
Attitudinal Language of Flora and Fauna Discourse on an Indonesian Tourism Website: Appraisal in Ecolinguistics

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ABSTRACT

This paper reports the appraisal analysis - particularly the attitudinal language - of Indonesian flora and fauna discourse on the official website of Indonesian tourism by examining 11 articles, accessed from www.Indonesia.travel. This paper qualitatively identifies the appraised features denoting Indonesian flora and fauna discourse and examines their appraising resources by applying Martin & White's framework. Through the lens of interpersonal meaning, this paper criticizes how the website communicates through flora & fauna discourse in tourism to global readers. Findings reveal that affect, judgement, and appreciation function in several ways: introduce Indonesian endangered and endemic species, present the government's seriousness to preserve the species, and promote the happiness and satisfaction tourists can feel when visiting the sites. From an Eco linguistics point of view, the website presents a beneficial discourse since it does not focus on feelings the tourists may have but the appreciation of the natural phenomena. This paper suggests the website to linguistically involve readers in tourism discourse as potential agents to preserve the environment.

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1. Introduction

As an archipelago country with more than 14,700 islands, Indonesia has benefits in its flora and fauna species. Indonesia is the most densely forested area on earth after the Amazon, despite having the fourth largest population in the world, and is home to around 11 percent of the world's flowering plants, 13 percent of its mammals, including 46 primate species, 6 percent of its amphibians, 7 percent of its reptiles, 16 percent of its birds and 14 percent of its fish. Indonesian tourism has essential competitiveness among other countries, proven by its position as 40th rank of 140 countries in 2019 (Haryana, 2020). In 2018, Indonesian tourism contributed 95.13 trillion rupiahs to Gross Domestic Product (GDP) growth and the government plans to spend US\$ 24 billion on the tourism industry as the greatest source of foreign exchange (Fafurida, Oktavilia, Prajanti, & Maretta, 2020). Tourism also plays a significant role in absorbing labor affecting the country's economic growth (Tayibnapis & Sundari, 2020). However, some researchers claim that tourism causes the loss of flora and fauna from human actions such as trampling, camping, and scuba diving since those activities may disturb the ecological balance (Sinclair-Maragh & GURSOY, 2014). Therefore, it is essential to critically analyse how tourism involves flora and fauna species in its promotion through appraisal analysis.

Appraisal analysis is one of the discursive semantic resources that construes interpersonal meanings through attitude, judgement, and appreciation (Martin & White, 2005). To determine emotional states (affect), moral appraisal or behavior (judgement), and aesthetic value of natural phenomena (appreciation), attitudinal language is evaluated according to positive or negative meaning (Ross & Caldwell, 2020). Through appraisal analysis, ecolinguistics seeks to understand how language patterns reflect whether people think of an area of life positively or negatively (Stibbe, 2015; Wu, 2018). Appraisal analysis concerns how writers approve/ disapprove, enthuse and abhor, applaud and criticize,

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and how they position their readers to do likewise (Martin & White, 2005), and this prompts the present paper to investigate the language representing Indonesian flora and fauna in the tourism website and how it represents a story that affects people's behaviour. The website's language also uses a narrative structure that defines how the Indonesian government positions flora and fauna species as parts of their society and their physical environment. The stories presented on the website affect how we act in the world (Stibbe, 2015). The stories in tourism that often promote the physical environment as a commodity have a chance to either present a beneficial or destructive discourse.

Ecolinguistics offers an analysis of language use and its usage of humans with their surrounding environment: humans, other organisms, and physical environment (Mühlhäusler, 2006; Wu, 2018). Following Sapir's concept of the physical, social, and economic environment, Haugen postulates that language presents humans' referential world of environmental concepts (Mühlhäusler, 2006). In sum, language defines how a society treats the environment, reflected by the language used, and is relevant to the extent that it plays a part in how humans link to each other, other organisms, and the environment (Wu, 2018). Language in tourism is pivotal to examine since it reflects how human beings connect to their environment, flora, and fauna species.

Regarding tourism and the environment, some studies argue that tourism has contributed to the loss of flora and fauna due to activities that lead to environmental destruction (Almos, Ladyanna, & Pramono, 2018; Bellan & Bellan-Santini, 2001). Almos et al. (2018) argued that the loss of ecosystem in Maninjau Lake due to poisoning has resulted in the reduction of lexicon referring to flora and fauna in the lake. Through observation and interview method, the research figured out that some lexicons of the original habitat of Lake Maninjau are not found: batok, sidat, and cide-cide. There are also some extinct fauna lexicons such as asang and rinuak. Since the Maninjau Lake is tectonic and volcanic, people assumed that the loss of tubo fauna is a result of the natural disaster. The study concluded a link between the environment's change and the lexicon referring to flora and fauna in the waters (Almos et al., 2018).

