T W I S T

Interpersonal Evaluative Discourse Analysis of Arts and Culture Tourism Promotional Narratives

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Abstract
The content of the tourism blog post is oriented towards the long term, with information displayed that is more general in nature with respect to time. Consequently, it is a more intricate and complex process than that of social media caption promotion, and heavily relies on rhetorical strategies to attract potential visitors. This study investigates the utilization of evaluative language in promotional texts for arts and culture tourism in Surakarta City, aiming to explore how the authors of these tourism-related blog posts strategically employ linguistic resources to sustain high search engine rankings while simultaneously attracting potential tourists. By employing an Appraisal system analysis, this study illuminates the interpersonal social semiotics at play in the texts, which predominantly utilise Appreciation evaluations, particularly emphasising positive aspects of Impact and Quality, while Affect and Judgement are notably absent. Such evaluations are based on sensory stimuli, which are used to evoke emotional responses from potential visitors and construct a positive, immersive narrative. The promotional discourse, though Monoglossic, presents an objective and inclusive impression, focusing on generally accepted positive assessments of the city and tourist destinations. The utilisation of Appreciation serves to foster interest and affinity amongst readers, thereby enhancing the appeal of Surakarta's tourism. The research demonstrates how these strategies enhance the visibility of promotional texts in digital spaces by constructing a coherent and appealing tourism narrative.

Keywords
Discourse Analysis, Arts and Culture, Tourism Promotion, Appraisal System

INTRODUCTION
In recent years, there has been a notable focus on arts and culture tourism, in conjunction with the creative city and cultural economy campaign (Casals-Alsina, 2024; Crociata et al., 2024; Rausch, 2024). In alignment with this progression, a multifaceted and comprehensive promotional campaign was initiated and executed through a range of media and platforms. Among the various media, one of the most intensive forms of promotion is via the Internet, in the form of social media posts or blog posts (Mangold & Faulds, 2009; Nyagadza, 2022; Vaaler & Brantley, 2016). In the context of social media posts, promotional activities are typically undertaken in conjunction with specific events. In contrast, the content of the tourism blog post is oriented towards the long term, with information displayed that is more general in nature with respect to time. As a result, it is more intricate and complex. The content of tourism blogs is

derived from two primary sources: the first is the official government website, while the second is private websites created by individuals or groups external to the government. Despite the absence of government affiliation, these individual websites frequently achieve high rankings in search engine results (Mladenović et al., 2023; Schultheiß & Lewandowski, 2021). This is due to the fact that government websites are frequently not managed with sufficient attention to search engine optimization (SEO) principles.

Understanding how to effectively promote tourism in cities with rich cultural value is crucial for engaging tourists and enhancing the cultural and economic vitality of these locales. Tourism plays a pivotal role in Southeast Asia, particularly in Indonesia, where it contributes significantly to the national economy and cultural preservation (Pranajaya & Dwijendra, 2021; Wibawa et al., 2023). Indonesia, known for its diverse cultural tapestry and natural landscapes, attracts millions of tourists annually, bolstering economic sectors such as hospitality, transportation, and local crafts. Surakarta, nestled in the heart of Java, stands out as a cultural hub renowned for its traditional Javanese arts, including batik, gamelan music, and traditional dance forms like wayang kulit (Hasyimi & Azizalrahman, 2021; Priyomarsono, 2023). Research focused on tourism promotion in Surakarta is particularly warranted due to its unique cultural offerings and historical significance within Indonesia.

Despite extensive research on promotional discourse, there remains a significant gap concerning evaluation language application within the context of local arts and cultural branding and promotions. Recent studies have highlighted the evolving nature of cultural tourism and its impact on audience engagement strategies (Mele et al., 2021; Richards, 2020; Seyfi et al., 2020), economic implications (Flew & Kirkwood, 2021), and the use of technologies (Ponsignon & Derbaix, 2020). From a linguistic standpoint, research in the field of arts and culture tourism has delved into the linguistic landscape (Arintoko et al., 2020; Xiao & Lee, 2022), yet specific insights into how evaluative language functions in promoting arts and culture are limited. This study aims to address this gap by exploring the use of evaluative language in online promotional texts about Surakarta's cultural offerings, thereby contributing to both academic discourse and practical strategies for enhancing cultural tourism in the digital age.

