in the tourism sector has received considerable critical attention. Despite the persuasive strategies in tourism that dominate the academic discussion, this paper takes a different viewpoint by investigating linguistic strategies that evaluate a tourism website from an ecolinguistic viewpoint. Hence, the major objective of this paper is to investigate the ideology underlying the appraisal patterns contained in the Kalimantan tourism texts from an ecolinguistic perspective. Data for this research were collected from the Kalimantan official tourism website, analysing its keywords by AntConc 4.0, which were examined qualitatively from its concordance lines. Quantitative and qualitative data were used to obtain the appraisal patterns framework as the guidelines. The findings demonstrate that appraisal patterns are manifested through attitude and graduation systems that constitute positive feelings of the readers' happiness and satisfaction due to the quality and quantity of the Kalimantan environment. Therefore, the ideology reflected in the appraisal patterns is the marketization of natural richness and endangerment. The analysis concludes that the purr-words exploited in tourism promotion articulate an ambivalent discourse. The website promotes natural richness to raise people's awareness of Kalimantan's role as the world's lungs, but at the same time, it also encourages the objectification and commodification of nature in the tourism sector. This work contributes to ecolinguistics by investigating non-ecological data.

**Subjects:** Language & Linguistics; Applied Linguistics; Corpus Linguistics

### ABOUT THE AUTHORS

Arina Istianah is an assistant professor in linguistics at Universitas Sanata Dharma, Indonesia, and she is now taking a Ph.D. program in linguistics at Universitas Gadjah Mada

Dr. Suhandano Suhandano is an associate professor in linguistics at Faculty of Cultural Sciences, Universitas Gadjah Mada. This paper is a part of the dissertation of an ecolinguistic study of the Indonesian tourism website. As Kalimantan has been acknowledged for its status as one of the world's lungs and is projected as the future capital city of Indonesia, this paper focuses its discussion on how tourism in the area is evaluated through purr words and examines the discourse from an ecolinguistic viewpoint.

### PUBLIC INTEREST STATEMENT

This paper investigates the language of evaluation that appraises Kalimantan's nature. As one of the largest islands in Indonesia, Kalimantan tourism is promoted mainly through its natural resources, including endangered species like orangutan. Referring to the principle of ecology that considers non-human beings and social values as parts of the ecosystem, this paper finds that the tourism sector exploits the natural richness and endangerment to be promoted to global readers. The analysis proposes that the Kalimantan tourism texts have promoted an ambivalent discourse. The website promotes natural richness to raise people's awareness of Kalimantan's role as the world's lungs, but at the same time, it also encourages the objectification and commodification of nature in the tourism sector.

| **Keywords:** appraisal; ecolinguistics; ideology; Kalimantan; tourism

### 1. Introduction

One of the most significant current discussions in tourism is how its promotion language constructs a mental model that affects people's beliefs and behaviour toward the environment (Mühlhäusler & Peace, 2001; Stamou & Paraskevopoulos, 2004). Despite the persuasive facets that stimulate the number of visitors and capital gains, questions have been raised by ecolinguists and critical discourse analysts about unequal linguistic strategies that position nature as the object, and human beings as the subject that has the power and ability to deplete nature. The metaphor "pristine paradise" and "untamed wilderness" are such strategies that project nature as a source of happiness and adventurous journey that invite human beings as the master of nature (Jaworska, 2017; Mühlhäusler & Peace, 2001). The association of "land of plenty" and natural resource is another evidence of how the language of tourism promotion is loaded with persuasive strategies that lead to our belief that we humans are the universe's owners.

In the Indonesian context, tourism has been targeted as one of the greatest sectors that improve the country's economic vibrancy. The government has reported and targeted that tourism supports 10–15% of the country's gross domestic product (GDP; Kusubandio, 2020). This social context has motivated massive promotion through social media, including the official website of Indonesian tourism. The language strategies in tourism promotion exemplify a dialectical relationship between discourse and social structures in which language or discourse constructs and is constructed by social structures (Bourdieu, 1991; Fairclough, 2018). The website does not simply promote its tourist destinations but also performs as a platform that provides information, constructs a country's image, and affects readers' behaviour and decision toward tourist destinations (Chiou et al., 2011; Hallett & Kaplan-Weinger, 2010; Lee & Gretzel, 2012).

Studies on tourism in various discourses have been recently discussed, particularly regarding persuasive schemes for promotional direction. The brochures, online magazines, and websites of Indonesian tourism research revealed some linguistic and visual strategies adopted in the promotion: metaphors, descriptive verbs, declarative mood, modality, and salience (Krisnawati et al., 2021; Kristina & Haryono, 2015; Salim & Som, 2018; Samad et al., 2018). Their commonality is that Indonesian tourism promotes its authenticity, including nature and culture, and offers it to an international audience. Despite the persuasive strategies on how tourism adds to the country's economic income, the employment of critical discourse analysis (CDA) to challenge the ideology of the text is scarcely found. However, Isti'annah has examined the attitudinal language of the Indonesian tourism website from an ecolinguistic point of view and provided some suggestions (Isti'annah, 2020). Nonetheless, the discussion of ideology or stories underlying the discourse is lacking. Therefore, it is urged to examine the necessary stories about non-human species, including landscape, flora-fauna, and cultural values concerning the principles of ecology in tourism discourse.