On the other hand, Sinclair-Maragh & Gursoy (2015) suggest that flora and fauna will help achieve natural, economic, and political sustainability in tourism. Tourism destinations have provided national parks, wildlife sanctuaries, and protected areas for flora and fauna conservation. Those nature-based facilities give direct benefits to the economic income and resident employment. This positive outcome should be supported by policies so that the protection of the wildlife environment can be achieved Sinclair-Maragh & Gursoy (2015). Another example of special interest tourism from nature-based resources is olive oil and olive tourism in the Mediterranean basin. Using bibliographic review of researches on olive-oil tourism, the research figured out some special interest tourism that shaped the olive-oil tourism, such as flora observation tourism, wildlife observation tourism, landscape tourism, and ethnographic tourism. It proves that flora conservation becomes an essential factor in a specific tourism field.

From attitudinal analysis, Wu (2018) examined how London and Hangzhou websites present cultural contexts to promote the local attractions to international audiences. The data were analysed from appraisal resources: attitude, engagement, and graduation. The discourse topics in the two websites are different. While Hangzhou website presents the history and scenery of the city, the London website emphasizes the current status of the city seen from the transportation, parks, museums, restaurants, and hotels. From engagement analysis, the copywriter of Hangzhou website often used passive voice and aimed to be objective. The copywriter chose the speech act of "telling" and the readers are positioned as the receivers. On the other hand, the London website does not include engagement resources since the website is direct by involving pronouns as the subject and sometimes uses imperative mood to ensure that prospective tourists get an exciting experience. The appraisal analysis reveals that the London website builds a stronger intention of tourism destination branding than Hangzhou (Wu, 2018).

Tourism promotional genre has been observed from its engagement resource to figure out how the promotional websites employ discursive strategies to influence the readers by comparing English and Spanish websites (Suau-Jiménez, 2019). The research found different categories of engagement resources in both tourism websites. English tourism websites employed boosters and reader's markers the most, while the Spanish website utilized boosters and directives the most. The English website used a much higher frequency than the Spanish website. The same result is also found in the employment of directives. It stated that the Spanish website has a poor engagement with the readers and results in a poor convincing promotion. In contrast, the readers of English websites are taken into account far more

than the Spanish website. The use of personal pronoun you and possessive pronoun your is mentioned to have a direct engagement in the creation of values and promotion (Suau-Jiménez, 2019).

Though the language of tourism has been exercised widely, whether it builds a beneficial or destructive discourse for the environment needs to be addressed. Therefore, this study hopes to contribute to this ongoing interest by evaluating how this Indonesian tourism website constructs interpersonal meanings for its readers through attitudinal resources.

As argued above, language in tourism promotion is crucial for influencing people's behavior towards nature when they visit tourism destinations since language controls humans' experiences (Waitt, Lane, & Head, 2003). As the internet helps people ease their lives, they now prefer the official tourism website to collect information and visit plans. However, the official tourism website is also responsible for portraying a country's image. The lack of studies on flora and fauna discourse in tourism as inseparable parts of nature proves that this area of life needs in-depth discussion. Therefore, the purpose of this paper is to shed light on how Indonesian flora and fauna discourse is presented positively or negatively on the tourism's official website from an ecolinguistic perspective. This paper addresses how the attitudinal language of Indonesian flora and fauna discourse is appraised and how ecolinguistics criticizes the attitudinal language of the discourse.

2. Methods

This qualitative research took the data from www.Indonesia.travel, the Indonesian tourism's official website managed by the Ministry of Tourism and Creative Economy. The website provides some menus, one of which is "attractions" consisting of culture & beliefs, arts & crafts, culinary, histories, and flora & fauna pages. This research focused on the "flora & fauna" page that contained 11 articles or 12,019 words. The data were purposively collected since this paper focuses on how the discourse of flora and fauna in tourism is presented. Following Stibbe's ecolinguistics framework, this research first identified the clauses having lexis referring to Indonesian flora and fauna species or so-called appraised items. The examination found 114 clauses containing lexical items referring to Indonesian flora and fauna. The next step was examining the appraisal features and categorizing them based on attitudinal features: affect, judgement, or appreciation. The appraising features are identified from the lexico-grammatical resources that express emotions, norms or sanctions, and aesthetics. The following step was to map the appraisal resources of flora and fauna discourse and categorize them into attitudinal meanings based on Martin & White's framework. Following Stibbe's (2015) notion of ecolinguistics, this paper criticizes how the Indonesian tourism website communicates to readers about flora and fauna in tourism. Since the core of interpersonal meaning is to articulate writer-reader relations, this paper evaluates how the Indonesian tourism website chose the wordings to position flora and fauna in tourism discourse. It will lead to the last step in the ecolinguistic study: criticizing Indonesian flora and fauna species' discourse in the tourism sector, whether destructive, ambivalent, or beneficial. From an ecolinguistic perspective, Stibbe (2015) asserts that evaluative language becomes a key issue in ecolinguistics since evaluative language positively or negatively affects people's thoughts of an area of life, because such discourse will determine people's behavior and their treatment of the environment that supports life.

