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Issued by English study program of IAIN Palopo

The Requirement of Forming Words and Involving Attitudes in Naming Products:
The Skincare of Wardah

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Abstract

Beauty industry is a challenging business globally. Besides its promotion and expansion, product naming reflects its uniqueness. Through this research, the analysis shows how word contributes in product naming and the track of negotiation to the customers. By conducting morphology and crosschecked by appraisal in Systemic Functional Linguistics (SFL) studies, The researcher analyses word formation and attitude towards the categories and products of Wardah Skincare. Studying the one of Indonesian fast-growing beauty industry, this research is done by qualitative paradigm. The analysis is done in word level by criterion-based sampling to apply in four stages of analysis technique consisting domain, taxonomy, componential, and cultural theme. The researcher found that word formation process is frequently practiced in naming skincare product informing physical, composition, and function aspects. However, it does not result attitude at the same time. Its existence supports the product through the words conveying benefit, opportunity, specialization, and innovation. The more products are offered; word formation is done to create heterogeneous options. On the other hand, attitude reflects sensation, visual emphasis, protection, and capacity.

Keywords: *attitude, product naming, wardah skincare, word formation*

Introduction

The growth of industry in Indonesia shows positive movement by offering various products to customers. The commodities are competitively provided domestically and abroad. Product naming is a challenge by those companies. It should attract attention and positive interest from potential customers (Mautner,

Rainer, & Ross, 2017, p. 539). Therefore, product naming is made as creative as possible to create its own uniqueness.

Among developing industries in Indonesia, cosmetics industry is a competitive field amidst global business competition. Product naming by beauty industry has particular characteristics that are unique than others. It does not only provide merely naming but also show the allure of the content, sensation, and impression. The realization of product naming is facilitated by language along with creative process to encounter the product with its potential customer.

Choosing words for naming product into English language realization is adjusted with the morphological issue, especially word formation. For example, a product *Anoderm* *Night* *Treatment* *Moisturizer* is formed through one or more changes from the words' base. This case refers to word formation that applies the process of forming words from the existing ones (Nuraeni, 2018). There are some categories of word formation process such as inflection, derivation, compounding, conversion, back-formation, clipping, blending, acronym, coinage, and multiple process (Citra Ayu Larasati & Pariyanto, 2022; Yule, 2022).

Previous researches about word formation in cosmetic brands were done. Rizki Nanda Safira & Ferry Kurniawan (2022) identified the category of word formation and provided the meaning of cosmetic brands. They found which categories dominated in local and international cosmetic brand. Larasati and Pariyanto (2022) did more specific to cosmetic product description by U.S. celebrities. They provided types of word formation processes and their frequency. Word formation study that involved foreign language rules was done by Syawalina, Umaya, and Basarah (2023) towards French-speaking South Korean cosmetic brands. They presented two categories consisting the names that meet the rules of French word formation and the names that do not.

The previous researches above involve language practice that is the form of interaction between the brands (or through their products) with their potential customers. The naming of brands and products are encountered to their customers as part of interaction through text. This issue has not been studied yet by those researches. In fact, language is a text as meaningful unit in the relevant context where speakers and writers exchange meaning (Istiningdias, Indrayani, Sujatna, & Wagiati, 2021, p. 243; Wiratno, 2018). The researcher is attracted to combine the word formation as the realization of language to build social relation (e.g. seller to buyer, company to customer, et cetera). One of related approaches to analyse this case is by using Systemic Functional Linguistics (SFL) that views text as language functioned in context (Halliday & Matthiessen, 2014).

There is interpersonal metafunction that discusses negotiating social relationship, interaction, and feeling. From this path, language can be analysed as the indication of attitude. The attractive aspect as manifested in naming product embeds attitude that is trying to negotiate with the customers. Attitude system in language has been formulated by Martin and White (2005) as interpersonal

function of SFL. It is expressed through the subsystem named affect, judgement, and appreciation.

The practice of this idea is frequently found in skincare products. For example, the products like *Renew You Anti-<u>Aging</u> <u>Intensive</u> Serum* and *C-Defence <u>Energizing</u> Whip*. The underlined words do not only show word formation issue, but also, they embed attitude involving appreciation towards aesthetic appearance and emotional touch.

