Critical Discourse Analysis on Traveloka Hotel Review during the New Normal Era

Analisis Wacana Kritis terhadap Review Hotel Traveloka di Era New Normal

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Article info

Keywords:	Abstract
Description, Interpretation, Explanation dimension	*This study aims to investigate the review of the hotel in Traveloka during the new normal. The objectives of the study are to explain the description dimension, interpretation dimension, and explanation dimensions of the review of the hotel in Traveloka. The study is analyzed using the Critical Discourse Analysis approach by Fairclough (1989). With a descriptive qualitative approach to obtain, gain, and explain the data. The findings emerged from this study: the description dimension showed the significant meaning of the word, active-passive sentences, and positive sentences were found in the review of the hotel, using description and persuasion structures. The interpretation dimension showed that the content, subject, relations, and connections were connected to the situational context. The explanation dimension in the situational context of praising and endorsing the resort is the main context of the review. The analysis discovered that hotel ratings are deeply connected with the larger social environment, the review referred to persuade the readers/guests with some praising and endorsing of the hotel, service, and amenities from the review the guest*
Kata kunci:	**Abstrak**
Deskripsi, Interpretasi, Dimensi Penjelasan	Penelitian ini bertujuan untuk mengetahui review hotel di Traveloka pada masa new normal. Tujuan penelitian adalah menjelaskan dimensi deskripsi, dimensi interpretasi, dan dimensi penjelasan review hotel di Traveloka. Penelitian ini dianalisis dengan menggunakan pendekatan Analisis Wacana Kritis yang dikemukakan oleh Fairclough (1989). Dengan pendekatan deskriptif kualitatif untuk memperoleh, memperoleh, dan menjelaskan data. Temuan yang muncul dari penelitian ini: dimensi deskripsi menunjukkan makna kata yang signifikan, kalimat aktif-pasif, dan kalimat positif ditemukan dalam ulasan hotel, menggunakan struktur deskripsi dan persuasi. Dimensi interpretasi menunjukkan bahwa isi, subjek, relasi, dan koneksi terhubung dengan konteks situasional. Dimensi penjelasan dalam konteks situasional memuji dan mendukung resor merupakan konteks utama tinjauan. Analisis tersebut menemukan bahwa peringkat hotel sangat terkait dengan lingkungan sosial yang lebih luas, ulasan tersebut dimaksudkan untuk membujuk pembaca/tamu dengan beberapa pujian dan dukungan terhadap hotel, layanan, dan fasilitas dari ulasan tamu tersebut.

INTRODUCTION

Critical Discourse Analysis (CDA) is the type of discourse analytical of social practice that studies social power and inequality (Ulinnuha, et al., 2013). CDA aims to identify how language is used to create and sustain social power structures. The CDA technique, created by Norman Fairclough in the 1980s, is now frequently employed to examine various texts, from political speeches to social media posts. As stated in Burhanudin et al. (2021) the CDA model consists of a three-dimensional framework, such as the first is textual analysis (description). This dimension is the first framework level that includes verb types, interaction processes, social relationships between participants, emotion analysis, and modality. This stage's goal is to examine the main ideas and persuasive strategies the speaker used to persuade the audience when examining a political speech. The second dimension, processing analysis (interpretation), entails researching social circumstances, consumption, production, and text distribution. This aspect focuses on how people create, interpret, and change texts. The last dimension is social analysis (explanation); such a stage is concerned with the study of the text concerning social issues or power, which is a construct demonstrated through hegemony and interdiscursivity.

The review of the hotel is the topic analysis of this study that are collected on the Traveloka platform, the review of the hotel becomes the crucial element in the advertisement in tourism especially in the accommodation section. The review could persuade the reader with some exciting information like the facility, the service, and the safety of the hotel; therefore, this study chose the hotel review as the data source. There is few research in CDA in hotel review, with this analysis we could enrich the reader on how the review could persuade, corelate, and connection with the social practice.

METHODS

The focus on the data was taken during the new normal that is from 1st January 2022 until 31 December 2022. 8 data were taken from the review hotel in Traveloka. The data was taken from the hotels MaxOnehotel Ubud, Askari Resort Ubud, and Doublesix Hotel review in the English language.