In the non-Indonesia context, research has expanded its discussion on the employment of positive words found in Vietnam, Hangzhou, and London websites (Thu, 2021; Wu, 2018). Despite similar research objectives, Thu (2021) exercised a corpus linguistic study by examining the lexical and syntactical choices at the syntagmatic level, while Wu (2018) focused on the lexical choices in the paradigmatic dimension through appraisal analysis. Contrasting lexical choices among the destinations illustrate Vietnam as a historical site, Hangzhou as a place associated with tradition and culture, and London as a contemporary city. The different engagement and graduation strategies in the Hangzhou and London websites also function differently. The inclusion of other people as the discourse subject validates the plausibility remark in Hangzhou tourism, while London gave mere facts about the city. The lexicons of quality and quantity emphasize Hangzhou's history and nature, as reflected by "great", "highly", "best", and "finest". On the other hand, London was evaluated from its quality instances in attributive adjectives to all-around

aspects of London. The strategy accentuates the basic necessities of life when prospective tourists visit the city (Wu, 2018).

The intersection between tourism and the environment triggered Mühlhäusler and Peace (2001) to examine ecotourism discourse on Fraser Island. Through Hymes' ethnography of SPEAKING, augmented by the field research with anthropologists, the context of situation about the events presented in the ecotour leaflets is discussed. The research found that Fraser Island is represented as an untouched island that offers nature-based activities to visitors, proven by verbal metaphors, military imagery, anthropomorphic metaphors, and the pronoun "we" and "you" to separate visitors and the indigenous people. The research wraps up that the term "eco" in ecotourism has experienced semantic bleaching as the concept of "ecology" is reduced to "nature-based activities" and "having to do with nature as a result of the mainstreaming of environmentalism and the reconciliation of economic and moral discourses of environment. They argue that this green product may result in significant environmental deterioration (Mühlhäusler & Peace, 2001).

Other research on ecology and language discusses anthropocentrism in a dictionary, indigenous language and identity, toponyms, climate justice, minor language, and educational interaction (Abbamonte, 2021; Berglund, 2009; Bradshaw, 2013; Caimotto, 2020; Heuberger, 2003; Nash, 2015; Pérez, 2015; Skutnabb-Kangas & Harmon, 2018). Scarcely are studies on tourism discourse from an ecolinguistic perspective found. Therefore, the present paper aims to fill the gap by discussing the stories or ideologies underlying the appraisal patterns used in tourism destination websites, particularly Kalimantan texts.

Kalimantan texts are selected as the primary data to determine how tourism destination discourse evaluates the environment or ecology in tourism. As one of the largest islands in Indonesia and known as one of the world's lungs, this research argues that the Kalimantan text selection is worth studying. Moreover, the Indonesian government also projects the new capital city, "Nusantara" to Penajam Paser Utara, East Kalimantan, in 2045. Under State Capital Law No. 3 of 2022, the government has taken ecotourism as one of the island developments. As stated on the website of IKN (*Ibu Kota Negara* "the country's capital city"), Kalimantan is claimed to be the "nerve centre", "heart", "muscle", and "lungs" of Indonesia that enables the development of green innovation, renewable energy sector, logistical hub due to the presence of oil and gas industry, and agricultural and ecotourism hub (IKN—*Ibu Kota Negara* "Indonesian's Future Nation's Capital.", 2021). Therefore, this paper will explain how the official website of Indonesian tourism evaluates Kalimantan tourism text.

## 2. Literature review

Ecolinguistics was first coined by Einar Haugen as "language ecology" in the 1970s and defined as a study of (inter)relation between language and environment, which further triggered the reification that ecolinguistics was just about language use in a particular place or physical environment (Do Couto, 2014). Meanwhile, do Couto underlines the concept of an ecosystem that consists of an organism population in a territory and the inter-relations amongst the organisms in that population. Therefore, language ecology consists of language and its speakers in a territory (Do Couto, 2014; Skutnabb-Kangas & Harmon, 2018). Thus, it can be summed up that language is an inter-related web in an ecosystem that positions language as a behaviour.

As initiated by Haugen, the focus of language ecology in the 1970s was greatly influenced by pragmatics that cannot be separated from Habermas' thoughts on sociological issues. Therefore, studies on race, gender, class, ethnicity, and minorities seemed to dominate the projects from different sub-disciplines, including language and gender, as well as language and sexuality. At the same time, the world experienced the first global crisis: oil, water, and soil pollution. As a reaction to the problem, some linguists proposed the urgency of integrating questions about the environment and language, and some decades later, the "ecological crisis" has been a common problem faced by scholars worldwide (Bang & Trampe, 2014).

The term “environment” was then clarified by Døør dan Bang as a dimension that enables the inter-relations between human beings and nature (biological), human beings and their mental cognition (ideological), and human beings and their social environment (sociological). The studies on those three dimensions have been proven by research on dialectology, geographical language, and maps as a representation of human beings, also pidgins-creoles as proofs of inter-relation between language and its biological as well as social concepts (Bang & Trampe, 2014). The ecolinguistics research, then, was dominated by the inter-relation between biological and social dimensions of language until the early 1990s.

Inspired by Halliday’s speech at the 1990 AILA conference in Greece, researchers noticed the inter-connection between text, discourse, and environment (Fill & Penz, 2018). The notion of the environment in ecolinguistics is modelled as a web with organisms including humans and non-human species and the social and physical environment that rely on each other. The present-day agents, such as mass media, and advertisements, select positive or purr words to perpetuate consumerist culture. For example, Alexander provides a thought of how genetically modified (GM) crops are associated with positive words such as “beneficial”, “improve”, “help”, “solutions”, “sharing”, and “biotech” that reflects a cultural evaluation of GM that manifests positive prosody (R. R. Alexander, 2009).