The realization of language use in articulating attitude have been analysed by previous researches with their contexts. Istiningdias et al. (2021) did the analysis in Covid-19 local language guidelines of Indonesia. They found positive attitude as conveyed in the health protocol guideline to the society as the readers. By attitude analysis as expressed through language, Saefullah, Sujatna, Ismail, and Haron, (2022) uncovered how French tourists appreciated natural beauty of Batur Mountain in Bali through travel blog. In the context of cosmetic products, previous studies analysed the attitude including advertorial promoting halal beauty product (Wihadi, Tuckyta, & Sujatna, 2021) and beauty vloggers (Chaerunnisah, 2023).

The previous studies on attitude analysis remained viewing attitudinal word (i.e. the words expressing attitude) as an independent and existing words that are available are ready to be classified. However, they missed the reality that those words can be formed passing process(es). Furthermore, the previous studies about naming brands and products are dominated by word formation and have not paid attention yet on viewing the process as part of expressing attitude. This research study firstly the word formation in product naming. Then, the findings of word formation are crosschecked with attitude analysis for confirming the contribution of word formation in shaping attitude as the products are trying to negotiate with their customers.

The analysis of this research is conducted to the products by one of Indonesian beauty brand, Wardah. This brand refers to the Indonesian company named PT. Paragon Technology and Innovation since 1995 ("TENTANG WIM," 2024). This brand is originally from Indonesia and a fast-growing cosmetic company up to international market. It is well-known in producing cosmetics with Islamic principles including skincare, cosmetics, and body care. There have been more than 20 skincare products released in the category of facial cleansers, serums, sunscreens, toners, and moisturizers.

Studying on skincare product naming by Wardah, this research provides the kinds of word formation and attitude. The product names are interesting to analyze. Mostly, they express long word chains. Multiple words in the chains resulted from word formation. Some of them attach attitude. That is what this research focuses. The findings and discussions are centered to the words combine word formation process and attitude. This research reveals how the company tries to negotiate its customers through product names, the degree of involving descriptive and attitudinal wordings.

Method

This research was done by qualitative paradigm towards linguistic data that were in the form of word level. The data were the names of categories and product by Wardah's skincare. The decision of choosing Wardah's skincare product names had passed observation through many skincare companies and Wardah has particular product name that show more possibilities in word formation and language attitude studies.

This research applied content analysis. In order to collect the data, the researcher performed criterion-based sampling by working with the criteria as follow:

a) The data were the words as written in the list of *Wardah*'s skincare both categories and their products as released in its official website so that the data are valid.

b) Only words that perform word formation process were taken as the data. The others were not classified. Then, they were not considered as the data.

c) After b) had been collected, those words were then analysed with attitude analysis. This way is in order to crosscheck whether word formation contributes forming attitude to negotiate with the customers.

The analysis implement (Spradley, 2007) consisting four stages. The first is domain analysis by selecting which are classified as data among the entities in the data source. The second is taxonomy analysis by finding the types of word formation and attitude. The third is componential analysis by finding the relation of word formation and attitude findings. The last is cultural theme analysis for interpreting the relationship from component analysis in order to elaborate the discussion and get the conclusion.

Results

Findings

Based on its skincare list as shown in Wardah's official website, there are 11 categories. There are some products offered to its customers in each category. The table below shows the quantity of word formation and attitude findings.

Table 1. The Findings Based on Wardah's Skincare Category

Category	Word Formation (%)	Attitude (%)
UV Shield	7.4	2.8
Crystal Secret	6.5	10.3
Super serum Sheet Mask	3.9	2.8
Cell Power Serum	3.5	5.6
Nature Daily	22.9	10.3
Lightening	11.7	16.8
Perfect Bright	16.9	25.2
Hydra Rose	4.3	0.9
Renew You	6.9	12.1
C-defense	8.7	11.2
Acnederm	7.4	1.9

The underlined word indicates that word formation process exists. It tries to show that word formation can be started from its category and then followed by its products (e.g. the category 'Lightening' has 'Lightening Oil-Infused Micellar Water' product). The table above shows how the categories potentially contribute the products in providing the numbers of word formation and attitude in the text. This helps the researcher to get the patterns of product naming applied by *Wardah* in the perspective of language study.

There are seven-word formation processes found in the products. They are derivation, compounding, conversion, borrowing, acronym, inflection, and multiple process while all subsystem of attitude exists with their various numbers.

1. Word Formation Processes

Word as language unit providing meaning has its dynamics. Besides its original meaning, it can be expanded to form other meanings. The dynamics are denoted with affixes, cutting word elements, adapting other language, adjusting context, and so on. This language phenome happens in beauty products, like skincare.

a. Derivation

It is the process of forming new word by mostly adding affixation like prefix or suffix to the base. The addition of affix changes the word class from its base. There are 58 derivations found in the product categories and brands of Wardah's skincare. It makes derivation is the most word-formation classification that dominate the naming's by Wardah. Here are the examples.

