

## THE EXPRESSION OF EVALUATION IN “THE ULTIMATE GUIDE TO MUST-TRY INDONESIAN FOOD”: AN APPRAISAL ANALYSIS

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### ABSTRACT

Appraisal, under Systemic Functional Linguistics (SFL) especially interpersonal meaning, concerns with evaluation of language that is negotiated through the text (Martin and White, 2005; Martin and Rose, 2007). Briefly, appraisal is used to assess things, situation, or people. This study investigates the Journalist's evaluation towards ten of most popular Indonesian savory foods across Indonesia from the perspective of appraisal system. Indonesia is a home for 300 ethnic groups, and it offers a wide range of culinary. In this study, the researcher limits the study on one type of attitudes subsystem namely appreciation. Appreciation is our evaluation about 'things', particularly thing we make and actions we give, and it also includes natural phenomenon (Martin and White, 2005; Martin and Rose, 2007, Santosa, et.al, 2023). This study employs qualitative research using a criterion-based sampling technique known as purposive sample and content analysis for the technique of data analysis (Santosa, 2017). The source of data in this study was a document that consists of 10 must-try savory Indonesian foods which was retrieved from an Indonesia travel website <https://www.indonesia.travel/sg/en/home>. Thus, the data were segmented into types of appreciation such as *reaction: impact* and *quality*, *composition: balance* and *complexity*, and *valuation*. Furthermore, in analyzing the data, the researcher applies appraisal theoretical framework developed by Martin and White (2005). The results of this study show that the most dominant type of appreciation exploited by the journalist is positive valuation. It is used to show the journalist's appreciation and critics to the foods he reviewed. The following clause is the example of the finding '*Rendang, an authentic Indonesian dish from Padang*'. The bold lexis is used by the journalist to show his appreciation towards the typical food from Padang, West Sumatra, Indonesia called *Rendang*. It indicates that the journalist expresses his positive valuation to some foods he reviewed to evoke people's appetites and to invite them to try some authentic Indonesian foods. Moreover, the result of this study is in line with the research conducted by Daniarsa & Ningsih (2023) about tendency in Indonesian newspaper editorials. The result of the study indicates that the tendency of using positive appreciation is to give implicit and explicit praise and assessment to Jokowi and his vice's leadership. Meanwhile, the finding also supports research carried out by Wu & Pan (2021) who also stated that the use of positive appreciation is to express the journalist's wishes or appreciation towards the 'things' he wrote about.