Questions about the taken-for-granted discourse in non-ecological texts embedded in our daily language have been raised. The use of pronoun, purr-words, metaphor, and other figures of speech in advertisements and promotions is to maximize human beings’ satisfaction and economic profit. Ecolinguists have then criticized the centrality of human beings in the ecosystem. Researchers have not treated non-ecological texts in much detail even though some studies have been initiated to question the consumerism promoted in advertisements and tourism (Abbamonte, 2021; Mühlhäusler, 1999; Mühlhäusler & Peace, 2001). These studies agreed that green consumerism results in responsibility exchange and environmental destruction from corporates to product consumers. Some strategies used by green advertisements are naturalising products, advertising “the natural”, and accrediting products with interdiscursivity strategies (Mühlhäusler, 1999).

One of the linguistic strategies to evaluate non-ecological texts is from appraisal patterns, a configuration of the interpersonal function of language. Interpersonal relationships can be measured by how a speaker/ writer evaluates nature, behaviour, and objects positively or negatively (Martin & White, 2005). The evaluation, among others, can be accessed through appraisal patterns constituted by adjectives, adverbs, verbs, and modalities. From an ecolinguistic perspective, evaluation is one of the stories we live by influencing how we think, talk, and act (R. J. R. J. Alexander, 2017; Stibbe, 2015). Therefore, investigating common appraisal patterns representing things positively or negatively in a discourse is one of the ways to investigate the underlying ideologies behind language selection. Therefore, the employment of appraisal analysis in ecolinguistics is to unfold the underlying philosophical framework that focuses on the environment and ecosystem. The analysis will criticize discourses representing nature and other species as objects from their functions rather than inherent value (Abbamonte, 2021).

Appraisal analysis does not only label the area but is also a method to construe a community’s way of thinking about, talking about, and treating their environment (Martin & White, 2005; Stibbe, 2015). Strategies in the appraisal analysis are manifested in the form of attitude, engagement, and graduation systems. The attitudinal system evaluates emotions, behaviour, and the value of things. Engagement discloses the author/ speaker’s voice, while graduation deals with grading the evaluation through quality and quantity and sharpening or softening the evaluation (Fan, 2020). Besides its portrayal as one of the world’s lungs with its endangered species, Kalimantan is also known for its mineral mining industries. The paradoxical interaction between the natural environment and the huge mining industries demonstrates how nature provides abundant resources for capital benefit. Tourism stakeholders, including the government, have benefitted from natural resources to encourage tourism visits, while cultural resources are promoted in a smaller proportion.

Evaluations refer to stories in people's minds about whether an area of life is good or bad (Stibbe, 2015), identified from appraisal patterns that enable us to capture the underlying evaluations or stories in people's minds and challenge the stories we live by. Some appraisal patterns can be identified explicitly, such as "good" or "bad", but implicit evaluations are often in the form of connotations (Stibbe, 2015). The words "precious", "sparkling", "globally", "authentic", "wonderful", "must see", "exotic", "perfect", "relaxing", and "countless" in tourism discourse are strategies to portray natural beauty that offers happiness and satisfaction to tourists. However, the positive prosody in tourism discourse needs to be confronted as the evaluations of nature and culture advocate anthropocentric behaviour. For example, the word "countless" manipulates nature as an indefinite resource to exploit. The tenuous stories of nature as part of organisms devalue non-human species as ancillary parts in an environment web. This is another proof of how language moulds a reality.

This paper investigates the appraisal patterns, through attitude and graduation resources, to discover how the Indonesian tourism website portrays the Kalimantan environment positively or negatively and criticizes how the evaluation strategies mould the stories of Kalimantan tourism. Through an appraisal strategy of quantity that characterizes infinite natural resources, people may capture nature as a property that can gratify their demands. Language in ecolinguistics is positioned as a tool that leads to language habits that affect people's cognition and behaviour. The linguistic patterns assumed as a common-sense as shown in *purr*-words in advertisement is a capitalistic strategy that motivates massive buying and unecological behaviour (Stibbe, 2015). This paper critically examines the use of appraisal patterns to evaluate Kalimantan texts from an ecolinguistic perspective. In other words, the paradigm applied here is to locate natural environment, human beings, and other voiceless agents as interdependent parts of an ecosystem. Hence, it could conceivably be hypothesised that the official website of Indonesian tourism may articulate an ambivalent discourse that considers the Kalimantan environment as an object and commodity in the tourism sector even though the island is also mentioned as one of the world's lungs.

### 3. Methodology

#### 3.1. Approach

This ecolinguistic paper employed a critical discourse analysis (CDA) to scrutinize the ideologies or stories that underlie the linguistic strands in a tourism discourse. The ecolinguistic perspective in CDA concerns the voice of the "voiceless", the marginalized non-human species (Freeman et al., 2011). Even though language can also function to articulate harmony between organisms, in tourism discourse, language is often related as a means and instrument to lure tourists to visit and improve capital gains while ignoring the narratives about non-human species' desires to survive. The linguistic strategies in tourism are repeatedly related to persuasion and satisfaction of the needs of human beings, resulting in an imbalanced power relation between human beings and other parts of the environment in tourism discourse. The concept of environment needs to be clarified as it experiences a reification to be physical environment only. Instead, environment refers to nature and other people, organisms, and the cultural values of a society modelled as a web of the environment (Skutnabb-Kangas & Harmon, 2018). CDA in tourism challenges the hegemony of official institutions, in this context the Indonesian government and Ministry of Tourism and Creative Economy, in constructing stories that can guide people's point of view and behaviour towards their environment. Linguistically, CDA examines what structures, strategies, or other properties of text, talk, and verbal interaction or communicative events play a role in reproducing dominance (Van Dijk, 2008). The discursive strategies that legitimate control are a mental representation of experience, events or situations, and our opinions.