(1) Crystal Secret Eyes Dark Circle <u>Corrector</u>

(2) Hydra Rose <u>Moisture</u> Rich Night Gel

Most derivations happen by adding suffix to chance the word class. The change of word class by Wardah's product and category naming's is frequently found by adding suffix such as noun to adjective by –al and -ing (e.g. nature → natural, face → facial, age → aging), verb to noun by –or and -ment, (e.g. correct → corrector, treat → treatment), and adjective to noun by -ure (e.g. moist → moisture). These findings reflect forming adjective is applied to modify the noun, while forming noun describe the product physically. In some cases, derivation affects word base form to enlarge the meaning like adding prefix re- (e.g. new → renew).

b. Compounding

It is the process of forming new word by combining two or more words. Compounding place the second rank of the word formation cases found in Wardah's product and category naming's.
There are 45 compounding's found. The examples are provided below.

(3) UV Shield Essential Gel <u>Sunscreen</u> Serum SPF 35 PA+++

(4) Nature Daily <u>Seaweed</u> Balancing Toner

It is found that compounding cases reflect natural existences (e.g. sunscreen, seaweed), materialization (e.g. gel-to-foam), and physical look (e.g. acnederm). Compounding contributes in giving detail of content, entity, and function towards the products.

c. Conversion

As the third place of findings, this process happens without adding affix to form word class. It includes a word that has multiple word class and adjust it based on the context of its position in a sentence for presenting its meaning. For example, a word 'scrub' means 'to rub' (verb) and 'an act of scrubbing' (noun). The other examples refer to 'bright 'as 'high saturation of colour' and 'glow' as 'brightness or warmth of colour' ("Merriam-Webster," 2024). There are 34 conversions.

(5) Nature Daily Seaweed balancing Facial <u>Scrub</u>

(6) Perfect <u>Bright</u> Creamy Foam <u>Bright</u> + Smooth <u>Glow</u>

Conversion in naming product by Wardah is dominantly applied for forming meaning of act (e.g. wash), entity (e.g. scrub, mask), and state (e.g. bright, glow).

d. Borrowing

This word formation process involves borrowing foreign word. For example, the word 'essence' was derived from Latin 'essential' and French 'essence'.

The findings are mostly nouning from French like 'ampole' and 'masque'. 17 borrowings exist.

(7) UV Shield Aqua Fresh <u>Essence</u> SPF 50 PA++++

(8) Lightening Serum <u>Ampoule</u>

(Yule, 2022, p. 170) states that borrowing is commonly the source of forming English words. It was the reality that English adopted many words from other languages. The findings in this research show that this language phenomenon exists in beauty industry as well.

e. Acronym

Word can be formed from abbreviation. There are 19 acronyms found in the categories and products. The findings are mostly from the abbreviations that relate to sunscreen and compound of acid. For example, there are SPF (Sun Protection Factor), PA (Protection Grade of UVA), AHA (Alpha-hydroxy Acid), and PHA (Polyhydroxy Acid). There are 19 acronyms found.

(9) UV Shield Active Protection Serum <u>SPF</u> 50 <u>PA</u>++++

(10) Crystal Secret Exfoliating Toner with Natural <u>AHA</u>+<u>PHA</u>

Acronym saves the space of placing the product name besides merely shorten particular terms. It forms word by the acronyms have been familiar, especially in skincare context. The acronyms existing in the product name show initial letter of a set of word or are pronounced in each separate letter.

f. Inflection

It is a process of word formation that involves affixation that does not change word class. Inflection indicates a word relates to its tense, plural or singular, comparative, and possessive. There are 12 inflections. The example below illustrate inflection works by changing its base with –ing so that it shows verb in participle form to modify a noun.

(11) C-Defence <u>Sleeping</u> Mask

(12) Acnederm Pure <u>Refining</u> Toner

The inflections in the findings refer to the use of suffix –ing. The results of forming word are for modifying the nouns. They modify the nouns in order to describe the time of use (e.g. sleeping) and the functions (e.g. refining, balancing).

g. Clipping

This process involves the cutting of word. The cutting happens in a word by reducing its part. There are 6 findings. There is only one word 'hydra' from 'hydrate' applied clipping in *Hydra Rose* category and its five products. They are functioned 'to hydrate and moisturize skin.