The documentation approach was employed in this study to gather, gain, and explain data from the document. The documentation in this study employs three processes, the first of which is that the data was obtained from the review hotel on Traveloka. The data was then classified according to the Fairclough (1989) theory, which outlines three aspects of CDA. Finally, the data is analyzed using three dimensions, including description and interpretation dimensions.

A descriptive study explains the qualities, phenomena, and why or how something occurs (Gall & Borg, 2007). The descriptive qualitative approach utilized to describe and analyze the data in this study. Data analysis techniques such as: First, choose the data from the review hotel on Traveloka. Second, divided the data into three types of dimensional frameworks by Fairclough (1989), and last, described and explained the data based on the description dimension concerned with the text's vocabulary, grammar, and structure, interpretation dimensions that focused on Interpreting a text's meaning and comprehending how language is used to construct social meanings and Interpretation dimensions that focused on the connection between interaction and social context with

the social determination of the process of production and interpretation, and their social implications.

RESULT AND DISCUSSION
Result
Three studies were performed on the description dimension: vocabulary, grammar, and textual analysis. In the vocabulary analysis, various word classes such as verbs, nouns, pronouns, conjunction, articles, formal, and positive values were revealed in the data; all of the word classes are describing the positive value of the hotel, service, and facilities, as evidenced by the data. The majority of this study's data was input as positive data with active words. The bulk of the textual data used descriptive and persuasive structures.

The interpretation dimension is used to define questions about purpose, activity, topic, subject, relationship, connection, and information. The goal of those data is to provide a good review and suggestion of a hotel based on the data that pertains to the service, the location, and the hotel or the locations, for the activity. The act of praising and approving the hotel, stressing specific features of the experience that contribute to its greatness, is included in the activity. The sentence's theme is the hotel's favorable features, which include the service, the location, and the hotel or the locations. Furthermore, the sentence's connection is concentrated on the hotel and its features.

There are three components to investigate in the social practice (explanation dimension): situational, institutional, and social practice. The investigation revealed that hotel reviews are strongly related with the greater social milieu, with some complimenting and approving the hotel, service, and facilities from the guest review. It also shows the impact of the hotel industry, cultural values, and society conventions. The study's findings are beneficial to hotel managers, marketers, and passengers alike, as they increase their understanding of the complex interplay between language, social elements, and customer experiences in the hospitality business.

Discussion
From the result could be known the result of the analysis in three dimension those are description dimension, interpretation dimension, and explanation dimension, the discussion of the analysis are follow.

A. Description Dimension
Fairclough (1998) stated that Description is the stage that is concerned with the formal properties of text. Fairclough also shares ten key questions with sub-questions, For understanding clearly, which mainly contains the analysis of the text, vocabulary, experiential, expressive, and metaphor values as the first stage. The second stage is identifying the underlying grammar and syntax used in the text. This includes analyzing the use of active versus passive voice, the placement of verbs and nouns, and the use of pronouns. The third stage is the textual structure which investigates the interaction and overall design of the text. (Fairclough, 1989). The data is displayed in the description below
Data (1) ("New hotel. Super clean and big room with a cheap price compared to another hotel. Highly recommended" MaxOneHotel, September 24th,2022)
The analysis of the word from the data above such as: The word "new" was an adjective that indicates that the hotel is recently opened or established. It suggests that the hotel is in its early stages of operation and likely has modern facilities and features. In

this context, it refers to the hotel being recently built or opened for business. The word "Hotel" was a noun, serving as the subject of the sentence. It refers to the business that provides lodging and services to guests. The entire sentence is centered around this subject, emphasizing the hotel's positive qualities. The word "Super" acted as an adverb, intensifying the adjective "clean". By adding "super" before "clean", the sentence emphasizes that the cleanliness level of the hotel is exceptionally high. The adjective "clean" describes the state of the hotel, emphasizing that it is neat, tidy, and well-maintained. When guests read that the hotel is "super clean", they can expect a high level of cleanliness and hygiene, which is an important factor for many travelers when choosing accommodation. The term "big" was another adjective used to describe the room. In this case, it suggests that the rooms in the hotel are spacious and offer ample space for guests to move around comfortably. It conveys the idea of generous room size and potential amenities within the room