#### 3.2. Data collection

The official website of Indonesian tourism (OWIT) enables readers to explore the website based on several major regions: Java, Bali & Nusa Tenggara, Maluku & Papua, Kalimantan, Sulawesi, and Sumatra. However, this paper focused on appraisal patterns to determine whether stories of texts



relating to the “Kalimantan” destination representing the environment are negative or positive. We selected 12 articles as primary data, consisting of 4,564 tokens and 1,398-word types that we further analysed both lexically and grammatically through their evaluative strategies. Those 12 articles were under the “Kalimantan destination” and downloaded on <https://www.indonesia.travel/gb/en/destinations/kalimantan>. The articles were cleaned by eliminating the pictures, telephone numbers, and hotel & restaurant addresses found at the end of some articles. The data were then transferred into a .txt format and uploaded to corpus software. We used AntConc 4.0, which provides the “keywords” and “concordance” tools that enable us to find the context where the appraising items are used in the data. Keywords were found by comparing the source corpus data to Brown corpus, a more general topic to identify the lexicons that become unique or contain the “keyness” in Kalimantan tourism texts (Poole, 2016; Wang, 2013). Following this step, we examined the “purr-words” or appraising resources from the keyword list and observed the concordance patterns in the corpus. The concordances showed the surrounding words in which the appraising items are found, and thus we categorized the types of environments of the words being appraised. We selected 50 words surrounding the node and sorted the keyword in context to two words on the left (2 L) of the node and two words on the right (2 R) of the node.

### 3.3. Data analysis

Following the environment concept by Sapir, we grouped the environment into three major categories: physical, social, and economic environments (Sapir, 2001). We provided the quantitative analysis by showing the appraising resources’ frequency and the appraised environment (Fill & Mühlhäusler, 2001). The quantitative data were then explained qualitatively in terms of how the appraisal patterns are used in the context, meaning that we examined the types of environments evaluated by the appraisal features. The appraisal patterns disclose how the website producers evaluate the Kalimantan environment positively or negatively and which environment is positively or negatively presented. Mainly, the perspective used to interpret the data qualitatively was adopted from Stibbe’s (2015) model of ecolinguistic analysis, and this paper selected the non-ecological text, tourism. This ecolinguistic study took a trajectory from critical discourse analysis to unravel stories behind evaluating the Kalimantan environment in tourism discourse. The purr words, or positive words, are explicitly loaded in tourism texts and shape stories of people’s minds that influence their behaviour towards the environment. As part of an organism that depends on its surroundings, human beings and other parts of the environment should be narrated in a balanced power relation to reach a harmonious ecological relationship. The role of language in tourism discourse is pivotal to creating a narrative or stories that influence people to think about their environment. The purr-words embed an ideologically motivated agenda of an institution managing a sector that humans depend on. Therefore, the OWIT takes a fundamental rule to shape its readers’ perspective towards their environment in the tourism sector.

## 4. Results and discussion

Returning to the hypothesis posed at the beginning of this study, it is now possible to state that Kalimantan tourism website is loaded with purr-words modifying Kalimantan environment as a tourism object and commodity. To prove it, we started by providing the hard data from quantitative data as shown in Table 1. The comparison of the Kalimantan text and the “Brown” general corpus indicated 1,415 keyword tokens and 172 keyword types, where 68 of which were the explicit appraising resources evaluating the Kalimantan environment, realized in 13 keyword types. Table 1 below depicts the statistical information of the appraising resource keywords in Kalimantan tourism texts. However, since all these appraising resources are positive, the appraised items and their association need to be further examined from their ecological point of view.

The first column of Table 1 above was the keyword’s rank, indicated by the keyness value in column 3. The higher the keyness value, the higher rank a keyword belongs to. Therefore, the frequency does not correspond directly to the rank. The keyness value shows the statistical measure of the Log-likelihood value. In the Log-likelihood analysis, scores greater than 3.84 or less than -3.84 are considered significant or have a significant difference compared to the referent

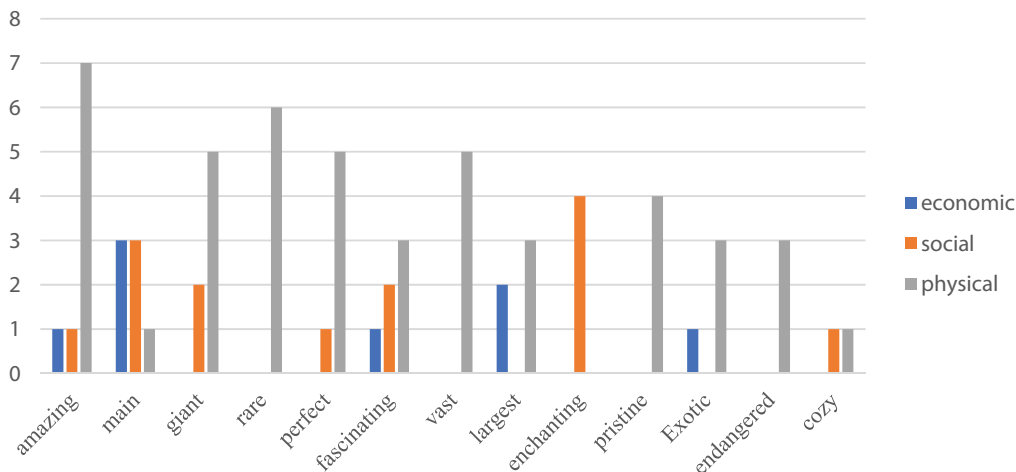
**Table 1. Statistical results of appraising resources in kalimantan texts**