Analytical framework
Appraisal
This theory is based on a branch of linguistics that views language as a system of choices and functions, namely Systemic Functional Linguistics (SFL) (Halliday & Matthiessen, 2014; Martin, 2016; Matthiessen & Teruya, 2023). It outlines a system for evaluating language use as a representation of the function of language as a form of negotiating social values. In SFL, the negotiation of social values is referred to as the interpersonal metafunction (Halliday & Matthiessen, 2014). The theory of Appraisal elucidates the manner in which social relationships are represented through the language of evaluation (Martin & Rose, 2007). This encompasses the assessment of Attitudes, which may be intensified (Graduation) in a certain mode of sourcing (Engagement). Attitude is defined as a representation of positive and negative evaluations that expressed about feelings (Affect), human behavior (Judgement), and the aesthetic and beneficial qualities of objects and phenomena (Appreciation). The Appreciation aspect is comprised of several sub-aspects, which include the evaluation of objects based on a number of criteria. These include the Reaction, which can be assessed in terms of interest (Impact) and liking (Quality), the Complexity of the value arrangement, and the usefulness of the object in question (Valuation). Subsequently, the Graduation aspect pertains to the strength and weakness of an Attitude. Finally, Engagement is associated with the source of the Attitude, whether it is a unilateral perspective from the author (Monoglossic) or presents an alternative viewpoint (Heteroglossic). The Appraisal theory is deemed appropriate and relevant in this research due to the indisputable fact proved by relevant studies that tourism promotion texts contain assessments of tourist attractions, cities, and policies, as well as historical information related to aspects of arts and culture (Isti'anah, 2020; Jalilifar & Moradi, 2019; Mayrdorfer, 2014; Wu, 2018). Furthermore, by examining the utilization of the Appraisal system in tourism promotion texts, the pattern of employing evaluation language in the text's composition can be elucidated in comprehensive detail, thereby offering tangible contributions to the fields of not only tourism, but also writing and journalism.

MATERIALS AND METHODS
The research methodology employed in this study is qualitative interpersonal discourse analysis, specifically tailored to investigate the use of evaluative language in promotional texts promoting arts and culture tourism in Surakarta City. This approach is chosen for its aptitude in capturing the intricate and subjective nature of language, particularly in communicating appreciations associated with cultural experiences.

The data presented in this study were collected via total sampling from a number of prominent websites that report on arts and culture tourism from the Surakarta/ Solo Raya area and its surrounding regions. The parameters used are based on the relevance of the article and its ranking in search engines with several keywords, including "Surakarta arts and culture," "Surakarta arts tourism," and "Surakarta culture tourism," among others. The text chosen as the data source was collected and observed in the period leading up to the 2024 school holidays, around May and June. This period is of particular importance to consider, given that the majority of visitors to nearby tourist destinations are students.

The data analysis was conducted using content analysis, which comprised four stages of analysis: domain, taxonomy, compositional aspects, and a discussion of cultural theme aspects. The objective of content analysis, conducted in accordance with the aforementioned stages, is to describe the linguistic behaviour exhibited by individuals engaged in

the social process of conveying information pertaining to the arts and culture in the Surakarta area and its surrounding regions.

The primary focus of domain analysis is on arts and culture tourism, specifically in the city and destinations as the contexts variable. This is based on Huertas' observations on modern tourism, which posit that in terms of tourism branding value, these two aspects serve as crucial parameters for determining the continuity of cohesive tourism. Furthermore, the taxonomic analysis in this research is based on an appraisal system framework to describe the attitude and engagement used in arts and culture tourism texts in Surakarta. Domain members, as aspects of context, are connected in a matrix perpendicularly to taxonomic variables, allowing for direct comparison of linguistic behavior occurring between the city and destinations as the appraised contexts. Finally, cultural theme analysis is carried out based on the results of the final analysis of the linguistic patterns resulting from componential analysis, interrelated with socio-cultural values, as well as other aspects concerned to arts and culture tourism beyond Surakarta throughout the international tourism world.

RESULTS AND DISCUSSION

The findings indicate that arts and culture tourism texts in Surakarta predominantly employ the Appreciation aspect without Affect and Judgement used to convey information and promotions. In particular, the Reaction aspect was identified as the sole utilized component, while other aspects, such as Composition and Valuation, were not observed. The selected evaluation approach suggests that the author of the text aims to capture the reader's attention by eliciting emotional responses centered on Impact and Quality. The distribution of the Appreciation:Reaction aspects is illustrated in the following table.