3. Results and Discussion

3.1 Attitudinal Language of Flora and Fauna Discourse on Indonesian Tourism Website

One hundred fourteen clauses mention Indonesian flora and fauna species. Figure 1 below displays the summary of the attitudinal resources found in the data.

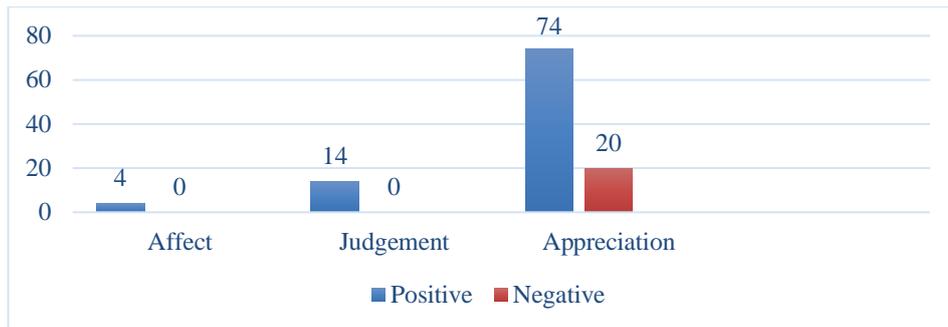


Figure 1. Summary of Attitudes on Indonesian Tourism Website

Not all domains of attitude appear as the appraisal features evaluating Indonesian flora and fauna species. The website uses only positive affect, and only in the form of satisfaction and happiness. On the other hand, both positive and negative polarity of judgement and appreciation are found in the data. The chart below summarizes the scheme of attitudinal features evaluating Indonesian flora and fauna species on the tourism website.

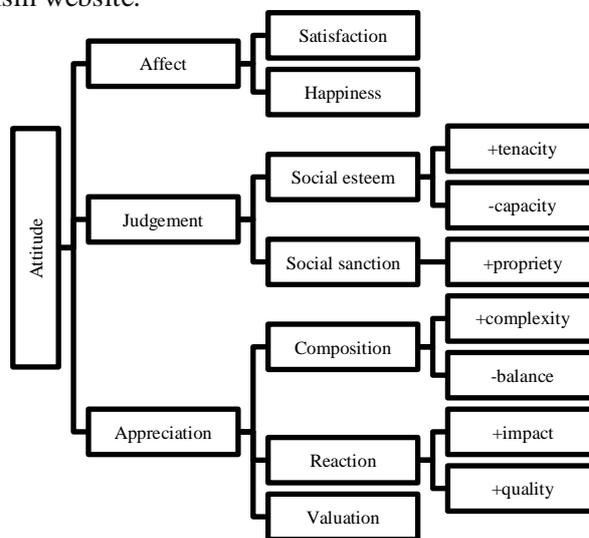


Figure 2. Attitude Scheme Appraising Indonesian Flora and Fauna Species

Affect is the language attitude showing positive or negative feelings. On the website, affect is employed to present the visitors' feelings when visiting Indonesia, seen by visitors as the appraised feature. In the texts, Indonesian fauna triggers visitors' happiness and satisfaction through the mental process of desideration and perception. To have direct interaction with endemic and endangered Indonesian fauna seems to be an important reason for motivating tourists' decision to visit Indonesia. The employment of desideration satisfies tourists' needs and curiosity, while perception is represented as impressing the tourists regarding the fauna's uniqueness. Interestingly, affect is used to evaluate Indonesian fauna species only.

Affect is to show the visitors' satisfaction and happiness as presented in the following table.

Table 1. Appraisal Features of Affect

Emotion	Type	Example	Appraised
+Satisfaction	pleasure	fancy yourself, stare back, soon not forget	visitors
+Happiness	cheer	happy	visitors

Table 2 depicts two types of emotions: positive satisfaction and happiness. Though the appraised items refer to visitors, the clause includes flora and fauna species in its discourse. As pleasure, positive

satisfaction is shown by words such as fancy yourself, stare back, and soon not forget. Below are the clauses showing positive affect.