Rank	Freq	Keyness	Effect	Keyword
23	9	+63,32	0,0039	amazing
37	7	+44,65	0,003	giant
50	6	+38,12	0,0026	fascinating
52	4	+36,41	0,0018	pristine
69	6	+30,48	0,0026	rare
70	4	+29,67	0,0017	exotic
74	3	+28,53	0,0013	endangered
77	4	+28,06	0,0017	enchanting
80	6	+26,51	0,0026	perfect
90	7	+23,65	0,003	main
133	5	+21,41	0,0022	largest
141	5	+20,12	0,0022	vast
152	2	+18,2	0,0009	cozy

corpus (Poole, 2016). It indicates that the words used in the analysis were substantial and unique in the analysed discourse and thus were categorized as keywords in Kalimantan tourism texts. The keyword list shows how unusual or unique the words are compared to the reference corpus. In contrast, the fourth column is the effect of keywords in the texts. As suggested in the methodology, each appraising item above is analysed from its concordance pattern to determine the appraised type of environment, whether it appraises the economic, social, or physical environment. Physical environment refers to natural resources such as mountains, sea, flora, fauna, and landscape. The social environment refers to culture, language, and values, while the economic environment refers to the natural resources used by human beings to fulfil their needs (Sapir, 2001). The chart below displays how the appraising resources evaluate the Kalimantan environment in tourism discourse.

Figure 1 depicts that the economic, social, and physical environments are appraised by positive words, as shown in the horizontal line. The domination of the physical environment, except for the word “main”, indicated that Kalimantan tourism is associated with its nature. However, the social and economic environment also appears essential in Kalimantan tourism. There are two main categories of appraising items in Kalimantan texts: quality and quantity of the environment. Both categories are represented in different appraisal strategies even though both have the same purpose: to depict Kalimantan positively. The appraisal patterns the data were discussed as follows.

**Figure 1. Summary of appraising resources of kalimantan environment.**





#### 4.1. Attitudinal strategies evaluating kalimantan nature

The Indonesian tourism website portrays Kalimantan as an island with a beautiful physical and social environment. The quality of its beauty is realized in the following positive words: “amazing”, “fascinating”, “cozy”, “perfect”, “enchanted”, “exotic”, “pristine”, and “main”. These words perform as appraising items that evaluate nature and culture, and when they are examined further, the appraising features mentioned evoke tourists’ happiness and satisfaction. The feelings are identified from affect, and the appraisal strategy portrays the readers’ feelings when reading the website to engage the readers’ cognition in the discourse. Below is an example of the concordance of those appraising resources.

1	from green to deep blue, and an	amazing	underwater life of giant turtles, dolphins, manta
2	whole lot more. The orangutans and other	amazing	wildlife of Borneo can be found in
3	Kalimantan are also home to many other	amazing	wildlife such as: the Proboscis Monkeys, Honey
4	cross Borneo trek adventure, encounter with the	amazing	creatures of the wild, or witnessing the
5	its vast and legendary jungles, abundance of	fascinating	wildlife, pristine natural landscape, enchanting
6	is filled with some of the most	fascinating	sea creatures such as Manta Alfredi (PariHantu),
7	hot air and provided a different, yet	Cozy	atmosphere on the mattresses that we used
8	hich are filled with countless amazing creatures,	Perfect	for those who enjoy diving, snorkeling, and
9	less than 1.27 million hectares. It is the	Perfect	tropical paradise with warm, isolated islands, so
10	Derawan Islands The	Perfect	Tropical Paradise Located just away from the

The appraisal resource “amazing” is associated with fauna as a part of the physical environment. The pattern suggests an attitudinal resource showing that Kalimantan fauna is the source of visitors’ happiness and satisfaction. Below is an example of concordance.

*Warm, isolated islands with soft white sandy beaches fringed with waving palm trees, pristine seas that change color from green to deep blue, and an **amazing** underwater life of giant turtles, dolphins, manta rays, dugongs and barracudas, stingless jellyfish and sometimes, whales, Derawan is indeed **everyone’s dream** of the perfect tropical paradise.*

In the context above, the appraising resource “amazing” is used to evaluate underwater life as an object that becomes everyone’s dream. The underwater wildlife is embedded as one of the attractions on a tropical island, portrayed as a paradise. While enjoying the weather, probably summer, as the text selected the word “tropical”, the website captures the readers’ cognition through the word “dream” associated with the thoughts, images, and feelings they strive for. The varied animals mentioned on the website show a positive quality that appeals to global readers.

The appraising source “fascinating”, “cozy”, and “perfect” suggest a similar focus that the OWIT emphasizes to arouse the global readers’ positive feelings when visiting Kalimantan. The endangered and wildlife species in Kalimantan are considered a tourist attraction resource that tourists must visit. The word “perfect” may mislead worldwide readers into believing that Kalimantan is

free of natural disasters and welcomes travellers to explore its surroundings. The phrases “wildlife” and “creatures” are hyponyms of Kalimantan fauna, such as “orangutan,” “huge turtles,” “dolphins,” “manta rays”, and “monkeys”, which evoke natural exploration. In the paradigmatic relation, hyponym functions show shared semantic features and familiar patterns of collocation (Halliday & Matthiessen, 2014). The hyponym “wildlife” generalizes Kalimantan fauna as the species living in the untouched jungles and covers the characteristics of superordinate. This discursive practice shows the website hegemony to rule out non-human species as the voiceless in the environment, which opposes the principle of ecology since the best way to voice the non-human species is by describing their characteristics through language and/or audio-visual descriptions (Freeman et al., 2011).