Table 1 Distribution of Appreciation in tourism branding between city and destinations

Tourism Branding	Reaction				Complexity		Valuation		∑		
	Impact		Quality								
	+	-	+	-	+	-	+	-	+	-	
City	17 (65%)	1 (4%)	8 (31%)	0	0	0	0	0	25 (96%)	1 (4%)	26 (100%)
Destinations	66 (66%)	3 (3%)	30 (30%)	1 (1%)	0	0	0	0	96 (96%)	4 (4%)	100 (100%)

Reaction:Impact pertain to evaluations based on feelings of interest or boredom, whereas quality is concerned with evaluations based on feelings of taste value, specifically like or dislike. As evidenced by the data presented in the table, the Impact aspect of Reaction is more prevalent than the Quality aspect. Both are predominantly expressed with a positive polarity, indicating that the text in general has a very positive nuance. This indicates that the authors prioritize the stimulation of interest over the emphasis on the Quality of the arts and culture tourism evaluation domain, which encompasses city and destinations. The data indicate that destinations (100) receive more evaluations than city (26), suggesting a tendency to focus more attention on tourism destinations than on the city. It is noteworthy that despite destinations receiving a greater number of evaluations, indicating a heightened focus on this aspect of the discussion, the percentage distribution of Appreciation remains relatively consistent between the positive Impact (city 65%, destinations 66%) and positive Quality (city 31%, destinations 30%) categories. Therefore, it can be understood that despite the considerable discrepancy in the number of Appreciation identified, the percentage outcomes illustrate a balanced distribution between the assessment of urban centres and tourist destinations. This indicates a discernible awareness among the writers of arts and culture tourism texts in Surakarta regarding the utilisation of balanced evaluation language. The following subsection will provide a more detailed examination of these findings, with the aim of identifying a unifying analytical framework for the study of writing arts and culture tourism texts in Surakarta and its surrounding areas.

Arts and cultural appreciation of the city's domain
REACTION:IMPACT
The city of Surakarta is predominantly described in a positive light with 17 (65%) positive evaluations against 1(4%) negative. This indicates that promotional texts highlight the city's initial impact on visitors as largely favorable, emphasizing its allure and appeal. Below the linguistic evidence is discussed in detail.
"In 1745 the Mataram court was transferred here from Kota Gede, and, since then, the city has **built on its reputation as a cultural hub**."

This excerpt highlights the city's historical significance and cultural continuity, emphasizing its long-standing role as a cultural center. The phrase "built on its reputation as a cultural hub" highlights Solo's sustained cultural prominence, fostering a strong, positive impression of its historical and cultural continuity. This phrase also indicates the use of positive Impact aspects. This example underscores the city's enduring cultural significance, tracing back to its historical roots.
"But while people may live close together there are no high rise buildings, so this city **has a community atmosphere** that is difficult to find in any other city in Indonesia."

This description highlights Solo's unique community feel, setting it apart from other urban areas in Indonesia. The phrase "community atmosphere" suggests a close-knit, appealing environment that positively influences visitor

perceptions. The author's evaluation demonstrates that Surakarta's glamorous history and traditions have contributed to the maintenance of its original Javanese cultural values, which have remained consistent and undisturbed by the passage of time. In the context of contemporary tourism, a locale's originality often elicits a sense of curiosity among visitors. This originality also renders Surakarta a locale that is regarded as a "hidden gem." In the digital age, original and hidden locales receive greater attention due to their perceived unique allure.

"Feasting in Solo is **a culinary journey through time**."

This phrase highlights the city's rich culinary heritage, portraying it as an integral part of the cultural experience. The phrase "culinary journey through time" creates an intriguing and positive Impact, suggesting a rich and immersive experience. In addition, the author wishes to convey that a distinctive community atmosphere with a robust traditional foundation can be experienced through a culinary journey, which is why it is designated a journey through time. It is evident that each evaluation is consistent with the others in terms of its evaluative stance.

"Conclude your day at Warung Sate Pak Kempleng, where **succulent** Sate Kambing, or goat satay..."

This example emphasizes the authentic local cuisine, which is a significant attraction for tourists. The words "succulent" emphasize an appealing impact of local cuisine. Moreover, the evaluation makes reference to a particular culinary establishment, namely Warung Sate Pak Kempleng. Such a specific mention lends credence to the notion of a journey through time in cultural culinary tourism, which in turn has the potential to pique the interest of prospective tourists.

"The **festival** takes place in the vicinity of Pasar Gede, also known as Solo's Chinatown."

This highlights a specific cultural event, enhancing the city's appeal as a vibrant, culturally diverse destination. The reference to a "festival" in "Solo's Chinatown" underscores the existence of a dynamic and culturally diverse event, which has a beneficial Impact on the city's image and attracts potential visitors due to its comprehensive nature. In addition to a vibrant atmosphere imbued with community values and culinary culture, the festival also showcases a rich diversity of artistic and cultural expressions, reflecting the multifaceted character of Surakarta.

"The compact size of the city means walking is an option however the streets are **crowded and noisy and not well paved**."

