

Aspect-Based Linguistic Appraisal From Google Maps Reviews of an Indonesian Super Priority Tourism Destination: A Systemic Functional Linguistics Perspective

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Abstract—Visitor reviews on products, particularly in the tourism sector, have been widely studied to determine visitor evaluations of the services provided. However, few have linked these assessments to aspects of the product or service. This study aims at linguistically describing visitor evaluations in relation to tourist destination aspects. In a quantitative and qualitative research approach, this study applied Appraisal Theory framework in Systemic Functional Linguistics to analyze Google Maps reviews of eight-month period in 2025 on the visits of Borobudur Temple, a UNESCO world heritage site, as one of the super priority tourism destinations in Indonesia. This study reveals that Attraction received the highest positive comments compared to other aspects. This is demonstrated by the frequent use of Appreciation subcategory, which focuses on the beauty and structure of Borobudur Temple. However, this positive evaluation contrasts with the numerous negative evaluations for other destination aspects related to facilities and services. Accessibility aspect is evaluated negatively due to its challenging physical layout and poor navigation of the temple. Similarly, the Price aspect is considered negative due to the expensive entrance ticket. The human resources aspect is also considered negative due to a lack of professionalism and inconsistent service. This negative sentiment is realized by the high number of negative comments in the Judgement and Appreciation subcategories. This study concludes that there is imbalance between visitors' awe and frustration when visiting Borobudur Temple. For tourist destination management, the findings of this study offer the managers of Borobudur Temple diagnostic points to improve the quality of Borobudur Temple services. For further research, this study recommends the need for conducting product evaluation analysis by combining aspect-based linguistic framework to build a more accurate semantics-based model of sentiment analysis in the digital tourism landscape.

Index Terms—appraisal theory, Google Maps reviews, tourism destination aspect, systemic functional linguistics, Borobudur Temple

I. INTRODUCTION

One of the important aspects that determines the performance of a business is customer evaluations (Smirnova, 2022). In the online digital era, customer comments of a product reflect trust and credibility, promote purchasing judgement, and improve brand image and search engine levels. They also provide valuable customer feedbacks for product and service improvement, enhance customer retentions, and offer insights into customer sentiment and preferences, which inform business strategies (Zhai et al., 2024).

One of businesses which provides online customer reviews is tourism, where tourists can evaluate the quality and experience of a destination or a service after their visits. Online destination reviews are user-generated pieces of

information, including text, photos, and ratings, posted on digital platforms like Google Maps Review that influence travel decisions by reducing perceived risk and providing insights into actual tourist experiences. Thus, online destination reviews play a vital role in the formation of a destination image (Guo & Pesonen, 2022).

Indonesian government through the Ministry of Tourism has set five tourism destinations to be super priority tourism destinations as the focus of the national tourism development to create “New Bali” and equally economic distribution. One of them is Borobudur Temple in Central Java Province (Board of Tourism and Creative Economy, 2021). Since January 2025, Borobudur Temple notes a significant increase of visits by both domestic and international visitors (Board of Tourism and Creative Economy, 2025). To get feedbacks from the visitors upon experiencing the temple, the destination management organization provides online reviews in Google Maps platform.

Online customer reviews in tourism have been extensively studied from linguistic perspectives, particularly the Appraisal framework in systemic functional linguistics (SFL) (Martin & White, 2005; Martin & Rose, 2007). For example, Smirnova (2022) analyzed the use of evaluative devices from hotel reviews in Booking.com. Guilia (2023) also studied TripAdvisor reviews to show the lexical and lexicogrammatical features used by visitors in expressing their experience. Another study by Thomas and Kristina (2024) used Google Maps reviews of hotel, garden, and theme park in Singapore to describe the Appraisal categories used by the visitors. Online reviews of Holocaust memorial museums in China were also studied to describe the evaluative language of dark tourism (Wan, 2025). Different from other Appraisal studies using only one language, a study by Fan (2025) used international tourists’ reviews in 19 languages on Statue of Liberty in TripAdvisor to show the Appraisal patterns in relation to the dimensions of landscape, service, and experience.

Those previous studies mostly focus on the realization of the patterns of Appraisal subcategories used by the tourists to express their positive and negative experience on the services and destinations. The findings do not already show the positive and negative evaluations of the elements of the tourism destination. Tourism destination consists of some basic elements which attract the visitors to the destination and which satisfy their needs on arrival. The basic aspects include attractions, amenities, accessibility, human resources, image and character, and price (World Tourism Organization, 2007; Morrison, 2019).

This present study addresses this research gap by examining the evaluative language of the visitors in relation to the aspects of tourism destination. By applying the Appraisal system in SFL, this study analyses the visitors’ reviews to show how they express their feelings, judgements, and appreciations of tourism destination domain. The results of analyzing the visitor feedbacks will be beneficial for the improvement of destination management when there is a clear reference between the evaluations and the aspects of tourism destination evaluated.

Beyond this practical aim, this study also presents a theoretical contribution to the field of SFL. While previous studies have applied the Appraisal framework, they have not systematically tested its descriptive categorization against a pre-defined, extra-linguistic model of a domain's key elements. By correlating the lexicogrammatical realizations of Affect, Judgement, and Appreciation with the established components of a tourism destination (e.g., price, human resources, amenities), this research investigates how variations in the tourism context directly constrain and predict patterns of interpersonal meaning-making. This allows for the identification of specific evaluative constellations, that is typical co-patterns of Appraisal choices, thereby refining our understanding of how evaluative prosody is realized in the specific register of online reviews. Given these previous research limitations, this study seeks to investigate how visitors evaluate their experiences and express their Attitudes towards the tourism destination aspects of Borobudur Temple and what aspects need improvements based on the Attitude patterns from Google Maps reviews.