Besides hyponyms, the OWIT of Kalimantan also lacks the involvement of non-human species’ local names, which is different to the Sulawesi tourism text that includes words like “Babirusa”, “Anoa”, “Tarsius”, and “Kuskus”(Isti’annah, 2021). Another linguistic resource in the OWIT was metaphors, evaluated through “paradise”. As a tropical island, Kalimantan is associated with “paradise”, a place people wish to visit as a destination for their journey, meaning the ultimate goal of their stop. The appraisal feature “perfect” that evaluates “paradise” depicts Kalimantan as an untouched island that visitors must make an effort to reach, as shown in concordance (9). The phrase “isolated island” as the target domain of the metaphor invites the visitors to explore the environment (Mühlhäusler & Peace, 2001). A metaphor is an excellent tool for fighting the neo-classical economist’s construction of the self-centred consumer who always wants more of everything (Stibbe, 2015). Through the repetition of affect, hyponyms, and metaphors, the OWIT characterizes an anthropocentric discourse that legitimates visitors’ satisfaction as a vital factor in improving the economic income that supports the country’s growth.

The anthropocentric discourse lies in the physical environment evaluation and the social one, as shown in the concordance below:

11	I costumes, live in traditional longhouses, their	enchanted	<b>music and dances</b> , as well as cultural
12	fascinating wildlife, pristine natural landscape,	enchanted	well preserved traditional <b>cultures</b> , and a whole
13	beautiful temples. After marveling at the temples	enchanted	<b>architectures</b> and <b>decoration</b> , why don’t you

The appraised items shown in concordances (11), (12), and (13) refer to the Kalimantan social environment: music and dance, culture, and architecture and decoration. Despite lacking a social environment in the OWIT, the website includes the social environment as an essential part to lure readers to visit. The appraisal features “enchanted” is an evoked attitude to evaluate the readers’ happiness and offers adoration. However, the word “culture” generalizes cultural elements absent on the website. The local people, language, and values are absent in the concordance and collocation of the appraisal feature “enchanted”. It can be said that the choice of the word “culture” is a hyponym of the cultural elements not mentioned in the website. Similar to “wildlife”, the website does not describe Kalimantan cultural elements thoroughly. The website foregrounds the readers’ feelings as prospective agents that will explore the environment. Other than descriptive verbs and declarative mood that characterized tourism language (Kristina & Haryono, 2015; Salim & Som, 2018), the OWIT employs lexicalization strategies through hyponyms to show lexical cohesion in the discourse (Martin, 1992).

Besides pinpointing visitors’ feelings from Kalimantan’s physical and social environments, the OWIT normalizes the mining industry as part of a tourist attraction as depicted in the following concordance.

14	the diamond industry as well as the	main	<b>diamond cutting and polishing venue</b> in Kalimantan
15	Balikpapan The	Exotic	City of Oil Balikpapan is located on

The economic environment refers to the economic basis of human life, including mineral resources (Sapir, 2001). Below is the context of concordance (14).

*Administratively, Martapura is the capital of the Banjar Regency. The city is well-known as the center of the diamond industry as well as the **main** diamond cutting and polishing venue in Kalimantan, in addition to being producers of **top quality** jewelry.*

Unlike “amazing” which construes positive feelings in the readers, the word “main” is a graduation strategy to show intensification, particularly the quality of the Kalimantan economic environment. It makes the message more intense by modifying the force of the message (Martin & White, 2005). From concordance (14), the OWIT explains the quality of Kalimantan diamonds as one of the natural resources that have become an important industry worth visiting by tourists. The diamond industry is categorized as an economic environment that shows how humans use natural resources as their livelihood. The OWIT even invites global readers to acknowledge its diamond quality, as shown by the infused quantification “top quality” jewellery. The other appraising resource to evaluate the mining industry is “exotic”, which evaluates Balikpapan as an oil city. The purr word “exotic” projects oil mining as a positive activity that brings economic profit and normalizes the exploitation of the earth’s natural resources. A normalization strategy is a form of persuasion that shares the government’s belief about the mining industry with the target readers. This generalization of the mental model forms a social representation that parallels the group’s shared belief, namely the text writer (Van Dijk, 1998). It covers up the stories of how rock and oil mining leaves their negative effects on the environment. As a promotional purpose, the OWIT constructs social realities and spectacles (Howlett & Raglon, 2001).

In the level of discursive practice, the linguistic strategies in Indonesian tourism discourse can be compared to that of other countries. Though the Kalimantan and Vietnamese tourism websites employ adjectives, the nouns or appraised items differ. The Hangzhou website includes adjectives describing its history and credibility (Wu, 2018), while the Kalimantan website involves adjectives as attributes to nature and culture even though both lure readers into becoming actual tourists. Through critical discourse analysis, this paper discovered that the positive adjectives emphasize tourists as agents to explore and exploit nature. The quality of the Kalimantan environment, including its diverse species and culture, results in the visitors’ happiness and satisfaction, affirming the use of metaphors that project nature as a person having the ability to guide people or visitors to explore nature (Krisnawati et al., 2021).