This points out infrastructure issues, suggesting that while the city's size makes it walkable, the streets may detract from the overall experience. Phrases like "crowded and noisy" and "not well paved" highlight negative aspects of the city's infrastructure, detracting from the overall experience. Nevertheless, this assessment is insufficiently robust, as it merely offers a favourable impression. The negative evaluation was not directed at Surakarta per se, but rather at the congested and suboptimal streets. Therefore, in addition to being a single instance, the negative assessment of the city in the text on arts and culture in Surakarta is merely a compliment and does not have the potential to be a significant impediment.

REACTION:QUALITY

There are 8 (31%) positive evaluations and no negative evaluations regarding the city's quality. This suggests that the city's attributes are consistently viewed positively, contributing to an overall impression of a high-quality destination. The absence of negative Quality evaluations suggests that promotional texts consistently portray the city's qualities in a positive light, potentially attracting more tourists due to the perceived high quality of the destination. The following Quality evaluations explains the findings in detail.

"The city of Solo has an **important role** in the development of keris in this country."

This emphasizes the city's significant contribution to traditional craftsmanship, particularly in the making of keris. The phrase "important role" emphasizes the city's significant contribution to cultural heritage. The deployment of such expressions is indicative of Surakarta's capacity to serve as a pivotal figure, safeguarding and advancing cultural values, exemplified in this instance by the keris.

"Until now Solo had a **center for making keris**, namely in Besalen."

This reinforces the city's ongoing role in preserving traditional crafts. Words like "center for making keris" suggest the city's ongoing relevance and excellence in traditional crafts. From the perspective of tourism promotion, the reiteration of positive evaluations serves to reinforce the quality of Surakarta as a destination for potential visitors. Additionally, the name of the locale where the keris was crafted was explicitly identified at the conclusion of the sentence. In this manner, prospective visitors will be prompted to envision a visit to the aforementioned location. In the context of modern technology, prospective visitors may be inclined to utilize online resources, such as Google Maps, to ascertain the location of the keris' production. This may ultimately serve to enhance their interest in the subject matter.

"Surakarta, or as it's locally known, Solo, is a **vibrant** city nestled in Central Java, Indonesia."

This general positive statement portrays the city as lively and central within Java. The word "vibrant" conveys a lively and positive Quality, enhancing the city's attractiveness. The use of such expressions is intended to persuade prospective visitors. Nevertheless, this positive assessment remains general in nature, failing to delineate the specific attributes that contribute to the city's vibrant character.

"Occupying a 24.83-acre area, this **vibrant** village with 2,500 residents mainly engaged in batik production and sales, is **renowned** for its distinctive batik motifs - 250 of which are patented."

This emphasizes the city's recognition in highlighting its unique and protected cultural assets. Words like "renowned" underscore the high quality and uniqueness of the local craft. Furthermore, the data employs the term

"vibrant" to signify Quality aspect. The distinction between this data and previous findings is that, in this data set, the term "vibrant" is substantiated by a more comprehensive delineation of the factors that are known to imbue these attributes within the city. In this instance, the author demonstrates that the quality of the city is substantiated by the values associated with arts and culture, specifically in relation to batik production.