Here is where you [appraised] can fancy [+satisfaction] yourself as an explorer going into deep tropical rainforests on a riverboat to meet wild orangutans and other exotic animals [fauna lexicon]. Located in Central Kalimantan province, the area was originally declared as a game reserve in 1935 and became a National Park in 1982.

In the clause above, the appraised item is you referring to the readers or visitors. The attitudinal lexis is shown through the word fancy, categorized as a mental verb of desideration that shows emotion referring to satisfaction. The lexis of Indonesian fauna performs as a circumstance of purpose presented through a prepositional phrase to meet wild orangutans and other exotic animals. Here, fauna species are the reason for the visitors' satisfaction in tourism destinations. Animals, or fauna, are regarded as attractions that stimulate people's desire to visit a destination.

Another clause showing the affect follows.

- (1) The most famous destination within this reserve is Batuputih Park, which is the only place where you [appraised] can stare back [+satisfaction] at lovable wide-eyed tarsiers in their natural habitat [fauna lexicon].

The clause in (1) includes you referring to readers or visitors as an appraised item. The appraisal item above is in the form of the perceptive mental verb stare back. This appraisal item is categorized into effect that shows the visitors' satisfaction when looking at fauna species shown in the Noun Phrase lovable wide-eyed tarsiers in their natural habitat. Having the experience of looking at the endemic fauna in its natural habitat raises a positive emotion presented on the tourism website. The satisfaction is implied through the ideational meaning of the mental process showing perception. The satisfaction feeling is not explicitly mentioned lexically, but the readers are invited to imagine the feeling while reading the website. Instead, the website attempts at influencing the readers to include their perception through the mental verb stare back followed by the circumstance including reference to fauna.

The other clause representing a positive affect showing happiness can be seen in the following example.

- (2) We were fortunate enough to spot a few groups on their daily visits to consume the salty deposits in the mud pit, though, despite nearly 20 hours of patient waiting behind our custom-built hide, we only got about 20 minutes to photograph these animals. I'm [appraised] happy [+happiness] to say, those 20 minutes made the whole trip worth it and we captured some amazing images to take home with us.

The clause in (2) is found in the article entitled "Photographing Endemic Wildlife of North Sulawesi". The article was written by a photographer who visited North Sulawesi and took photographs of the endemic wildlife. Thus, the appraiser is presented by the pronoun I referring to the writer/ visitor. Positive happiness is represented by the lexical item happy. Happiness appears to explain the visitor's experience of taking endemic animals' pictures. The 20-hour long wait was worth it since the photographer could capture the unforgettable moments of the animals. This experience is presented positively on the website.

Unlike the employment of affect that refers to visitors only, the Indonesian tourism website includes judgement to refer to visitors. Negative value refers to social esteem to evaluate the visitors. The table below summarizes the language evaluation of judgement on the website.

Table 2. Appraisal Features of Judgement

Social esteem		Social sanction
+tenacity: is s/he dependable? (positive)	-capacity: is s/he capable? (negative)	+propriety: is s/he beyond reproach? (positive)
venture	not adventurous enough	keep a distance and exercise caution, get up close, interact, take pictures, preserve, heaven, protect,

Table 3 shows three aspects of judgement found on the Indonesian tourism website: positive tenacity, negative capacity, and positive propriety. The clause below has positive tenacity.

- (3) Here Orangutans [fauna lexicon] are mainly the reason why tourists and nature lovers [appraised] venture [+tenacity] into this park, which was made famous by the meticulous and strenuous work done by the Orangutan Research and Conservation Program based at the Camp Leakey research station.

The appraised feature presented in the clause above is tourists and nature lovers evaluated through their dependability, particularly their reliable behavior when visiting Camp Leakey research station. The positive behavior evaluated in the clause is to position the visitors as responsible participants who take part in preserving nature. The clause employs fauna lexicon orangutans to raise the readers' awareness that this fauna is endemic and endangered. When they have a chance to visit Camp Leakey, visitors should certainly consider its natural habitat. The material verb venture is to warn the visitors' behavior in the site since Camp Leakey is located in a rainforest wildlife. Camp Leakey is a part of forest conservation programs to protect the orangutan population, supported by a foreign country, such as Australia, that contributed AUS\$ 500,000 to the Orangutan Conservation Service Program (OCSP). Camp Leakey was first established by Dr. Biruté Galdikas in 1971, and named Leakey, borrowing the anthropologist's name Louis Leakey that inspired and mentored Dr. Galdikas.

Unlike the previous example, the Indonesian tourism website also portrays visitors through negative Judgements of capacity. Below is the clause.

