

Appraisal System In National Museum Advertising Case Study Of Language USE In Increasing The Competitiveness Of National Museum Tourism

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Abstract, This study aims to identify what appraisal devices are contained in the National Museum profile video. As we known, advertising profile videos usually show the company's vision and mission clearly so that it can be seen what the characteristics of the company are. Unlike the company profile video, the National Museum profile video tries to summarize the collection and its advantages in a profile video that is limited in time and is made as attractive as possible so that it arouses viewers' passion to visit the National Museum. The approach used in this research is a qualitative approach because it is used to describe and explain the data in words or sentences separated by categories to obtain conclusions. This study also uses a descriptive approach because the purpose of this study is to describe the ad text and describe the attitudes used by video profile producers in positioning the viewers in the video profile. This study uses referential matching techniques by matching clauses, phrases, and words with appraisal tools and analyzes attitudes and assessments of the National Museum's collection content in the video profile. The data analyzed is approximately 64 sentences which are transcriptions of the video profile of the National Museum. The results show that there are 24 sentences of attitude appreciation, 5 sentences of attitude judgment and 11 sentences of attitude. In the realm of engagement, there were 13 types of heterogloss and 3 monogloss. In the realm of graduation, there are 4 types of graduation force and 4 types of graduation focus.

Keywords: Appraisal System; Video Profile; National Museum

1 Introduction

Video profile is an electronic media that is used to convey information in all fields, be it companies or agencies, products, to an area or tourist spot. This audio visual recording is used for various needs, especially for promotional needs. Visualization of profile videos that are packaged in a light and attractive presentation makes it easier for people to find information effectively. Generally, profile videos are displayed in places that are easily accessible to the public, such as at the relevant agency or can be accessed on the internet.

The use of profile videos as a means of promotion has been used by various agencies, one

of which is the National Museum. The National Museum of the Republic of Indonesia or commonly referred to as the Elephant Museum is an institution, a place for storing, maintaining, securing, and utilizing material evidence of human culture as well as nature and the environment in order to support efforts to protect and preserve the cultural wealth of the Indonesian people. The museum is located at Jalan Merdeka Barat 12, Central Jakarta. The museum divides its collections into several types, including archeology, ethnography, geography, ceramics, numismatic and heraldic, prehistory, and history. Until now, the collections managed by the National Museum are 140,000 items

The National Museum profile video consists of text, pictures and videos. This video contains history, vision and mission, collection objects, even facilities and events held at the National Museum. This video aims to present information about the museum with a more interesting and complete presentation than just writing. Screening of this video can be seen at events organized by the National Museum, on the LCD in the museum, as well as on the official social media belonging to the National Museum.

As a discourse, of course the discourse on the National Museum profile video cannot be separated from ideological factors. Language is not neutral but carries a certain ideological message which is influenced by the text maker (Fauzan, 2014). Ideology is considered as a main idea carried by language users. The idea is then stated in the use of language as an intention of the language user. In other words, ideology can be understood through the use of language, both in the form of writing and speech. Ideology is the central study of Critical Discourse Analysis. The ideology built by a dominant group aims to produce and legitimize their domination. Ideology in this case is inherently social and critical discourse analysis sees discourse as a form of social practice. Critical discourse analysis is not only understood as a language study that examines language not only from its linguistic aspect, but also relates it to context. Context in critical discourse analysis means the use of language in a particular goal or practice.

Appraisal theory deals with linguistic sources where the text is a container for expressing, negotiating, and constructing special inter-subjectivity and ultimately positioning ideology. The Appraisal Framework is a work development in linguistic functional linguistics developed by Halliday (1985/1994), and deals with interpersonal meaning in texts - negotiating social relations by communicating emotions, judgments, and appreciation. In contrast to traditional linguistics, Functional Systemic Linguistics (LSF) not only focuses on the structure of the elements that exist in language, but also the meanings that result from the arrangement of words that form a sentence. According to Eggins, LSF is related to the choice of language used by speakers to convey their ideas, because LSF focuses its studies on how language is structured and organized to be used to communicate (1994: 11). Because as social creatures, humans, as language speakers, interact and communicate with the aim of understanding each other with other humans. Therefore, in LSF, text is the basic unit of analysis, and it is through that text that meaning can be negotiated.

If traditional linguistics only discusses the elements that exist in language, without involving context; hence the LSF study will always involve social contexts, for example social status, age, environment and position, to formulate the language used to convey meaning. According to Halliday quoted by Eggins (1994: 11-12), when a speaker uses language, he simultaneously realizes three meanings at once. In Systemic Functional Grammar these three domains are called metafunctions. The first three meanings are ideational or experiential meanings. In this realm, it plays a role in the construction of meaning related to the physical and experience of language users. This area focuses on how a person's social experience is constructed in language (meaning realized from lexicogrammatical elements used to understand

the natural surroundings and the real world).

Second, interpersonal meaning relates to the delivery of opinions and attitudes between writers and readers, between speakers and listeners. This function shows the actions or actions that are taken to experience in social interaction, which are realized through protoaction. The interaction in this function shows the clause as the subject of the exchange of meanings (meaning that is generated from lexicogramatical elements to understand the relationship between speaker and speaker, writer and reader). Third, textual meaning becomes a link between ideational and interpersonal meanings. The meaning which refers to how a speech or text that is produced or spoken is related to the texts and utterances that have been previously produced or spoken; and also relates to the context in which the sentence or speech is produced.