Arts and cultural appreciation of the tourism destinations' domain
REACTION:IMPACT
Specific tourism destinations features of Surakarta, such as attractions, cultural sites, or events, receive 66 (66%) positive evaluations and only 3 (3%) negative evaluations. This disparity underscores the strength of individual elements within the city in attracting and engaging tourists. Below, the Impact evaluations on the city is explained in more detail.
"Rental cars are **available** for hire and can be organized through some of the bigger hotels in Solo."
This highlights the convenience and accessibility of transportation options, enhancing the destinations' appeal to tourists. The availability of rental cars and organization through bigger hotels suggests convenience and accessibility, positively impacting visitor experience. From the perspective of tourism, the availability of public facilities is a significant factor that merits consideration.
"The train goes **regularly between Solo and Jakarta** and the trip takes between 11-12 hours."
This example emphasizes the connectivity and ease of travel to and from Solo, which is a significant factor for potential visitors. The phrase "regularly between Solo and Jakarta" indicates reliable connectivity, enhancing the city's appeal. This evaluation serves to reinforce the preceding one, which made mention of or touched upon the facilities and affordability of tourist destinations. It is also noteworthy that the author makes reference to a journey from Jakarta. This suggests that the text is imbued with an internationalizing aspect. Such a reference to Jakarta may prove an effective means of attracting a greater number of international tourists. From a contemporary tourism standpoint, the author recognizes the necessity of delineating the target demographic, extending beyond local or national audiences to encompass international visitors.
"Sangiran has many **interesting** mysteries to reveal."
This highlights a specific attraction's historical and educational value, making it a compelling reason for tourists to visit. Words like "interesting mysteries" evoke curiosity and a positive Impact on the visitor's interest. This evaluation is more comprehensive than the previous one. This suggests that the author aims to present a balanced perspective on the subject matter, for instance, by offering insights into the characteristics of tourist destinations, interspersed with broader, more general observations. In this case, the author provides a positive evaluation of the enigmatic nature of Sangiran. The selection of the term "mystery" is noteworthy for its capacity to evoke a heightened sense of curiosity and intrigue.
"Besides being an **interesting** attraction, it is also **interesting** to learn from behind the stage."
This shows the educational aspect of the tourist destinations' features, adding depth to the tourist experience. The phrase "interesting to learn" suggests an educational and engaging experience, positively impacting the attraction's appeal. To provide a more detailed account, it was previously asserted that this constituted one of the most intriguing attractions. Upon closer examination, it becomes evident that this is a reiteration of the evaluation, thereby emphasizing the positive assessment. In this manner, the author presents the educational values as one of the attractions of this tourist destination. By promoting the value of education in this manner, potential tourists with an awareness of its importance will be encouraged to visit. Furthermore, this favorable assessment may also serve as an incentive for academic scholars, including educators and students who utilize tourist destinations as a basis for study tours, to direct their attention to this particular destination.
"Here visitors can enjoy some **facilities** such as playroom, bath balls, flying fox, outbond, children's traffic park, audio visual, swimming pool, restaurant, souvenir stalls, fish pedicure and milling machine monument from 1926."
The variety of facilities and activities available makes an attractive destination for a wide range of tourists, including families. The extensive list of "facilities" and "activities" indicates a rich and diverse experience, positively impacting the attractiveness of the feature. In comparison to the preceding evaluation, it becomes evident that the range of potential tourists aimed to reach is extensive. The target audience is not limited to local, national, or international visitors in general; rather, it encompasses specific groups, including the educational community, families, and other demographic categories. The implementation of evaluations such as this one demonstrates that arts and cultural texts in Surakarta espouse the value of inclusivity.
"It's also **possible to hold an event** here since the convention hall is usually rented for birthday parties, wedding parties, seminars, exhibitions, graduations, pre-wedding and any other events with such an **artistic European style** building as its background."
This emphasizes the destinations' versatility and suitability for hosting various events, enhancing its attractiveness as a destination for both leisure and business tourists. The versatility and "artistic European style building" provide a unique and appealing venue for various events, positively impacting the feature's appeal. In a manner consistent with the preceding pattern, existing evaluations are demonstrating an increasing capacity to expand the reach of target tourists. In this case, the expansion of the target is more geared towards attracting local and national tourists, as the majority of foreign tourists who wish to visit historical sites will opt to immerse themselves in the ambience and authentic cultural experiences offered by these destinations.
"Kirab Malam 1 Suro is a **ceremonial event held** to mark the start of the Javanese calendar's New Year."

This specific cultural event is highlighted as a unique attraction, drawing interest due to its cultural significance. The mention of a "ceremonial event" highlights a unique cultural experience, positively impacting the city's cultural richness. From this point onwards, the subject matter becomes more intriguing and exhibits a greater degree of diversity. Previously, many positive evaluations focused on the functional aspects of the features offered by destinations, for example, regarding inclusive facilities. Currently, these evaluations are also being used to create event attractions. Consequently, the promotional text for arts and culture tourism destinations in Surakarta is presented as having a broad reach and inclusivity.

"Sekaten is a **week-long Javanese traditional ceremony** commemorating Prophet Muhammad's birthday."

The promotion of significant cultural events like Sekaten adds to the city's cultural allure, offering unique experiences to visitors. The phrase "week-long Javanese traditional ceremony" emphasizes a culturally significant and engaging event, positively impacting the city's cultural appeal. As with previous findings, this data also demonstrates a similar phenomenon: the attraction of potential tourists through an event-based approach, wherein the text provides information about noteworthy events or occurrences that are likely to capture the attention of tourists at specific points in time.

The following section presents an analysis of data indicating negative Impact on the perceptions of tourist destinations in the Surakarta area.

"Taxis are available though they can be **difficult** to find away from the main tourist areas."

This highlights a logistical issue that could inconvenience tourists, suggesting areas for improvement in transportation services. The phrase "difficult to find away from the main tourist areas" points out a logistical issue, negatively impacting the visitor experience.

"Night buses travel from Jakarta to Solo and **take around 12 hours**."

While informative, this points out the lengthy travel time, which may be a deterrent for some tourists. The phrase "take around 12 hours" highlights a long travel time, potentially deterring tourists and negatively impacting perceptions of accessibility. The two examples of negative Impact evaluation presented here are both focused on accessibility and ease of transportation to reach Surakarta. Conversely, this negative assessment can be interpreted as an implied positive evaluation of destinations. The more challenging they are to reach for tourists, the more unique the experience they will have, as it is likely that there will be minimal transportation that will disrupt tourist attractions. Nevertheless, it is evident that this negative assessment does not exert a considerable influence on tourists' perceptions, rendering it unlikely to be a decisive factor in their decision-making process.