- (4) If you [appraised] do not have the time or are not adventurous enough [-judgement] to trek through the forest at night, you can watch these cute Tarsius primates and the black macaque as well as other endemic animals like the babirusa (wild boar), maleo birds, the toucan hornbill, black cockatoos [fauna lexicon] and more at the Tandurusa Zoological Garden near Bitung.

The appraised feature in (4) still refers to the readers/ visitors, yet judgement is presented negatively by the phrase do not have the time or are not adventurous enough. However, this negative judgement does not mark the failure of the tourists to engage in the nature conservation site. Instead, before visiting the place, the website tells readers of a well-prepared journey. The website also concerns the pristine climate and the safety of visitors, as Camp Leakey does not have modern vehicles to access the site. The website suggests that to avoid air pollution created by vehicle machines, they have to walk through the forest. Further suggests that the flora and fauna of Kalimantan are the earth's oldest ecological wealth, from coastal mangrove swamps and low-land rainforest to thick highland jungle. Located in Tanjung Puting, Kalimantan, the visitors must be ready to experience an extreme journey in the dry tropical rainforest with a 30-meter (approximately 100 feet) canopy with 'emergent' more significant than 50 meters (approximately 165 ft.) in height. Primate tourism projects have a strong potential to raise public recognition and environmental support and conservation (Matheson, 2017).

Other than visitors and fauna, Indonesian national parks are evaluated positively through judgement regarding their social sanction. The clause below is an example.

- (5) This may be quite positive because the national park [appraised] has a very well-preserved ecosystem of flora and fauna [+judgement] due to rare human interference.

In the clause above, Ujung Kulon National Park, representing the government, is the appraised feature shown by the national park's noun phrase. The Park is evaluated positively by the relational process with a very well-preserved flora and fauna ecosystem in terms of judgement. The national park is evaluated from its ethics since it protects the ecosystem of flora and fauna. Thus, judgement evaluates people's behaviour and the government's organization that is responsible for preserving nature.

The other attitudinal resource is appreciation. Below is the table summarizing the types of appreciation in the data.

Table 3. Appraisal Features of Appreciation

Composition		reaction		+valuation
+complexity	-balance	+impact	+quality	
pure-white coat, beautiful white crest extends from the top of his head, oval shaped, only 5,000 left	endemic, critically endangered, very rare, limited	incredibly, cute, most outstanding, fantastic, charming, eye-catching, impressive	nocturnal, 100 world class	gorgeous, unspoilt, fresh, popular

On the Indonesian tourism website, appreciation falls into three categories: composition, reaction, and valuation. Composition is employed on the website to evaluate the complexity and balance of Indonesian fauna. Positive complexity describes the physical appearance of Indonesian endangered and endemic fauna. Below are the clauses having positive complexity.

- (6) Arguably the most beautiful of all Mynahs, the Bali Starling [appraised] is easily recognized by its pure-white coat, fringed with black along the tips of the tail and wings and with striking blue skin around the eyes [+appreciation: complexity].
- (7) The dragons [appraised] are identified by their massive size, flat heads, bowed legs, long thick tails, and fork-shaped tongues [+appreciation: complexity].

The fauna appraised in (6) and (7) are known as Bali Starling and Komodo dragon. As an endangered species, the website introduces the physical characteristics Bali Starling has pure-white coat, fringed with black along with the tips of the tail, and wings with striking blue skin around the eyes. The physical description of the fur, wings, and eyes, in the same way, invites the readers' appreciation of this species. The complexity of its characteristics is presented positively. Similarly, the website also describes Komodo's physical characteristics through positive appreciation. The dragons are described to have massive size, flat heads, bowed legs, long thick tails, and fork-shaped tongues. The proper name "Komodo"—as mentioned previously, so the clause directly uses the pronoun "the dragons" as the appraised feature.

Besides physical description, the website also appraises Indonesian flora and fauna species from the readers' positive reactions. Below are some examples.

- (8) Its most outstanding feature [+appreciation: reaction], however, is that the Tarsius [appraised] is the most faithful animal in existence [+appreciation: reaction] since it takes one and one mate only throughout its entire life, and even when its mate dies, it will not take another.
- (9) Located between the islands of Sumbawa and Flores in the East Nusatenggara province, sits the vast and impressive [+appreciation: reaction] Komodo National Park [appraised].