(13) <u>Hydra</u> Rose Petal Infused Toner

This clipping process in Wardah's product creates naming style for product category. It affects its variants.

h. Multiple Process

A word can be formed after two or more changes. There are 39 findings. Multiple process happening in the data is dominated by forming words involving verb and noun. For example, the word 'brightening' comes from 'bright (adj) → brighten (v) → brightening (n)' and the word 'moisturizer' from 'moist (adj) → moisture (n) → moisturize (v) → moisturizer (n)'.

(14) Crystal Secret <u>Brightening</u> Day Cream

(15) Perfect Bright Bright + Night Glow Night <u>Moisturizer</u>

Most words formed in multiple process are the results of changing adjectives. Beauty products are expected to show interesting look. The words from multiple process contribute making meaning as the performer of this expectation.

2. Attitude

Text uses word to symbolize meaning and the meaning can reflect feeling. The effort of mapping feeling is practiced in attitude analysis. Observing the data, the researchers try to prove that attitude happens in the text articulating Wardah's product naming.   All types of attitude are found in various numbers. The attitude system has two labels. They are positive and negative. They are the words as linguistic component in encapsulating speaker or writer's attitude (Yuliyanti, 2023, pp. 223–224). Although the collected data show the domination of positive attitude, the system maps them into which are based on emotions, ethics, and aesthetics.

a. Affect

The word that is classified as affect refers to positive or negative feeling. It includes the meanings implement dis/inclination, un/happiness, in/security, and dis/satisfaction. There are 13 findings found. The two words frequently found are

represented below.

(16) C-<u>Defence</u> <u>Energizing</u> Whip

The words above reflect attitude for articulating +security by the word 'defence' and +satisfaction by 'energizing. The words classified in affect show naming product involves positive feelings. The brand tends to offer positive security and satisfaction through those words to attracts the customers.

b. Judgement

The word that represents judgement refers to ethics and behaviour. Judgement covers normality, capacity, tenacity, veracity, and propriety. There are 6 findings. The data below represent judgement.

(17) Lightening Night Cream <u>Advanced</u> Niacinamide

(18) Nature Daily Seaweed Balancing Primary Hydrating <u>Booster</u>

The sample above illustrate +capacity. This subtype of judgment covers all words articulating judgement such as 'activating', 'protection', and 'corrector'.

c. Appreciation

This kind of attitude is frequently found in the data. There are 89 findings. This subsystem particularly links to aesthetics and natural phenomena. Appreciation also evaluates how worth a thing is. It is applied to reaction, composition, and valuation.

(19) Crystal Secret Pure <u>Treatment</u> <u>Essence</u>

(20) Perfect <u>Bright</u> <u>Creamy</u> Foam <u>Bright</u> + Smooth <u>Glow</u>

The samples above exemplify appreciation. Besides those words above, there are some words reflect the subtypes of appreciation. There are the words reflecting +valuation such as 'bright', 'glow', and 'refreshing'. There is also +reaction as symbolized by 'treatment' and 'renew'. +Composition is shown by 'essence', 'essential', and 'natural'

After providing the findings and their samples, the Table 2 below exists in order to know the spread of word formation and attitude along with each category. The attitude analysis is obtained after word formation process exist. This procedure was done to connect how word formation contributes in raise attitude to negotiate the products to customers.

Table 2. The Spread of Word Formation and Attitude

Word Formation										Attitude		
Der	Com	Con	Bor	Ble	Acr	Coi	Cli	Inf	MP	Aff	Jud	App
61	45	34	17	0	19	0	6	12	39	13	6	89

The table above shows the presence of word formation consisting derivation (Der), compounding (Com), conversion (Con), borrowing (Bor), acronym (Acr), clipping (Cli), inflection (Inf), and multiple process (MP). Those existing findings reflect the style of naming by Wardah's skincare in articulating its products. The naming style is particularly applied to Wardah that makes its specials than other cosmetic brands.

There are not any blending and coinage cases in the findings. The absence of blending means the product names and categories do not adapt creating single term from two separated words. The product and category namings do not apply other trade names to refer Wardah's products. Yule (2022, p. 179) says that coinage as the way of forming general terms that is typically from trade names. It may the way by Wardah to create its characteristic naming without inserting other trade names.

In attitude, there are affect (Aff), judgement (Jud), and appreciation (App). Derivation dominates word formation process in naming the products, while the words reflecting appreciation significantly covers attitude.