**Keywords:** *appraisal, appreciation, culinary, evaluation, Indonesian foods*

### ABSTRAK

Penilaian, dalam Linguistik Fungsional Sistemik (LSF) khususnya makna interpersonal, berkaitan dengan evaluasi bahasa yang dinegosiasikan melalui teks (Martin dan White, 2005; Martin dan Rose, 2007). Singkatnya, penilaian digunakan untuk menilai sesuatu, situasi, atau orang. Penelitian ini menyelidiki penilaian Jurnalis terhadap sepuluh makanan enak Indonesia terpopuler di seluruh Indonesia dari perspektif sistem Appraisal. Indonesia adalah rumah bagi 300 kelompok etnis dan menawarkan beragam kuliner. Dalam penelitian ini peneliti membatasi penelitian pada satu jenis sub sistem sikap yaitu apresiasi. Apresiasi adalah evaluasi kita terhadap 'sesuatu', khususnya benda yang kita buat dan tindakan yang kita lakukan, serta mencakup fenomena alam (Martin dan White, 2005; Martin dan Rose, 2007, Santosa, et.al, 2023). Penelitian ini menggunakan penelitian kualitatif dengan menerapkan teknik pengambilan sampel berbasis kriteria yang dikenal dengan purposive sample dan analisis isi untuk teknik analisis datanya (Santosa, 2017). Sumber data dalam penelitian ini adalah dokumen yang terdiri dari 10 makanan terfavorit Indonesia yang diambil dari situs perjalanan Indonesia <https://www.indonesia.travel/sg/en/home>. Selanjutnya, data disegmentasi ke dalam jenis apresiasi seperti reaksi: dampak dan kualitas, komposisi: keseimbangan dan kompleksitas, serta valuation. Selanjutnya dalam menganalisis data, peneliti menggunakan kerangka teori Appraisal yang dikembangkan oleh Martin dan White (2005). Hasil penelitian ini menunjukkan bahwa jenis apresiasi yang paling dominan dimanfaatkan oleh jurnalis adalah apresiasi positif. Jenis ini, digunakan untuk menunjukkan apresiasi dan kritik jurnalis terhadap makanan yang diulasnya. Klausa berikut adalah contoh temuan '*Rendang, an authentic Indonesian dish from Padang*'. Leksis yang dicetak tebal digunakan jurnalis untuk menunjukkan apresiasinya terhadap makanan khas Padang, Sumatera Barat, Indonesia yang bernama Rendang. Hal ini menunjukkan bahwa jurnalis tersebut memberikan penilaian positif terhadap beberapa makanan yang diulasnya untuk menggugah selera masyarakat dan mengajak mereka untuk mencoba beberapa makanan asli Indonesia. Dengan demikian, hasil penelitian ini sejalan dengan penelitian yang dilakukan oleh Daniarsa & Ningsih (2023) tentang kecenderungan editorial surat kabar berbahasa Indonesia. Hasil penelitian tersebut menunjukkan bahwa kecenderungan penggunaan apresiasi positif adalah dengan memberikan pujian dan penilaian secara implisit dan eksplisit kepada pimpinan Jokowi dan wakilnya. Sementara itu, temuan dalam penelitian ini juga mendukung

penelitian yang dilakukan oleh Wu & Pan (2021) yang juga menyatakan bahwa kegunaan apresiasi positif adalah untuk mengungkapkan keinginan atau apresiasi jurnalis terhadap 'hal' yang ditulisnya.

**Kata kunci:** appraisal, apresiasi, evaluasi, masakan, masakan Indonesia

## INTRODUCTION

There are various of Indonesian foods that have internationally recognized. Food plays an important role in human life's aspects and as an identity as well as culture expression (Wijaya, 2019). He, further, explains that food has become the most prevalent cultural tourism aspects and one of them is culinary tourism. Nowadays, it has widely recognized in many countries (Gozali and Wijoyo, 2022). The emersion of this trend and culinary development happens because of the tourists' demand and consumption habits, interest in food and beverages and also food and beverages expectation (Ranteallo & Andilolo, 2017; Türker & Süzer, 2022; Gozali & Wijoyo, 2022). This trends recently become so popular in the food influencer circle. One of the popular culinary contents is culinary vlog (Yasmin, 2022). Meanwhile, she further explains that the person who do culinary vlogs is called as a food vlogger. Food Vloggers usually provide food reviews or beverages that are viral or that the food vlogger himself finds interesting. To show their appreciation, they usually employ language that can attract the viewers.

To give their appreciation, food vloggers employ lexes that show their appreciation. For example, '*Rendang, an authentic Indonesian dish from Padang, is often praised as one of the world's best foods.*' The example show that the food vlogger gives his appreciation that *Rendang* is one of the authentic Indonesian foods and it always admired by many people locally and internationally. Appreciation, under appraisal study, belongs to attitude. Appreciation is a person's way of expression something (Hood, 2010). Furthermore, Martin and White (2005) elaborate that appreciation as our evaluation of things, especially things we create and do, but also including natural phenomena-how worthy things are (how we value them).

There are some previous studies conducted research on appraisal such as Daniarsa & Ningsih (2023); Santosa, et. al (2023); Cahyono, et. al (2024). They conducted a study on the use of appraisal including three subsystems such as attitude, engagement, and graduation. The data used in their studies in form of political news and biography of political figure. Meanwhile, the study focuses on attitude appraisal have been discussed by Kamal, Santosa, & Djatmika, 2017; Chalimah, et.al, 2018; Tavassoli, Jalilifar & White, 2018; and Arkida, Djatmika, Santosa, 2022. They concentrate their studies on one type of appraisals namely attitude. Hence, the present study focuses on one type of attitudes called appreciation to fill the gap with the previous studies. In line with the problems stated, the research question can be drawn as 1) what types of appreciation are found in the article? and 2) how is the expresses of language used by the journalist in appreciating the foods?