In the examples (8) and (9), Tarsius is appraised positively through the adjective most outstanding feature and the most faithful animal in existence. That positive evaluation draws attention to the readers that this species grabs their attention. The quality explained in the relational process appears in the Attribute, while the appraised feature appears in the Carrier. The attachment of Tarsius and its quality call the readers' attention that this endemic species has a special feature that is worthy of interacting. Similarly, Komodo is also positively evaluated through the positive appreciation through the phrase vast and impressive. The linking verb sits marks the relational process related to Komodo National Park's location modified by positive appreciation. The reaction is involved here since the readers will be impressed by the Komodo park in the world. Located in West Nusa Tenggara (NTB), Komodo National Park has become one of Indonesia's top-ten tourism destinations, which is expected to boost the country's economic growth to 20\$ billion in 2027 (Cholik, 2017).

Further, the reaction is divided into impact and quality. This attitudinal domain is to evaluate things or natural phenomena that have an impact on the readers. In the following example, the appraised feature refers to the morning view backgrounded by flowers and mountains. The view positively impacts the readers in terms of reaction, realized in the relational process as Attribute, breath-taking.

- (10) Set at the foot of Mount Lokon, the morning view of the vivid flowers with the mighty mountain as background [appraised] is just breath-taking [+appreciation: reaction].

- (11) This is an eye-catching flower [+appreciation: reaction] that has also been called the Sword Lily [appraised], due to its elongated stem.

In addition to positive attribution of Indonesian flora species that gives positive feelings to the readers, the website also reminds them of the flower's physical appearance in the relational process, with the attribute eye-catching. Unlike the evaluation of Indonesian fauna species that includes complexity, the flora species are not described through their physical description, such as color, origin, height, or flower shape. It happens since this endemic species can be found in other tourism destinations with similar characteristics. Sword lily is an endemic flora species in Sulawesi. The statistical data 2017 reported 725,000 square m of the lily plant in Central Sulawesi (<https://www.ceicdata.com/>).

The last dimension of language attitude appraising Indonesian flora and fauna is negative appreciation, particularly balance. Below are examples of clauses with negative appreciation.

- (12) The Bali Starling (*Leucopsar rothschild*) also known as the Rothschild's Mynah or Bali Mynah, and locally called Jalak Bali [appraised] is a critically endangered [-appreciation: balance] species, endemic to the island of Bali.

The Bali starling or Jalak Bali is the appraised feature that is evaluated negatively through the lexicons critically endangered. The lexicons present a negative balance of the number of species in Indonesia. By 2011, the Directorate General for Forest Protection and Nature conservation delegated management authority of the Indonesian ex-situ population increased Bali starling to > 1,000 individuals, kept by 400 breeders. The species becomes special in Bali since the white bird is considered rare, and it is associated with the concept of peace, purity, spirituality, and royalty. However, the species extinction remains; 600 starlings are kept privately in 140 households in Java (Jepson, 2016). The essential factor affecting its extinction is the species' habitat. The species' original habitat was dry savannah and shrub woodlands and tall and dense forest, as found in the 1920s. The factor contributing to the extinction is the decrease of savannah, the increase of human population, and the infrastructure and land use for dwellings, roads, and croplands (Sutomo, 2018).

Another appraised item evaluated through appreciation is Ujung Kulon. Below is the analysis.

- (13) Ujung Kulon [appraised] is best known as the last refuge [+appreciation] of the one-horned Javan rhinoceros, which is one of the world's most critically endangered mammals [fauna lexicon].

Ujung Kulon is appraised positively by the adjective phrase best known as the last refuge. The clause contains a relational process that places Ujung Kulon as the Carrier and the last refuge as an Attribute. The cognition of the above clause implies a valuation domain that is proven by the ideational meaning of the inseparable Carrier and Attribute. Ujung Kulon demonstrates the ongoing evolution of geological processes since the Krakatau eruption in 1883. The Krakatau volcano is the most well-known and studied of all modern volcanic eruptions, largely due to the catastrophic effects of the northern hemisphere (36,000 people killed). As the last and most important natural habitat of the critically endangered, endemic, single-horned Javan Rhinoceros, the property is globally significant (Centre, n.d.).

Nantu and Batuputih are the conservation areas in North Sulawesi. The area contains significant regions of tropical rain forests whose biological diversity is exceptionally high. It results in the variety of flora and fauna in Sulawesi. Babirusa, Anoa, Tarsius, Kuskus, and the Black Macaques are the most famous endemic fauna in North Sulawesi, and are categorized as endangered species based on International Union for Conservation Nature (IUCN). The average population density of Tarsius during a study in Batuputih NTP is 270 individuals/km² and its overall abundance is 1660 individuals, with the highest population of Tarsius found in secondary forests (Arrijani & Muhammad Rizki, 2020).