The sentence's information structure can be observed in the first phase, which follows a subject-predicate structure, with "new hotel" functioning as the subject and "new" as the predicate. The second phrase is organized as a subject-predicate-object structure, with "clean and big room" as the subject, "with cheap price" as the predicate, and a comparison to another hotel as the object. The third clause is a brief declarative statement with the predicate "highly recommended"

This aligns with CDA's emphasis on uncovering the underlying ideologies that language encodes. The phrase "highly recommended" emphasizes power relations, where the author assumes the role of an authority whose recommendation can influence potential guests. This is in line with CDA's interest in revealing how language is used to enact power dynamics and establish social hierarchies.

Data (2) ("Awesome place! Affordable price! Been stayed here for 4night! And it was really great! Clean and brand-new hotel! Definitely will come back!" MaxOneHotel, August 15th, 2022)

The vocabulary analysis of the sentence of the data (1) such as: "Awesome" is an adjective used to describe the place. It indicates that the place is impressive, excellent, or highly enjoyable. It expresses a positive sentiment about the location or overall experience. "Affordable", is another adjective that describes the price. It suggests that the cost of staying at this place is reasonable and within the budget of the speaker. It highlights the attractive pricing of the accommodation. "Been stayed here for 4 nights", This part of the sentence indicates the duration of the speaker's stay. It is a verb phrase that conveys the past action of staying at the place for a total of four nights. "And it was really great!", this is a phrase that further emphasizes the positive experience at the place. The word "great" is an adjective, similar to "awesome", that reinforces the idea of a highly enjoyable and satisfying experience. "Clean and brand-new hotel!", the adjectives "clean" and "brand-new" describe the hotel. "Clean" signifies a high level of cleanliness and hygiene, while "brand-new" indicates that the hotel was recently constructed or renovated, giving it a modern and fresh appearance. "Definitely will come back!", this sentence expresses the speaker's intention to return to the place in the future. It indicates a strong positive impression and satisfaction with the experience, leading to the desire for future visits.

The statement is written in the active voice, with the subject executing the acts. The general optimistic tone and orderly flow of information are evident in the literary structure. The phrase has a subject-predicate-object structure, with the hotel's favorable features acting as the subject and predicate, and the writer's assessment serving as the object. The sentence is made up of distinct clauses, each of which expresses a different facet of the event. The use of exclamation marks repeatedly conveys emphasis and

enthusiasm. The line closes with a statement of purpose to return, bringing the whole story to a close. Through its use of terminology, subjective experience value, and expressive language, the statement conveys a positive and passionate tone.

The adjectives like "awesome," "affordable," "clean," and "brand-new" to understand the speaker's subjective assessment and the attributes they emphasize about the place and the hotel. These show how the text portrays the speaker's positive feelings, happiness, and satisfaction with their stay. This aligns with the textual dimension's focus on understanding how language reflects subjective perspectives and experiences.

Data (3) ("We had the most pleasant stay here. The service was excellent, the food was great, the bedroom was comfy and met our aesthetic-liking. Definitely will come back to Aksari Ubud one day". Aksari Resort Ubud, August 11st, 2022)

The statement gave a good evaluation of a visit to a certain location, emphasizing the pleasant experience. It discusses different elements of the stay, such as the service, cuisine, and bedroom, as well as the speaker's wish to return in the future. This line emphasizes the hotel's favorable attributes and may entice the reader to stay there.