The appraisal analysis explains how readers capture the mental representation of nature in tourism promotion. Instead of creating an engagement, this cognitive strategy plays a significant role in influencing visitors’ behaviour when visiting tourism sites. It then constitutes more exhaustive cultural evaluations widespread across cultures in people’s minds (Stibbe, 2015). The OWIT justifies the persuasive language in tourism discourse as its responsibility to add to its economic income. This form of legitimation entails that the OWIT claims its action to fulfil its function as a government agency (Van Dijk, 1998). Including the nature viewpoint to human beings’ perspective may harm the biological characteristics humans must comprehend. This objectification is marked as an anthropocentric behaviour promoted in tourism discourse. The centrality of humans in tourism parallels the website goal of boosting tourist visits. Unlike the Vietnamese and Hangzhou websites that focus on their history (Thu, 2021; Wu, 2018), the Kalimantan website only includes a small portion of the history and culture of the island. Therefore, the website narrates Kalimantan as an island with a rich natural environment and

positions its cultural and historical values as auxiliaries in tourism. This imbalanced representation suggests an ambivalent discourse since the OWIT promotes nature-based exploitation tourism but also introduces Kalimantan social values simultaneously.

#### 4.2. Graduation strategies evaluating Kalimantan nature

Besides focusing on the readers' feelings, the OWIT uses other appraising sources that evaluate nature and culture through their quantity and quality. The appraisal pattern evaluates an entity as a social relationship in communicating and sharing feelings. Besides attitudinal language, evaluation is also captured from graduation strategy that attempts to up-scaling or down-scaling the evaluation, whether the entity being evaluated is seen from its prototypicality (focus) or intensity (force; Martin & White, 2005). In the case of the Kalimantan environment, the OWIT upscales the quality and quantity of nature and culture to attract the attention of global readers. Below is an example of concordances.

16	, Sangalaki and Kakaban. Here is Indonesia's	largest	<b>nesting site</b> of the rare and endangered
17	possible to cross the world's third	largest	<b>Island</b> from one side to the other,
18	is the starting point to explore the	vast	<b>nature</b> of Central Kalimantan that known as
19	the lung of the world for its	vast	and fertile <b>tropical jungles and forests</b> . From
20	orld, Kalimantan spells great adventures into its	vast	and legendary <b>jungles</b> , abundance of fascinating w
21	may offer only a little off its	vast	<b>coastline</b> . Well, guess again, for in fact
22	or Chinese Zodiacs in the form of	giant	<b>lanterns</b> . The animals such as chicken, rooster,
23	will tell you your fortune. Good luck! 4	giant	<b>lanterns</b> of 12 Chinese Zodiacs in the streets
24	While the <b>Dayak Culture</b> may be the	main	<b>feature</b> of Kalimantan, one can never overlook
25	Besides visiting the many temples, especially the	main	<b>temple</b> at Tri Dharma Bumi Raya, Singkawang

Both physical and social environments are evaluated through graduation strategy, particularly to upscale the intensity of the message. Below is an example of the context of concordance (16) and (24).

*Located just away from the mainland of East Kalimantan in the district of Berau, the Derawan archipelago comprises 31 islands, most well known among these are the islands of Derawan, Maratua, Sangalaki and Kakaban. Here is Indonesia's **largest** nesting site of the rare and endangered giant green turtles and hawksbill turtles, where **one** can daily watch turtles lay their eggs in the sand or swim to sea with the turtles.*

*While the Dayak Culture may be the **main** feature of Kalimantan, **one** can never overlook Singkawang, an amazing little city in West Kalimantan dubbed as the City of the Thousand Chinese Temples. Unlike other towns in Indonesia, Singkawang has a distinct oriental atmosphere with hundreds of Chinese temples found around almost every corner of town.*

Kalimantan is portrayed as the world’s third-largest island, as seen in concordance (17), and it has the largest nesting site for endangered and rare species, as seen in (16). As a large island, Kalimantan is also described through quantity, such as possessing jungles and coastlines, and as a home for tropical and endangered species, constructed through the words “largest” and “vast”. These two words are categorized as graduation strategies that the OWIT uses to upscale the quantity and employs the superlative adjective to upscale the force of the Kalimantan environment.

Besides the physical environment, the OWIT also includes the appraising resource “giant” to evaluate culture, referring to lanterns associated with the New Year celebrations of the Chinese community. As a part of Kalimantan culture, the Chinese zodiac is mentioned on the website to emphasize how the Chinese descendants project their culture and beliefs through cultural practices embedded into Indonesian culture. Another purr-word, “main” is used to evaluate “Dayak culture” and “Singkawang temple”. As one of the biggest islands in Indonesia, the OWIT aims to introduce the dominating tribe of Kalimantan that marks its ethnic group. The OWIT adopted an up-scaling strategy to explain the Dayak culture and the Tri Dharma Bumi Raya Temple in order to emphasize the importance of Kalimantan’s culture. The website demonstrates Indonesia’s cultural variety, although it only lists two major ethnic groups: the Chinese (12 percent) and Dayaks (42 percent). It does not mention the other major ethnic group, the Malays, who comprise 31% of the population.

There are more discussions about Chinese temples than Dayaks on the website; even the indigenous wisdom highly linked to their spirituality is lacking (Sada, Alas, & Anshari, 2019). The website portrays Dayaks as voiceless members of the environment, and they are even overlooked in tourism activities. The lack of description of the social environment projects the exclusion of indigenous people in tourism practice, indicating that the website does not empower the indigenous population. Dayaks, for example, may welcome tourist visits as a source of economic progress and cultural expression (MacCarthy, 2020); therefore, introducing indigenous tourism may be an alternative to show the harmonious relationship between tourists and the social environment. The inclusion of the indigenous population in the tourism sector resonates with the spirit of ecolinguistics, to voice sustaining interaction between humans and non-human inhabitants, including social values (Mühlhäusler & Peace, 2001).