Systemic Functional Linguistics (SFL) elaborates that language as a resource for making meaning (Saragih, Khairina, & Batubara, 2023). Halliday and Matthiessen (2014) elucidates that there are three meanings namely ideational, textual, and interpersonal meanings. Out of three meanings, this study focuses on interpersonal meaning. Interpersonal meaning, as an exchange clause together with its organization of a message (textual meaning), is also organized as an interactive event involving speaker, or writer, and audience (Halliday & Matthiessen, 2014). This organization can be realized through the use of appraisal.

Appraisal is used to evaluate, create textual personalities, and manage resources and interpersonal relationships (Martin & White, 2005; Wiratno, 2018; Cahyono, et.al, 2024). Appraisal is categorized into three systems such as attitude is used to negotiate feelings, judge people's character and behaviour, and evaluate value of things, engagement is used to give additional voices through projection, modality, and concession, and graduation refers to grammatical and lexical resources to indicate how strong or weak people's feel about someone or something (Martin and White, 2005; Souza, 2006; Martin and Rose, 2007; Hood, 2010) whereas, this study focuses on one type of attitude called appreciation.

Appreciation is our evaluation about 'things', particularly thing we make and actions we give, and it also includes natural phenomenon (Martin and White, 2005; Martin and Rose, 2007, Santosa, et.al, 2023). Further, Martin and White (2005) suggest that appreciation covers reaction: impact and quality, composition: balance and complexity, and valuation.

## METHOD

In conducting this study, qualitative method is applied to describe the use of type of appreciations conveyed in the data. Meanwhile, the source of data of this study was gained from Indonesia.travel website retrieved from <https://www.indonesia.travel/gb/en/trip-ideas/the-ultimate-guide-to-must-try-indonesian-food> . The data contain ten famous Indonesian Foods such as *Rendang, Pempek, Ketoprak, Siomay, Gudeg, Nasi Liwet,*

*Lumpia, Rawon, Bakso, and Satay Lilit*. Moreover, Appraisal theoretical framework proposed by Martin and White (2005) is adopted to classify the data based on type of appreciations covering reaction, composition, and valuation, then, they were analyzed using content analysis to distinguish the data.

### Findings and Discussion

In this part, the researcher presents the findings of the appreciation appraisal produced by the journalist in appreciating Indonesian foods. It can be illustrated in the table 1 below:

Table 1. Types of appreciation in the ultimate guide to must-try Indonesian foods

No	Types of Appreciation	Subcategory		$\Sigma$	%
1	Reaction	Impact	+	25	37.88%
			-	0	0
		Quality	+	3	4.55%
			-	1	1.52%
2	Composition	Balance	+	1	1.52%
			-	0	0
		Complexity	+	18	27.27%
			-	0	0
3	Valuation	+	17	25.75%	
		-	1	1.52%	
Total				66	100%

According to the table 1 provided above, the most dominant type of appreciations found in the data is reaction with 29 data. This includes 25 impacts: positive, 3 qualities: positive, and 1 quality: negative. Then, it is followed by composition with 19 data including 18 complexities: positive and 1 balance: positive. The last is valuation with 18 data which are segmented into 17 valuations: positive and 1 valuation: negative. The brief description and examples of the findings can be seen as follows:

#### 1. Reaction: Impact: Positive

As it is described in the findings, the journalist tends to give his reaction towards the foods he discussed. It can be found in the following example.

- a. Because of its juicy texture and **a perfect** balance of spices,
- b. Rendang is a **favorite** among the tourists!
- c. Having a **crisp** outer layer and **a soft chewy** texture,
- d. It is **very popular** in Bandung, West Java.
- e. This **delicious** treat is often served with condiments.