The analysis of the vocabulary of the data (3) such as: "We", and "Our" that refers to Pronoun refers to the speaker and others involved. "Had", "Was", and "Met" is Verb (Past Tense of "have") It denotes the action of having experienced or possessed something in the previous, state or condition of the service, that the bedroom met or satisfied specified criteria. "Stay", "Service", "Food", "Bedroom" it's referring to Noun, It refers to the length of time spent at a certain location, the support or help offered by employees or personnel, edible foods consumed during the stay, edible items consumed during the stay, a room where the speaker slept and slept, and edible goods consumed during the stay. "The" is an article that specifies a particular noun. "Most", "Pleasant", "Excellent", "Great", and "Comfy" is Adjective It emphasizes the degree of pleasantness, indicating the highest level of enjoyment, the quality of the stay, suggesting it was enjoyable and agreeable, the quality of the service, indicating it was exceptionally good, the quality of the food, suggesting it was of high satisfaction, the comfort level of the bedroom, indicating it was cozy and pleasant. "Here", and "Definitely" is Adverb, they indicate the location where the stay took place, with strong certainty or assurance. "Will" is Auxiliary Verb, it expresses future tense. "Come back" is a Verb Phrase, it indicates the intention or plan to return. "To" is a Preposition, it indicates the destination or target. "Aksari Ubud" is a Proper Noun, it refers to a specific place, likely a hotel or accommodation in Ubud.

The statement's use of positive adjectives like "excellent," "great," and "comfy" to describe various aspects of the stay reflects an ideology that associates these qualities with a positive experience. This language choice constructs a certain power dynamic where the location is portrayed as providing high-quality service and comfort, aligning with readers' desires for enjoyable experiences.

The sentence mostly uses the past tense to describe the stay's experience. It employs subject-verb-object patterns and refers to the speaker and others engaged via pronouns. The statement also includes adjectives that describe the service, meal, and bedroom. The line starts with the speaker expressing their satisfaction with their stay, stressing its pleasantness. It then goes on to describe the outstanding service, delicious dinner, and comfy bedroom. The intention to return in the future closes the phrase, emphasizing the wish to return to the location.

Positive adjectives like "excellent," "great," and "comfy" reveal how language choices reflect an ideology that associates these qualities with a positive experience. This aligns with the textual dimension's focus on uncovering how language constructs and

reflects particular ideologies and beliefs. The use of positive adjectives to describe different aspects of the stay acknowledges how language choices construct a certain power dynamic, where the location is portrayed as providing high-quality service and comfort. This aligns with the textual dimension's exploration of how language constructs relationships, including power dynamics, between different elements in discourse.

B. Discursive Practice (Interpretation)

Fairclough (1989) states that there are four questions in this dimension: the first question "What is going on?" is divided into three purposes, activity, and topic. The second is "Who is involved?" is concerned with analyzing the subject. The third is "In what relation?" is concerned with analyzing the nature relationship, and the last is "What's going on" is concerned with the connection and the information.

Data (1) ("New hotel. Super clean and big room with the cheap price compared to another hotel. Highly recommended" MaxOneHotel, September 24th,2023)

The purpose of this sentence is to provide a recommendation or review of a new hotel. The exercise entails offering an opinion or rating of the hotel based on its cleanliness, room size, and pricing. The sentence's theme is the hotel's quality and affordability, emphasizing its newness, cleanliness, big rooms, and affordable price in comparison to other hotels. The sentence describes the social activity of hotel reviews, in which people evaluate and promote hotels based on their own experiences. The usage of terms like "super clean" and "big" as well as comparisons to other hotels, creates a habit of assessing and comparing hotels based on their facilities and cost.

The sentence does not explicitly mention the specific individuals or entities involved. However, it may be assumed that the individual making the assertion has direct knowledge or familiarity with the hotel. The statement makes a connection between the hotel and its characteristics (newness, cleanliness, large rooms, low pricing). It also denotes a comparison with another hotel, showing a contrasting pricing connection.

The sentence informs the reader that there is a new hotel with super clean and big rooms offered at a comparatively cheap price when compared to another hotel. It also suggests that the speaker highly recommends the hotel, indicating a positive evaluation based on the mentioned qualities. The language used in this sentence serves to promote the new hotel by using descriptive words such as "super clean" and "big room". Additionally, it highlights the advantage of affordability compared to other hotels. The sentence employs persuasive language to recommend the hotel to potential customers, encouraging them to consider it as a favorable option.

The analysis reveals how meaning is constructed through descriptive language ("super clean," "big room") and comparisons with other hotels. They also highlight the persuasive element, where the language used aims to influence potential customers by recommending the hotel. This interpretation aligns with the theory's focus on understanding how meaning is enacted through language choices.