This study aims to identify what appraisal devices are contained in the National Museum profile video. The appraisal approach examines how attitudes, judgments, and emotive responses are clearly reflected in the text and how these things may be implied indirectly.

Predicted, or imagined. Therefore, it can be concluded that the appraisal concept is an evaluation concept that is used to express a speaker's assessment, both implied and explicit, of the subject, the interlocutor, or the world that may be related to evaluative parameters, such as attitude, positioning, which includes epistemic, reliability, evidentially, and graduation. The appraisal framework describes a taxonomy of language types used to relate one's evaluation and position with respect for evaluations of others (Read & Carrol 2012). A framework for opinion analysis in functional systemic linguistics was developed on behalf of appraisal with three sub-categories namely attitudes, positioning and graduation (see Martin and White 2005), and there is also a substantial analysis based on the corpus (see Biber and Conrad 2009). As a medium that shapes and is shaped by social processes, language contains a dialogical aspect (Martin & White, 2005; White & Sano, 2006). This dialogical aspect maintains, reproduces, or changes the participant relationship of the text. These aspects can be identified. This study aims to identify what appraisal devices are contained in the National Museum profile video with an appraisal tool.

2 Method

The approach used in this study is a qualitative approach, because it is in accordance with the research objectives, namely to describe and explain the data with words or sentences separated according to categories to obtain conclusions (Arikunto, 1993: 195). This study also uses a descriptive approach. Descriptive approach is used because the purpose of this study is to describe advertising text and describe the attitudes used by video profile producers in positioning the viewers in the video profile. This type of research is included in library research, because the research data is in the form of commercial advertising texts in the video profile of the national museum which is downloaded via the youtube channel <https://www.youtube.com/watch?v=DcsKmapxgW0>. In this study, the researcher used a referential matching technique where the researcher matched the analyzed ad text by matching clauses, phrases and words with appraisal tools and analyzed attitudes and assessments of the National Museum collection in the video profile. The next method that the researcher uses to analyze the data is the substitution change method or the change change method (Sudaryanto, 1993: 48) and the multi-expansion technique (Sudaryanto, 1993: 56), which are used to strengthen and test the validity of the analysis results. The data analyzed is approximately 64 sentences which are transcriptions of the video profile of the National Museum.

3 Discussion

Based on the data analysis that has been done, the result shows that 24 sentences of attitude appreciation are found, 5 sentences of attitude judgment and 11 sentences of attitude affect. In the realm of engagement, there were 13 types of heterogloss and 3 monogloss. In the realm of graduation, there are 4 types of graduation force and 4 types of graduation focus. It can be explained that in the profile video of the National Museum, the dominant content contains an attitude appreciation, which can be interpreted that the video profile of the national museum is responding to or evaluating collection objects along with the process of developing or marketing the collection products so that they can be recognized by the wider community.

This can be seen in the form of attributes to the items in the collection and the marketing process as in the following example:

Arca Manjusri Sikhadara yang menawan menghiasi ruang koleksi arkeologi museum. Patung Buddha Amitabha, Durga, dan Mukhalingga melengkapi koleksi.

Ruang sejarah berisi koleksi benda-benda bernilai sejarah Indonesia dan benda-benda peninggalan dari masa pendudukan bangsa Eropa di Indonesia antara abad ke-16 Masehi hingga abad ke-19 Masehi.

Selain menampung jumlah koleksi yang terus bertambah, gedung baru didesain untuk mampu menjadi wadah berkumpulnya warga kota sekaligus pusat pembelajaran budaya dan sejarah.

The next finding is appraisal engagement, which was found in 13 heterogeneous types. This shows that in the making of the National Museum's video profile the ad creators take a stand other than the author. This means that the contents of the National Museum's video profile can be ascertained that they have gone through a series of strict suggestions, input, and editing in order to produce a quality profile video that reflects the vision and mission of the National Museum as a museum of pride in Indonesia. This is illustrated in the following example.

Koleksi etnografi ditempatkan pada ruang-ruang yang berbeda berdasarkan letak kepulauan di Indonesia, seperti Sumatra, Jawa, Bali, Kalimantan, Sulawesi, Nusa Tenggara, Maluku, dan Papua.

Koleksi dalam ruangan ini, antara lain dinding gantung dari Sangir Talaud, Sulawesi Utara; Ulos Radum Idup dari Toba, Sumatra Utara, tas dari Papua; dan Pasren dari Jawa.

The last dominant finding was the 11 sentences appraisal affect. This appraisal affect shows that the way speakers express their video content is much influenced by feelings of positive emotion expression and feelings. These positive feelings are used to build positive feelings, feelings of interest and pride in the collections of the National Museum. This is reflected in the diction which is positive and constructive as follows

“...kekayaan tekstil tradisional yang memesona ...”,

“...tingginya budaya dan peradaban di Indonesia...”

“... kebanggaan bangsa Indonesia...”.

4 Conclusion

Based on the above discussion, it can be concluded that the National Museum profile video displays a lot of attitude appreciation in 24 sentences, found 13 heterogeneous types of engagement and attitude affect, there are 11 sentences. This shows that in the content or video

content, the National Museum profile responds or assesses the collection objects along with the process of developing or marketing the collection products so that they can be known by the wider community. In addition, the way of telling or telling stories in the video reveals the involvement of positive feelings or emotions so that they can touch the hearts of the viewers. These positive feelings were successfully conveyed in order to build positive feelings, a sense of interest and pride in the National Museum collection.

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