Besides portraying the Kalimantan environment from its quality, the OWIT also evaluates the Kalimantan physical environment from its quantity, as shown by the appraising resources “rare”, “endangered”, and ‘largest. Below is the concordance.

26	swim with thousands of unique and truly	rare	stingless <b>jellyfish</b> . Other divers’ darling here
27	and a large number of different and	rare	<b>bird species</b> . A Glimpse of Kalimantan: The
28	Indonesia’s largest nesting site of the	rare	and endangered giant <b>green turtles</b> and <b>hawksbill</b>
29	and the habitat to a number of	endangered	<b>animals</b> , like the Beruang Madu (honey bear)
30	river reserve, moreover, houses a number of	endangered	<b>plants</b> . Near Balikpapan is also a crocodile

The concordance list above demonstrates how the Kalimantan ecosystem is valued based on its rare and endangered species. The website evaluates fauna endangerment to influence the readers’ view of how essential Kalimantan is for conserving endangered and rare flora and wildlife. Nature in Kalimantan is envisioned as a global treasure to be recognized. Metaphorically, Kalimantan is depicted as a storehouse of endangered and rare fauna not found in other destinations. To global readers, fauna is mentioned in hyponyms such as bird species and animals. At the same time, this

technique describes them solely in terms of their quantity rather than their physical qualities and habitats that allow them to survive. This objectification is shown in the context below (26).

*Comprising a total of 31 islands, the most fascinating feature here is the atoll of Kakaban Island where **you** can swim with thousands of unique and truly **rare** stingless jellyfish. Other divers' darling here is the waters around Sangalaki Island which is filled with some of the most fascinating sea creatures such as Manta Alfredi (PariHantu), which only exists in Derawan, Barracudas, Stingrays, giant squids and more.*

*For **every person** that loves the outdoor and would like to see a more remote place on this planet, I would highly suggest a trip to Tanjung Puting as this might be a once in **a lifetime experience** and possibility to be among wild living animals such as the Orangutan, Bonobos and a large number of different and **rare** bird species.*

The graduation strategy that evaluates Kalimantan's nature based on its quantity commodifies Kalimantan's endangered and rare flora and fauna since the website does not mention their physical characteristics and habitats in the ecosystem.

Non-human species are excluded from the human species since their descriptions are based solely on the number that the OWIT upscales to attract the attention of global readers. Non-human species' characteristics and needs to live appear to be ignored as a part of the system that supports life. This anthropocentric language centralizes humans as agents to explore the ecosystem, rather than positioning them as a part of an interdependent ecosystem (Fill & Penz, 2018). In tourism discourse, the voiceless fauna is portrayed as a source of attraction that generates tourists' happiness and satisfaction. The more endangered the species, the happier the tourists will be. This power imbalance leads to the normalization of flora and fauna commodification in the tourism sector. Though this study is limited to tourism texts from Kalimantan, prototypical instances from tourism texts should be further investigated to determine the patterns of tourism discourse in Indonesia. This step is critical in determining whether Indonesian tourism discourse is beneficial, ambiguous, or destructive. As the government manages the website, it is also necessary to call into question the legitimization strategies that may jeopardize the harmonious environment.

The discussion above unveils tourism as a resource for the country's growth. However, the concept of "growth" that parallels ecology should be concerned with how growth improves the well-being, equity, and preservation of the systems that support life (Stibbe, 2015). Positive appraisal patterns are found across a wide range of areas of social life, including tourism websites that project positive economic growth. The analysis shows that the website prioritizes tourists' happiness as a goal, which could be interpreted as a selfish pursuit of personal happiness, similar to how the consumer in neoclassical economics seeks to maximize his or her satisfaction (Stibbe, 2015). This paper demonstrates how language is critical in forming a social evaluation of a particular area of life. Tourism websites should emphasize assessing the physical and social environment as an integral part of the ecosystem. As a distinguishing feature of humans, language must narrate non-human species in a balanced way in order to promote a life-sustaining interaction.

## 5. Conclusion

Kalimantan tourism texts are loaded with appraisal patterns that evaluate the environment, particularly the physical environment. As an island in a tropical country, Kalimantan is associated with its natural beauty, richness, and uniqueness, which includes underwater life, atmosphere, and endangered species. Kalimantan is also associated with Dayak culture and the Chinese descendants that occupy most of the island. Using positive words to evaluate the environment suggests that the website intends to impress global readers on how happy and satisfied they will feel when visiting Kalimantan. The OWIT expects positive responses from the readers as it tries to include the readers in the discourse by involving their cognition. A large part of the readers' feelings construes



the anthropocentric language which positions human needs, including feelings, as a priority. While portraying Kalimantan as an island that stores endangered species and large forests with their rich natural sources, the tourism website is embedded with objectification and commodification of nature in the tourism industry.

AntConc and concordance tools provide a reliable analysis to unveil the stories of tourism discourse. However, further research involving more data is highly suggested so that the underlying stories of Kalimantan or Indonesian tourism can be narrated more thoroughly. The use of purr-words in discourse, particularly tourism, does not always parallel with a positive impact on the voiceless elements and non-human species. Therefore, a critical perspective of texts, not limited to ecological ones, is highly recommended to promote life-sustaining stories. Ecolinguistics is a promising approach in tourism discourse to challenge stories that may be legitimate actions to reduce nature and culture to objects only for consumption.

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