REACTION:QUALITY

With 30 (30%) positive evaluations and 1 (1%) negative, the quality of Surakarta's features is again predominantly positive, indicating that the unique aspects and attractions of the city are seen as high-quality by the audience. In comparison to the impact aspect, the number is considerably less significant. This indicates that the majority of promotional texts for arts and culture tourism in Surakarta tend to prioritize the elicitation of interest through the presentation of emotional appeals, as opposed to the cultivation of positive or negative sentiments regarding the quality of the experience. The following section presents the positive and negative quality evaluations, accompanied by a detailed explanation of the underlying data.

"Bicycles are a **good** option for those who are willing to brave the traffic and **can be rented** from tourist offices in town."

This promotes an eco-friendly and adventurous way to explore the tourist destination, appealing to certain types of tourists. The phrase "good option" and "can be rented" suggest accessibility and a positive experience for adventurous tourists. The objective of an evaluation such as this is to assess the suitability of a particular destination for tourists, rather than the quality of a specific city. In this case, the bicycle is being used as a means of transportation to reach tourist attractions. By utilizing the bicycle, tourists are able to immerse themselves in the authentic cultural ambience surrounding the tourist attraction.

"Sangiran is an archaeological site that has been **recognized by UNESCO as a world heritage** since 1996."

This highlights the global recognition and cultural significance of the site, making it a prestigious attraction. The recognition by "UNESCO as a world heritage" site implies high cultural and historical value, positively impacting Quality perceptions. It is worthwhile to devote attention to evaluations of this nature. It is customary for positive assessments, accompanied by recognition from UNESCO, to be attributed to tourist destinations rather than cities. This is consistent with the fundamental principles of cultural heritage conservation, which are becoming increasingly evident to the general public and necessitate the preservation of these sites. When tourism is employed as a vehicle for education and recreation, it does not result in the deterioration or exploitation of the heritage destination.

"Wayang show was declared by UNESCO as a cultural heritage since November 7, 2003, as a **high-value** and **awesome** cultural narrative."

This adds to the city's cultural prestige by showcasing internationally recognized cultural heritage. The terms "high-value" and "awesome cultural narrative" emphasize the exceptional quality and cultural significance of the Wayang show. In addition, the precise date on which wayang was designated as a cultural heritage is indicative of the international recognition and favourable evaluation of Surakarta's arts and culture, as well as the tourist destination in question.

"Your first stop is Kraton Surakarta, a **majestic** palace entrenched in Javanese culture."

Highlighting a major cultural landmark, this emphasizes the richness of Javanese culture accessible to tourists. The phrase "majestic palace entrenched in Javanese culture" highlights the grandeur and cultural depth, positively impacting perceptions of quality. Similarly, as with the aforementioned evaluation, the proof of the quality of tourism in Surakarta is once again exemplified by the Surakarta Palace.

This section presents an analysis of data indicating negative Quality on the perceptions of tourist destinations in the Surakarta area.

"Even though the condition of GWO Sriwedari has been **deteriorating** due to the ongoing ownership dispute and shifting public interest to modern entertainment, it remains a unique glimpse into the rich history and culture of the region."

This acknowledges the decline in the condition of a cultural site, which may negatively impact its attractiveness but still recognizes its cultural value. The phrase "deteriorating due to the ongoing ownership dispute" points out a decline in condition, negatively impacting the perception of Quality, despite its cultural significance. Nevertheless, it is evident that at the conclusion of the sentence, the author effectively conveys that Sriwedari continues to serve as a distinctive window into the region's rich history and cultural heritage. In this way, it can be seen that the negative evaluation ultimately had little impact on the evaluation aspects of Quality, which was so numerous and aimed at tourist destinations in the Surakarta area.

Distribution patterns of city and destinations evaluation and information in arts and culture tourism texts