Data (2) ("Awesome place! Affordable price! Been stayed here for 4night! And it was really great! Clean and brand-new hotel! Definitely will come back!" MaxOneHotel, August 15th, 2022)

The purpose of the sentence is giving a favorable assessment and recommendation of a location, especially a hotel. It expresses the speaker's delight in their stay and desire to return. The act of complimenting and promoting the location/hotel through passionate words is involved. The sentence's theme is the good experience and features of the location/hotel, such as its greatness, affordability, cleanliness, and newness. This sentence's situational context focuses on an "awesome place." The speaker emphasizes the location's price, his personal experience staying there for four nights, and

his good opinion of it as terrific, clean, and brand-new. The speaker states that they intend to return in the future.

The sentence does not explicitly mention the specific individuals or entities involved. However, it can be inferred that the speaker or writer of the sentence is the one who had the experience of staying at the place/hotel. The relationship in the sentence is centered around the place/hotel and the speaker's experience. The sentence indicates a positive and satisfied relationship between the speaker and the mentioned qualities of the place/hotel (awesome, affordable, clean, brand-new). It also implies an intention to return, suggesting a future relationship with the place/hotel.

The sentence communicates excitement and contentment with the location/hotel by utilizing positive words such as "awesome," "great," "clean," and "brand-new." It also stresses the affordability of the location/hotel, and such words give a favorable picture of the location. To accentuate the enthusiasm, the sentence uses an exclamation mark. The wording employed in the phrase encourages others to view the location as a desirable alternative by sharing their great experience and expressing an intention to return. The speaker describes staying for four nights and expresses a strong desire to return in the future. The statement expresses the speaker's pleasant experience with the location/hotel and advice to others.

The positive words like "awesome," "great," "clean," "brand-new" and the use of an exclamation mark highlight the communicative strategy of conveying excitement and contentment. This corresponds to the Discursive Practice (Interpretation) aspect's interest in understanding how linguistic choices reflect communicative strategies and emotions.

Data (3) ("We had the most pleasant stay here. The service was excellent, the food was great, the bedroom was comfy and met our aesthetic-liking. Definitely will come back to Aksari Ubud one day". Aksari Resort Ubud, august 11st, 2022)

The words pleasant stay, excellent, great, comfy, and aesthetic-liking strongly express a positive evaluation and recommendation of a place, specifically a hotel. It aims to convey the speaker's satisfaction with their stay and their intention to return. The activity involved is the act of praising and endorsing the place/hotel through enthusiastic language. The topic of the sentence is the positive experience and attributes of the place/hotel, including its awesomeness, affordability, cleanliness, and being brand-new.

The multidimensional subject in this statement is mostly focused on the "Aksari Ubud" location where the speaker had a good stay. The information supplied highlights the outstanding service, delicious meals, comfy bedroom, and fitting the speaker's aesthetic tastes. The speaker is a secondary subject, conveying their experience and desire to return.

The sentence's connection is concentrated on the location/hotel and the speaker's experience. The line conveys a good and satisfied relationship between the speaker and the listed attributes of the location/hotel (amazing, inexpensive, clean, and brand-new). It also conveys a desire to return, implying a future relationship with the location/hotel.

The relationship is between the "Aksari Ubud" location and the speaker, who had a wonderful vacation there. The statement expresses the speaker's delight with several elements of their stay, such as the good service, delicious meals, comfy bedroom, and fitting their aesthetic tastes. The statement acts as a suggestion for others to select Aksari Ubud for future visits by expressing their wish to return.

The language used in this sentence is highly positive and expressive it can be seen from the use of words such as "most pleasant," "excellent," "great," "comfy," and "met our aesthetic-liking", those also conveys the speaker's satisfaction with their stay. The sentence also includes an emphasis on their intention to return, indicating a strong

recommendation for Aksari Ubud. The language used aims to create a favorable impression and persuade others to consider Aksari Ubud for their future stays.

The analysis of words like "pleasant stay," "excellent," "great," "comfy," and "aesthetic-liking" highlight the strongly positive language used to express the speaker's evaluation of the place. This aligns with the Discursive Practice (Interpretation) aspect's focus on understanding how linguistic choices convey evaluative stances and endorsements.