- (14) The Black Macaques [appraised] are also endangered [-appreciation: balance], since it is estimated that there are only around 5,000 left [-appreciation: balance] in the jungles of Sulawesi, with an estimated 2,000 living in Tangkoko.

Similar to the previous discussion, the black macaques are negatively appreciated, emphasized by the number of species living in the jungles of Sulawesi. The adverbial phrase only around 5,000 left implied a negative evaluation to the readers since it presents the few numbers of the species left in the

world. In this context, the jungles of Sulawesi are portrayed as the habitat where the species live. The endangerment of the black macaques is thoroughly described on the website to arouse the readers' awareness that Indonesian tourism has preserved the environment.

Negative appreciation also evaluates the Indonesian fauna. The fauna's atypical behaviour is evaluated to illustrate its abnormal behaviour, which also leads to endangerment. Below is the clause.

- (15) Furthermore, because of their small number, the Java rhinos [appraised] are inbreeding [-appreciation], resulting in deformed calves even from birth on. Moreover, since inbreeding is prone to illnesses this might spread among the animals.

As an essential part of tourism, Java rhinos are positioned as the appraised feature in the clause above, evaluated negatively through the noun inbreeding. The clause includes a relational clause, Java rhinos as the Carrier and inbreeding as the Attribute. The attachment of Java rhinos to its negative appreciation, referring to balance, proves that Indonesian fauna species are critically endangered. Only 74 individuals are left in Ujung Kulon, the only place where Javan rhinos are stabilized, and poaching has not been found in the last 20 years ("Javan Rhino," 2020). The abnormal behaviour of the fauna that results in disease does occur. However, this negative presentation does not mark the fauna's abnormality alone but warns readers that Java rhinos are critically endangered.

3.2 *Ecolinguistic Criticism of the Attitudinal Language of Indonesian Flora and Fauna Discourse*

In ecolinguistics, appraisal analysis is positioned as a tool to evaluate how an area is portrayed positively or negatively and how language influences human beings' behaviour towards nature. Appraisal analysis extends the study of ecolinguistics. In studying appraisal analysis, authors have to consider the social and natural factors of language functioning by considering the immediate co-text entwined into it (Ivanov, 2020; Tupala, 2019). The evaluation of endangered and endemic flora and fauna is identified lexically, such as the adverbs critically and very rare. The website selects inscribed evaluation of endangered species to emphasize the necessity of nature conservation. However, the conservation messaging seems underexposed. Instead of including the readers'/ tourists' engagement in the tourism activities, the website portrays what the Indonesian government has done to the endangered species. The website's role is as an information source to global readers and builds a positive image of the country. The inclusion of readers in the text as conservation agents is still absent. The website does not involve the tourists in research and practice, signifying that it does not fulfill one of the principles of conservation messaging in tourism (Fernández-Llamazares, Fraixedas, Brias-Guinart, & Terraube, 2020). The website does not evaluate people's behavior towards nature since it focuses more on evaluation of nature positively. To promote ecotourism, the website can include the readers as participants in the article by using pronouns to build a closer engagement so that the readers will feel involved in the tourism activity.

The Indonesian tourism website employs the affect to offer positive feelings such as satisfaction and happiness to global readers. This persuasive strategy is presented from the inscribed evaluation such as fancy and happy. Even though the presence of affect is limited, the website positions the readers as the appraised resource. The readers are presented as Actor and Carrier through the pronouns you and I, evaluated as the appraising features. This discursive strategy is aimed at convincing potential tourists, giving a feeling of attraction, comfort, happiness, and satisfaction to create economic value (Suau-Jiménez, 2019). The flora and fauna species that are appraised become the magnet and reason for the readers' feelings. The species are regarded as a commodity for pleasure and satisfaction. The website intentionally selects the endemic and endangered species in Indonesia as the appraised items and adds the positive evaluation from appreciation lexically, such as most outstanding, impressive, gorgeous, and unspoilt. The explicit strategy through lexical items is a part of the general strategy of promotion (Jalilifar & Moradi, 2019). The connectedness of evaluative resources cannot be ignored in the analysis; for example, the affect resources are emphasized by positive appreciation and vice versa. The website is loaded with attitudinal strategies to present a positive image of a rich country in having various kinds of species. The website includes various species from different order, such as Primates, Artiodactyla, Landfowl, Diprotodontia, Marsupialia, Accipitriformes, Bucerotiformes, Passeriformes, Perissodactyla, Squamata, Proboscidea, Asterales, Liliales, and Asparagales.