As evidenced by the findings presented above, the texts on arts and culture tourism in Surakarta demonstrate the utilization of the Reaction aspect of Appreciation. This finding is consistent with the results of previous evaluative language research, which indicates that the Appreciation aspect is the most productive type of evaluation in tourism discourse (Isti'anah, 2020; Jalilifar & Moradi, 2019; Wu, 2018). In the present research context, this suggests that the authors' objective is to prioritize the dissemination of information and the promotion of arts and culture in order to attract the attention of prospective tourists. The Appreciation:Reaction aspect is an evaluative process based on an assessment of interest and liking (Martin & Rose, 2007; Martin & White, 2005). In particular, the findings of this study indicate that the Reaction:Impact evaluation is the most frequently utilized aspect. This suggests that the author's principal aim is to capture the attention of prospective tourists. In other words, the writing on arts and culture tourism in Surakarta is structured in a way that highlights engaging elements. This aspect is then complemented by the Reaction:Quality aspect, which provides additional support by focusing on tourists' preferences. Moreover, while a few unfavorable assessments were identified, their prevalence was minimal and did not markedly influence the prevalence of favorable appraisals, which were considerably more numerous. The function of language employed in tourism promotional texts is to influence and persuade attitudes and emotions by omission, whereby undesirable elements, such as an instability in the political situation, polluted environments, and unappealing aesthetics, are typically excluded (Mayrdorfer, 2014).

It can thus be understood that the texts in question are of a promotional nature rather than objective reviews. Promotional text is understood to be a hybrid genre, combining elements of the academic and business genres (Shahnaz et al., 2022). It is also seen as related to other forms of written communication, including brochures and documents associated with public relations and formal business communication (Filyasova, 2022). This understanding of promotional text is based on a genre approach. However, the promotional nature of the text in this study is based on the behavior of the evaluation language, which demonstrates the existence of an intertwined positive narrative between the city and the tourist destinations. Accordingly, the term "promotional discourse," as used in this research, is more accurately understood as a reference to the discourse of advertising, whose primary goal is to persuade (Işık, 2023). In alignment with this assertion, Bhatia (2014) characterizes "promotional discourse" as the act of conveying the communicative intent of product advertising. The authors of the texts employ a multifaceted array of rhetorical techniques, each of which contributes to the desired outcome of the advertisement, in this case is the arts and culture tourism. In this research, the multifaceted array of rhetorical techniques used by the authors is represented through the use of Monoglossic devices and the specific selection of aspects of Appreciation.

From the Engagement perspective, it can be discerned that the author does not employ heteroglossic as a rhetorical tool in conveying assessments of both city and tourist destinations. In alignment with the aforementioned findings, the text displays a proclivity towards a promotional tone, accompanied by a discernible degree of subjectivity or Monoglossic. While the text is subjective in nature, it does not resemble a review in form or content. This is also evidenced by the dearth of Affect and Judgement aspects. The authors demonstrated a proclivity for employing Appreciation as a rhetorical device, eschewing the use of other resources that might have resulted in a more emotional or judgmental tone (Hood, 2004; Marsakawati & Yonata, 2024). Therefore, the authors refrain from evaluating individuals or their sentiments, thereby avoiding the impression of a review text. The authors do not explicitly express his feelings toward the cities or destinations in question. In this manner, the reader is positioned as the arbiter of the authors' perspective. The reader is encouraged to engage in a process of negotiation regarding a matter that has already become a reality. Moreover, the absence of evaluations of individuals allows the text to concentrate on tourist destinations that are perceived favourably. Thus, the arts and cultural text is subjective but presents a more formal promotional atmosphere, as opposed to a review.

The findings indicate that the predominant positive appraisals are oriented towards tourism destinations. In light of these findings, it becomes evident that within the discourse on the arts and culture, the author places a greater emphasis on destinations than on city branding. In terms of evaluation, the use of the Impact aspect demonstrates that the

destination is presented in the most appealing manner possible to attract potential tourists. In addition to numerous Impact assessments, the appeal constructed in the text manifests in multiple forms which represents "rhetorical techniques" (Bhatia, 2014).

Table 2 Distribution of Reaction aspects between Surakarta city and tourism destinations

Surakarta City		Tourism Destinations	
Impact	Quality	Impact	Quality
historical significance and cultural continuity, artistic heritage, unique community feel, rich culinary heritage, authentic local cuisine, and cultural event	traditional craftsmanship, the city, and batik production	accessibility of transportation options, connectivity and ease of travel, historical and educational value, tourist destinations' features, facilities and activities available, destinations' versatility and suitability, significant cultural events	eco-friendly and adventurous way to explore the tourist destination, global recognition and cultural significance, internationally recognized cultural heritage, and major cultural landmark

A comparison of the distribution of Appreciation evaluations between city and destinations reveals that the authors of arts and culture tourism texts in Surakarta do not limit the scope of their evaluations target. It is evident that the appraised items encompass a vast array of subject matter. This diversity indicates that a specific promotional style is being conveyed to potential tourists.