C. Social Practice (Explanation)

Fairclough state the three aspects of social practice are as follows: first, situational, this part is the element that evaluates the circumstances while creating text. The second part is institutional, which is the element that analyses the effect of institutions on texts, and the last stage is societies, which is the element that analyses social analysis, practice, political system, and socio-culture.

The analysis of the data in social practice (Explanation) is involved below.

Data (1) ("New hotel. Super clean and big room with cheap price comparing to another hotel. Highly recommended" MaxOneHotel, September 24th,2023)

The situational aspect evaluates the circumstances surrounding the creation of the text. The statement looks to be a review or suggestion for a new hotel in this situation. The writer is sharing their thoughts on the hotel's features, such as its newness, clean and large rooms, and affordable price when compared to other hotels. The situational context suggests that the writer may have recently stayed at the hotel, prompting them to offer their opinions and recommendations.

The institutional component investigates the influence of institutions on texts. As the writer analyzes hotel characteristics in this line, we can see the effect of the hospitality and tourist business. The hospitality business, which includes hotels, has a significant impact on how people talk about their experiences. The writer's depiction of the hotel's cleanliness, room size, and pricing may have been affected by marketing attempts by the hotel to highlight these aspects and build a favorable image in the minds of potential customers. Furthermore, the institutional factor may include internet platforms or review websites where this content may be uploaded, affecting the writer's language choice to comply with the platform's criteria and audience expectations.

The societal aspect involves the analysis of social practices, political systems, and socio-culture within the context of the text. In this sentence, we can observe a few societal elements. The act of leaving a recommendation or review for a hotel on a public platform implies that consumer feedback and reviews play a significant role in the decision-making process of other potential customers. It reflects the importance of social interactions and information sharing in shaping consumer choices in the hospitality industry.

The mention of the hotel's "cheap price" compared to another hotel hints at the role of economic factors in people's decision-making. In a society where value for money is valued, this can strongly influence how people perceive and choose hotels. The phrase "Highly recommended" suggests a form of social endorsement or approval, where the writer is signaling their positive evaluation of the hotel to others, potentially influencing their decisions. This reflects how social practices and recommendations play a role in shaping consumer behavior and the reputation of businesses within a society.

The act of leaving a recommendation or review for a "hotel" on a public platform reflects the importance of "consumer feedback and reviews" in shaping consumer choices. The mention of the hotel's "cheap price" compared to another hotel indicates the influence of economic factors in decision-making. The phrase "Highly recommended"

reflects a form of "social endorsement" that shapes consumer behavior and perceptions. These insights align with the societal aspect of the Social Practice (Explanation) theory, which focuses on understanding how discourse is influenced by broader societal dynamics.

Data (2) ("Awesome place! Affordable price! Been stayed here for 4night! And it was really great! Clean and brand-new hotel! Definitely will come back!" MaxOneHotel, August 15th, 2022)

The situational element analyses the conditions surrounding the text's development. The line appears to be a good assessment or endorsement of a location, notably a hotel, in this example. The contributor describes their experience enthusiastically and pleasantly. The usage of exclamation marks and positive words such as "awesome," "affordable," "clean," and "brand-new" imply that the writer had a highly fulfilling and delightful four-night stay at the hotel. According to the situational circumstances, the writer just stayed at the hotel and is eager to share their great experience.

The institutional component analyses the influence of institutions on texts. We may see the effect of the hospitality business and internet platforms like review websites in this statement. The usage of phrases like "affordable price" and "brand-new hotel" by the writer demonstrates how the hospitality sector promotes these attributes to attract clients. The hotel's marketing efforts to build a favorable image and generate positive evaluations on numerous platforms may have affected the positive wording and focus on the quality of the stay. The review culture fostered by internet platforms influences how people communicates their feelings. Users of review websites or social media platforms are encouraged to provide concise and impactful feedback, leading to the use of short and enthusiastic sentences like the one in question.