Discussion
The Product Naming is Expressed Descriptively than Attitudinally

The findings provided in the Table 1 above show that the numbers of word formation and attitude are not always in a same way. Forming word is part of expressing meaning that describes a product but does not apply attitude at the same time. Word formation contributes forming meaning about the variants of product (e.g. mask, treatment, toner, corrector, scrub, lightening, balancing, purifying, gel-to-foam, oil-infused), hydration or moisturization (e.g. hydrating, moisture, essence, hydra, hydramild), specialized skin concern (e.g. acnederm), and content-based product (e.g. seaweed).

When investigating the attitude analysis implied in word formation process, the attitudinal words reflect positive (e.g. essential, refreshing, brightnening, natural, superserum, renew, balancing), protective (e.g. protection), defensive (e.g. defense), addressed problem (e.g. aging), and beneficial view (e.g. cleansing, purifying, cooling).

Although, the implied topics taken from the attitudinal words vary, they cannot reach half of word formation findings. This reflects that word formation processes resulted from the product naming tend to be more descriptive than attitudinal (comparison of findings shows 231:107). This research expands attitude analysis on language that was previously studied by Chaerunnisah (2023) toward beauty vloggers. Her research was focused on spoken source, while this research was taken from written source. More than just the data form in declaring the difference, this research is able to display the presence of words that perform multiple functions in restricted word chains.

The Negotiation to the Customers

By analysing the attitudinal words, the findings denote some points about the value and the view that are trying to negotiate with the customers. Most words show positive value. This signifies the products try to present positive issue to the customers while using the products.

The number of affects reflects involving emotion on naming the products while judgment emphasizes on character as found in social evaluation. Factually in the findings, there is a small number of words evaluating judgement and affect. On the other hand, the attitudinal words dominantly show appreciation. It is kind of evaluating phenomena. It can be interpreted that the product naming tends to provide nature, innovation, and usefulness.

The previous researches about word formation process remained having attention on classifying the categories and finding their patterns and meanings (Citra Ayu Larasati & Pariyanto, 2022; Rizki Nanda Safira & Ferry Kurniawan, 2022) and missed the potential developing study like language attitude. This research is able to show how word formation process contributes in negotiation. This research proves that the words resulted for business are not merely formed. They embed promotion that is facilitated by the words classified in affect, judgement, and appreciation.

Discussing the Quantity of Word Formation and Attitudinal Word

Based on the table, it is also shown that the high number of word formation is equivalent with the available products. *Nature Daily* category presents 53 findings and it has 16 products. This finding can be interpreted that this category is consumed more often than others so it requires more products. The more products are offered; they need more words to create heterogeneous options.

The next high number of word formation process refer to compounding and conversion. By combining words, compounding facilitates creating additional range of meaningful word (e.g. Super-Glow, tone up, C-defence, and so on) and contents (e.g. seaweed). Conversion is frequently used for getting alternative meaning of word (e.g. 'scrub' and 'wash' as noun).

Multiple processes are the next dominant word finding for getting specification (e.g. moisturizer, cleansing, purifying, and so on). Acronym facilitate abbreviation to shorten original term. Borrowing shows that some English words are derived from foreign language, specially beauty use.

In attitudinal words, they exist along with the required need to attract the customers. When the words, including word formation, representing the product have been fully expressed, attitudinal words may not be there (e.g. Nature <u>Daily</u> Aloe <u>Hydra Mild Moisturizer</u> Cream) or their existence are to attract and push the customers' feeling (e.g. Nature Daily Seaweed Balancing Primary Hydrating <u>Booster</u>). The high number of attitudes happens in *Perfect Bright* category. It is dominated by appreciation. In this skincare category, attitudinal words play role in

ensuring customers for getting that 'bright' by conveying the sensation (e.g. cooling and creamy) and the visual emphasis (e.g. tone up, glow, and super-glow). Large number of appreciations in product naming can be interpreted that the words try to give positive valuation for getting positive attention.

After exposing appreciation, attitudinal words reflecting affect tend to focus on protection (e.g. defence) and stimulation (e.g. energizing). Judgement is expressed by the words reflecting capacity (e.g. booster, corrector).

Conclusion

This research has shown the readers about the presence of word formation process in order to create product naming. Some words that perform the process do implication on presenting attitude to negotiate with the customers. This research contributes in the development of SFL and morphology studies. It reveals that words, specifically in business context, are the way of expressing the products and attract customers. Forming word is part of creating product naming while attitudinal word supports its positive view. As a result, it unfolds customers to have attention to the products. For marketer and brand managers, the research finding and discussion can be the reference of language practice in business and consider better strategy, especially through naming products. Afterwards, this research opens opportunity to deepen both SFL and morphology studies.

Acknowledgement

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