The evaluation of Surakarta City places particular emphasis on its cultural and historical significance. There is a discernible positive reaction to the continuity of traditions, artistic heritage, culinary practices and cultural events, which serves to underscore the city's capacity to offer immersive and authentic experiences. The emphasis on the quality of traditional crafts, particularly batik production, serves to highlight the excellence of the city's cultural identity and craftsmanship. In the context of tourist destinations, positive reactions to factors such as accessibility, versatility, and the occurrence of significant cultural events underscore their practicality and capacity to provide enriching and memorable experiences. Furthermore, the focus on eco-friendly, adventurous, and globally recognised destinations aligns with contemporary tourism trends that emphasise sustainability and global prestige. This positioning of these destinations as both comfortable and internationally valued reflects the current trend in tourism towards prioritising sustainability and global prestige.

Intertwined evaluative narrative as a promotional technique encouraging positive tourism
By examining the use of evaluation language in these two domains, namely the city of Surakarta and its tourist destinations, it becomes evident that the tourism destinations are favourably commended for their accessibility, comfort, and versatility, as well as their global recognition and environmentally friendly approach. Meanwhile, the city is perceived due to the depth and excellence of its cultural offerings, with a particular focus on the quality of its historical and artistic heritage, which serves to define the local identity. This discrepancy between city and destinations positive depiction highlights a dual narrative. Surakarta is regarded as a cultural nexus, boasting a profound historical legacy and a contemporary, malleable, and internationally esteemed tourism destination. A dual positive narrative is an effective promotional technique. As Huertas asserts, a successful tourism branding strategy encompasses all the essential elements of a city or destination's identity, reality, and development (Huertas et al., 2021). Previously, dual narrative was regarded as a contrasting narrative (Pung et al., 2020; Schneider, 2019; Strömbom, 2019). As can be observed, this research demonstrates that dual narrative can be intertwined and intrinsic to the text itself.

The dual narrative in the analyzed texts is not contradictory; rather, it is complementary and reinforces each other. In light of the above, this research presents a summary of the term "intertwined narrative," which describes a technique used to integrate two narratives internally within a text, thereby creating a powerful and positive impression. In particular, it can be designated an "intertwined evaluative narrative," as the dual narratives that are intertwined are constructed through the use of evaluative language. It creates an appealing impression for potential tourists, even though they may not have considered an alternative perspective. The authors provide a variety of positive evaluations in a dynamic way. It is widely accepted that the implementation of dynamic promotional strategies is a crucial element in the assurance of tourist satisfaction (Cai et al., 2023).

Furthermore, the integration of Reaction:Impact and Reaction:Quality aspects in the texts serves to engage readers on an emotional level. This is consistent with Izquierdo and Blanco's (2020) assertion that promotional activities are contingent upon sensory stimuli that evoke an emotional response in the consumer. By evoking feelings of interest and affinity among potential visitors, the authors also foster an impression of inclusiveness. From a linguistic perspective, it is noteworthy that the impression of inclusiveness in a text is created through the use of heteroglossic devices, wherein evaluations are sourced from parties other than the author (Martin & Rose, 2007; Martin & White, 2005). These sources are selected in a manner that aligns with the narrative's objectives (Elyamany, 2023; Mayr & Statham, 2021). In addition, the expression of positive or negative sentiments, such as (un)happiness or praise/condemnation, typically employs Affect or Judgement (Marsakawati & Yonata, 2024; Xie & Teo, 2020). This research demonstrates a novel insight of the role of Appreciation in shaping perceptions. When objects or phenomena are appreciated, especially using Reaction aspects, it is as if the reader is being invited by the author to align with the prevailing sentiments regarding general interests and preferences. Moreover, this research demonstrates that in the context domain of urban and destination tourism discourse, it is possible to compose texts that appear objective and official while still conveying a sense of inclusivity. This can be

achieved through an intertwined combination of positive Appreciation aspects, including Reaciton:Impact, and Reaction:Quality.

CONCLUSION

This study examines the use of evaluative interpersonal resources in arts and culture tourism promotional texts for Surakarta, focusing on how linguistic elements convey tourism values. The findings reveal that the texts predominantly utilize Appreciation evaluations, particularly emphasizing positive aspects of Impact and Quality, while Affect and Judgement are notably absent. These evaluations rely on sensory stimuli to evoke emotional responses from potential visitors, constructing a positive, immersive narrative.

The promotional discourse, though Monoglossic, maintains an objective and inclusive impression, focusing on generally accepted positive assessments of cities and tourist destinations. This use of Appreciation fosters interest and affinity in readers, contributing to the appeal of Surakarta's tourism. The research highlights how these strategies enhance the visibility of promotional texts in digital spaces by constructing a cohesive and attractive tourism narrative.

The study is limited to interpersonal aspects, and further exploration of ideational and textual elements, including multimodal analysis of online brochures, is recommended to gain a more comprehensive understanding of how cultural semiotics is employed in promoting arts and culture tourism.

DECLARATION OF CONFLICT

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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