The societal aspect involves the analysis of social practices, political systems, and socio-culture within the context of the text. In this sentence, we can observe a few societal elements. The act of leaving a positive review with exclamation marks and praise indicates that public endorsements and social validation are significant in influencing others' perceptions and choices. It shows how people's evaluations can influence the reputation and success of businesses in the hospitality industry. by highlighting the emphasis on an "awesome place" and how the speaker conveys their experience staying there for four nights. This situational context aligns with the Discursive Practice (Interpretation) aspect's focus on understanding how discourse is situated within specific contexts.

Data (3) ("We had the most pleasant stay here. The service was excellent, the food was great, the bedroom was comfy and met our aesthetic-liking. Definitely will come back to Aksari Ubud one day". Aksari Resort Ubud, august 11st, 2022)

The situational element evaluates the conditions surrounding the text's development. The line looks to be a nice assessment or testimonial of a stay at a location called Aksari Ubud in this example. The writer employs superlatives such as "the most pleasant stay" to convey their delight with the event. They emphasized specific parts of their stay, such as the wonderful service, delicious meals, and comfy bedroom, showing that they had a memorable experience. According to the situational backdrop, the writer recently stayed at Aksari Ubud and was inspired to share their wonderful experience.

The institutional component examines the influence of institutions on texts. In this line, we can see the hospitality industry's impact and the hotel's branding efforts. The usage of terms such as "excellent service," "great food," and "comfy bedroom" demonstrates how the hospitality sector emphasizes these characteristics to create pleasant client experiences and inspire favorable ratings. Such phrasing might be

consistent with the hotel's marketing attempts to retain a favorable; image and attract new clients. The use of the unique hotel name "Aksari Ubud" demonstrates the power of branding and how customer experiences are linked to the hotel's identity. Positive feedback and testimonies like these may help the hotel's overall image and reputation, which is especially important in the competitive hospitality sector.

The societal aspect involves the analysis of social practices, political systems, and socio-culture within the context of the text. In this sentence, we can observe a few societal elements. The act of leaving a positive review with specific details about the stay indicates the importance of sharing experiences and opinions in society. Positive evaluations can influence others' decisions and contribute to the reputation and success of businesses in the hospitality industry.

The phrase "Definitely will come back to Aksari Ubud one day" expresses a desire for future visits and emphasizes the importance of customer loyalty. In the hospitality sector, repeat business is critical, and such expressions demonstrate how great experiences may lead to the hotel's sustainability and growth. The use of the phrase "met our aesthetic-liking" in the bedroom shows the significance of personal preferences and tastes in judging experiences. This demonstrates the impact of sociocultural variables on how people perceive and appraise their experiences, taking into account characteristics that correspond to their aesthetic sensitivities.

CONCLUSION

Based on the findings of the research, this study was designed to address the issue of the three-dimensional framework of Critical Discourse studies proposed by Fairclough (1989). The conclusions that could be taken from this study such as the description dimension was separated into three analyses: vocabulary, grammar, and textual analysis. There are some word classes such as verbs, nouns, pronouns, conjunction, articles, formal, and positive values discovered in the data during the vocabulary analysis. The majority of the data from this study were entered as positive data with active phrases in the grammatical feature. And the majority of the data in the textual format employed descriptions and persuasive structures.

The interpretation dimension is used to describe the questions that reflect purpose, activity, topic, subject, relationship, connection, and information. The purpose of those data is to give a positive evaluation and recommendation of a hotel, based on the data it refers to the service, the location, and the hotel or the places, for the activity, The activity involves is the act of praising and endorsing the hotel, emphasizing specific aspects of the experience that contribute to its excellence. The topic of the sentence is the positive attributes of the hotel, those are the service, the location and the hotel or the places. Furthermore, the relationship in the sentence is centered around the hotel and its attributes.

In the social practice (explanation dimension), there are three aspects to be analyzed, those are situational, institutional, and social practice. The analysis discovered that hotel review are deeply connected with the larger social environment, the review referred to persuade the readers/guests with some praising and endorsing to the hotel, service and amenities from the review of the guest. It also indicates the effect of the hospitality business, cultural values, and societal customs. The findings of this study are useful for hotel managers, marketers, and passengers alike, as they improve their understanding of the intricate interplay between language, social aspects, and client experiences in the hospitality industry.

Research Article

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