The Indonesian government also uses local names of the species and their scientific names to introduce the uniqueness of Indonesian nature such as *Tarsius*, *Kuskus*, *Jalak Bali*, *Krisan*, *Maleo*,

Babirusa, and *Lili*. It is essential to raise the readers' awareness that such species are present. The description of the species' physical appearance helps readers identify how unique the species are, and its thorough description signals the richness of the environment (Widayati, 2019). In contrast to the physical environment like the coast, mountain, and forest (Isti'annah, 2020), the website also emphasizes the governments' effort to preserve the Indonesian flora and fauna species by including the national parks as the appraised sources that are presented from judgement. It evaluates good deeds by the government by developing conservation areas and national parks as actions to preserve the endemic and endangered species. The website emphasizes the contribution of national parks to initiate, accompany, and facilitate ecotourism development (Nugroho, Negara, & Yuniar, 2018).

Through judgement that evaluates government and national parks, the website tries to convey the national or macro-level planning in ecotourism development even though the inclusion of the readers in the implementation of task and responsibility in nature conservation is low. It is suggested that the Indonesian government should not only focus on the representation of the natural environment, but also the inclusion of readers as the tourism target. The clauses should not only focus on the persuasion to explore and enjoy natural sources, but the tourists can be included as agents or subjects who behave according to the natural preservation. The development of tourism and its supporting sector, government, and local people contributes to national integration (Nugroho et al., 2018). It is suggested that rather than informing the ecosystem of the national parks, the website can be more persuasive and engaging by providing some activities to conserve the endangered species. The website already explains the population of endangered species from negative appreciation and implies raising the readers' awareness. However, rather than being implicit about the endangerment, the website can select an inscribed evaluation of the imbalance population of Indonesian flora and fauna species. The dependency of human beings on their environment should be emphasized through lexico-grammar features, such as the use of graduation and engagement. The future research can examine the appraisal features in terms of their graduation. It refers to how the author/ website up-scales or down-scale the value. The appraisal features can also be observed further in terms of how the author/ website negotiates their opinion of the text.

This paper argues that the official website of Indonesian tourism provides a beneficial discourse since it encourages people to protect the system that supports life (Stibbe, 2015). Appreciation appears positively and negatively to describe flora and fauna species' complexity and balance: its physical description and habitat. On the other hand, a positive reaction emphasizes the impact or the quality of species that catch the readers' attention, and positive valuation adores the species' beauty. Negative appreciation is presented through negative balance to evaluate the endemic and endangered Indonesian species. The website intends to present a positive image of Indonesian tourism that is expected to arouse the tourism sector. The website also foregrounds the inclusion of national parks as a vital part of tourism. The Indonesian government shows its serious action to protect the species by providing an ecosystem that suits the endangered species.

This paper shows a model of the application of appraisal analysis from an ecolinguistic perspective. The employment of nature, particularly flora and fauna, as a tourism attraction is a good example of discourse that can be criticized ecologically. The lexicons of flora and fauna are evaluated by particular appraisal features that arouse the readers' excitement and happiness. Further curiosity of whether nature is a means to fulfil human beings' needs is an area of discussion in ecolinguistics that needs further examination. Practically, this research shows how language in tourism should consider not only a practical purpose to gain economic vibrancy, but it should be more engaging and persuasive ecologically. The rich nature of Indonesia becomes a benefit for the government to promote its biodiversity. The inclusion of local names of its biodiversity should be enhanced too so that the local people's language of naming the flora and fauna is also respected. For researchers of linguistics, this paper displays a domain of ecolinguistics that observes language of evaluation by Martin & White (2015). The distinct type of data compared to previous studies hopefully can widen the researchers' interest that the discourse of the environment needs a deeper discussion.

4. Conclusions

Appraisal analysis provides a suitable framework to apply in the discourse of ecology. The evaluation of an area of life, including non-human species, reflects how society positions natural

resources. The official website of Indonesian tourism is loaded with affect, judgement, and appreciation in evaluating flora and fauna discourse. The appraised items include both local and scientific names of flora and fauna species even though the website can include more terminologies that reflect Indonesian biodiversity. The domination of appreciation describes the endangered and endemic species in Indonesia. The inclusion of judgement tells the readers how the Indonesian government preserves nature. On the other hand, the affect is utilized to promote the beauty of Indonesia. Since the website does not emphasize the appraisal resource of affect, this paper concludes that the Indonesian government presents a beneficial discourse in its official tourism website. The website introduces the species' names, habitat, and ecosystem to the readers. It also promotes Indonesian national parks as tourism destinations to preserve nature. The website does not aim to position flora and fauna as an economic commodity only, but it provides a story of appreciation that influences the readers' actions when visiting Indonesia. It concludes that appraisal analysis applies to ecolinguistics study to study how writers/ speakers evaluate an ecology discourse

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