The examples presented in (a-e) depict the journalist's reaction in discussing the Indonesian foods such as Rendang *Siomay*, and *Gudeg*. The example in a-b express the journalist's appreciation towards the food he discussed. The food he discussed is Rendang. It derives from Pandang. He appreciates the taste and its texture and Rendang is one of the best and the most favorite food among the people. Then, the example in (c), the journalist describes his appreciation towards the food, *Pempek*, and he describes that *Pempek* is a nice and delicious food. He expresses his appreciation by using lexis *crisp* and *soft chewy* to indicate that *Pempek* has a crunchy texture and when customers bite it, it tastes springy. The example provided in (d) refers to *Siomay* from Bandung, West Java. It is of the best street foods in Indonesia and is loved by many people. It indicates that the journalist expresses his appreciation by producing a lexis *popular* which means that he illustrates the food he described is very well known in the society. The last example in (e) shows that the journalist gives his positive judgment of appreciation by stating that the food he tries is yummy. The food the journalist reviewed is *Gudek*, one of the most popular traditional foods from Yogyakarta.

## 2. Reaction: Quality: Positive/negative

According to the findings presented in the table above, the number of reactions: quality: positive is not as much as other findings. There are only three positive and one negative quality found in the data. The examples of those data are illustrated below.

- a) this delicious cuisine is served with a **sweet** and sour sauce (Pempek)
- b) Its **tender** beef is cooked to perfection with flavorful herbs and spices. (Rendang)
- c) It's accompanied with a delicious peanut sauce to add a **burst of savory goodness**. (Siomay)

The above examples (a-c) describe some Indonesian most favorite food such as *Pempek*, *Rendang*, and *Siomay*. In the example (a) the journalist expresses his appreciation by using a lexis *sweet* to indicate the taste of sauce as a condiment used in *pempek*. Meanwhile, the use of lexis *tender* in the clause depicted in example (b) is to show the journalist's positive appreciation towards the beef which is perfectly cooked. Moreover, its tenderness blends with the flavorful herbs and spices. Therefore, Rendang becomes the number one most favorite food in Indonesia. Furthermore, the phrase *a burst of savory goodness* shown in the example (c) is employed to express the journalist's attitude in appreciating the flavor of *Siomay* which is very rich of spices. On the other hand, there is one negative appreciation found in the data as shown in the example below.

- d) and **sour** sauce called *kuah cuko*. (Pempek)

It can be seen in the example above that the lexis *sour* is applied to denote the journalist's negative appreciation. This appreciation belongs to *reaction: quality: negative*. The journalist expresses his negative appreciation toward sour sauce, one of the condiments in *Pempek*. However, this sour sauce is important in *Pempek* due to its sourness will add its flavor.

## 3. Composition: Balance: Positive

Based on the findings illustrated in the table above, there is only one composition: balance: positive found in the data. The example is presented below.

- e) Because of its juicy texture and a perfect balance of spices, (Rendang)

The example offered in (a) is categorized as *composition: balance: positive*. The journalist expresses his positive evaluation to give his appreciation toward the texture and its juicy of Rendang's beef and the balance of its spices. The journalist is overwhelmed by the beef tenderness, and the spices blend with the beef perfectly.

## 4. Composition: Complexity: Positive

As it is described in the table above that the number of compositions: complexity: positive is eighteen. However, there is no negative form found in the data. Below are the examples of the findings.

- a) It is drizzled with **tasty** peanut sauce and sweet soy sauce and topped with fried shallots and krupuk. (Ketoprak)
- b) He added this peanut sauce to his **simple** ingredients and created *ketoprak* Indonesia's famous. (Ketoprak)
- c) Similar to the Chinese dish *shaomai*, *siomay* consists of steamed fish dumplings with a **chewy** texture. (Siomay)
- d) It is made from unripe jackfruit or *gori* combined with **thick** coconut milk and palm sugar. (Gudeg)

The example shown in (a) describes the journalist's positive evaluation of appreciation toward a famous food from Jakarta called *Ketoprak*. He expresses his appreciation by using a lexis *tasty* to express the deliciousness of the food he reviewed. Then, the example in (b) indicates that the use of lexis *simple* is to show the usual ingredient used in cooking *Ketoprak*. Meanwhile, the example in (c) represents the journalist's appreciation toward the texture of *siomay* which is chewy to eat. Moreover, the clause presented in (d) exhibits that the journalist points out the use of condensed coconut milk in the process of cooking *gudeg*.

## 5. Valuation: Positive/negative

The number of valuations found in the data is similar to composition: complexity with eighteen data. However, the negative form of valuation is available in the data with one datum. The examples of these findings can be seen below.

- a) *Rendang*, **an authentic** Indonesian dish from Padang, is often praised as one of the world's best foods. (Rendang)
- b) *Kluwek* is what gives a rich flavor and **a unique** black color to the stew. (Rawon)
- c) *Gudeg* is **an iconic sweet** dish of Yogyakarta (Gudeg)
- d) It is served with **a special** sauce (Lumpia)

The use of lexis *authentic* in clause (a) indicates that the journalist shares his positive evaluation about Rendang. He states that Rendang is one of Indonesian authentic dish and it is very famous not only in Indonesia but also the world. It ranks in the first place among fifty Indonesian foods (CNN, 2022). Then, the example revealed in (b) show the journalist's appreciation toward *Rawon*, food from Surabaya. He focuses his review on the ingredient called *kluwak*. He claims that *kluwak* is a unique ingredient and it gives good flavor to Rawon. Meanwhile, the example (c) provides the journalist's compliment on *Gudeg* that it is an iconic food from Yogyakarta. In the meantime, the journalist also gives his appreciation toward *Lumpia* a food from Semarang. He expresses using lexis *special* which refers to the condiment used in Lumpia. He refers to the sauce used that makes it special. On the other hands, a negative form of valuation can be seen in the example below.

- f) a conventional method to preserve meat while keeping the tasty flavors intact. (Rendang)

It is seen that the lexis *conventional* is segmented into valuation: negative. The journalist exploits the use of this lexis is to express his negative evaluation on the process of making Rendang which is still traditionally. The reason of using traditional process is to maintain its original taste and flavor.

## DISCUSSION

In this final part of the study, the findings are examined in the connection of their context. Besides, the discussion is also constructed to answer the research question proposed in this study. As elaborated in the findings the journalist mostly exploits the use of *reaction: impact: positive* to show his reaction towards the food he reviewed and to give positive appreciation towards the food processing, the taste, the texture, and its flavor. By using positive lexes, the journalist tends to explain the good side of the Indonesian foods. Meanwhile, the negative appreciation employed by the journalist is only to show his reaction towards some ingredients used in the food or the food processing such how to cook *rendang* or *pempek*. In doing so, the result of this study is in line with the research conducted by Kamal, Santosa, & Djatmika, 2017; Chalimah, et.al, 2018; Tavassoli, Jalilifar & White, 2018; and Arkida, Djatmika, Santosa, 2022 that the exploitation of positive appreciation is to express the writers/journalists' appreciation and evaluation. In addition, it also uses to impress the readers about the evaluation made by the writers/journalist, so it will attract the readers. Furthermore, previous research by Daniarsa & Ningsih (2023); Santosa, et. al (2023); Cahyono, et. al (2024) work on political and newspaper and the results reveal that the use of positive appreciation signifies the tendency of the writers or biographer in their arguments.

## CONCLUSION

It can be sum up that the most dominant type of appreciations found in the data is *reaction: impact: positive* with 29 data including 28 positives and 1 negative found in the data. The journalist tends to use *reaction: impact: positive* to show his appreciation towards the food processing, the taste, the texture, and its flavor. Meanwhile, the use of negative appreciation is to show his dislike of sour taste and traditional food processing. Then, it is followed by composition with 19 data, and valuation with 18 data cover 17 positive and 1 negative data simultaneously. The journalist expresses his appreciation using many positive and least negative lexes to indicate that the journalist loves the way the foods are processed, the texture, the taste, and its flavor. He appreciates everything such as the ingredients, the condiments, the spices, and the herbs. Besides, the use of positive appreciation is also to attract the readers to try the foods he reviewed.

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