II. LITERATURE REVIEW

A. Basic Aspects of Tourism Destination

According to United Nation World Tourism Organization (UNWTO) (2007), there are some basic aspects which make up a tourism destination that need to be taken into considerations, namely attractions, amenities, accessibilities, image and character, human resources, and price. These facet work together to create a cohesive and appealing experience for visitors. Attractions are the primary motivation for tourists to visit a destination. Attractions can be categorized as natural (e.g., mountains, beaches, parks), built (e.g., iconic building such as temples, towers, mosques, heritage monuments), or cultural (e.g., museums, theatres, cultural events). Amenities are the services and facilities that support visitors' stay and ensure their comfort. These include basic infrastructures such as public transport, utilities, roads, visitor information, catering and shopping facilities. Accessibilities refer to the ease of common people to access the destination from various modes: road, air services, train, or cruise ships. Image and character refer to various means that can used to promote destination image (e.g., website, travel media, e-marketing). The image of destination may include sights, uniqueness, scenes, safety, and friendliness of people. Human resources are tourism workforce and citizens who are engaged in providing the services, such as organization staffs, guides, and drivers. Finally, price refers to cost of transport to and from the destination as well as the cost of on the ground of accommodation, attractions, food and tour services.

B. Appraisal System in Systemic Functional Linguistics

This study is grounded in Appraisal Theory, a framework for analyzing evaluative language developed within the school of Systemic Functional Linguistics (Halliday & Matthiessen, 2004, 2014). Pioneered by linguists such as Martin and White (2005) and Martin and Rose (2007), Appraisal Theory is primarily concerned with the interpersonal function

of language - how speakers and writers use words to build relationships, share feelings, and express opinions. It provides a systematic taxonomy of the linguistic resources used to convey positive and negative assessments. Given that visitor reviews are fundamentally interpersonal acts of evaluation designed to share opinions and influence others, this framework is exceptionally well-suited for the present analysis. The Appraisal system consists of three main interrelated subsystems – Attitude, Graduation, and Engagement – which together describe the language of assessment as depicted in Figure 1.

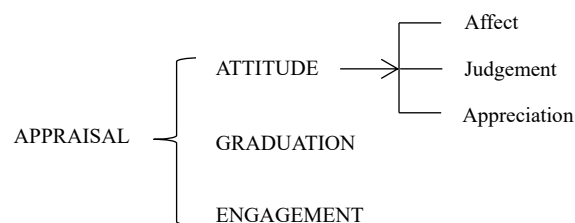


Figure 1. The Systems of Appraisal

The Attitude subsystem, the heart of the Appraisal system, concerns with the expression of feelings. Attitude expresses how we value, praise, and condemn what we see. There are three possible categories – Affect, Judgement, and Appreciation – to express our feelings. The feelings of Attitude can be good (positive) or bad (negative).

The Affect category is the resource for expressing speaker's feelings on something. In review text, it shows how visitor feels on the products and services experienced. These feelings can be expressed positively or negatively and subcategorized into Inclination, feelings of desire, such as a visitor's wish to return ("*I want to visit again*"), Happiness, one's state of mind, such as describing the sunrise as an experience of "*awe and serenity*", Security, feelings of environmental well-being, such as "*finding the midday heat unbearable*", or Satisfaction, which relates to achieving goals, such as a visitor expressing that the journey to the temple created an "*all-round frustrating experience*".

Next, Judgement is the category for evaluating people's character against social norms. In the context of tourism, this is the primary resource for evaluating the behaviors of staff, guides, management, and even other visitors. Judgement can be subcategorized into two main types: Social Esteem (personal judgement) and Social Sanction (moral judgement). Each can be expressed positively or negatively. The first, Social Esteem, relates to reputation and social standing. This includes Normality (how fortunate or typical someone is), such as a visitor feeling "*lucky*" to get a good guide, Capacity (how competent they are), used frequently to praise a guide as "*remarkably knowledgeable*" or to condemn them as "*catastrophic*", and Tenacity (how resolute they are), which can be seen when visitors praise staff for being diligent. The second category, Social Sanction, involves evaluations with regard to morality and ethics. This covers Veracity (how truthful or honest someone is), for example, when a guide is praised as "*absolutely reliable*", and Propriety (how ethical or well-behaved they are). Propriety is a crucial resource in the visitor reviews, used powerfully to criticize staff as being "*unfriendly*" or to condemn management policies as a form of "*discrimination*".

Finally, Appreciation is the category for evaluating things, processes, and performances. In tourism, this is the main resource used to evaluate such as the temple, the views, and the overall tour. Appreciation is divided into three areas: Reaction, Composition, and Valuation. Each can be evaluated positively or negatively. Reaction captures the "wow" factor, such as the Impact of the temple ("*impressive*") or its aesthetic Quality ("*beautiful*"). Composition evaluates the structure and form, used to praise the site's Balance ("*well-organized*") or critique the exit path's Complexity ("*a confusing maze*"). Lastly, Valuation assesses the social worth of something, which can be used to declare the temple's importance ("*a must-see destination*").

The feelings in the Attitude subsystem can be complemented by amplification (Graduation) and sources (Engagement) subsystems. Graduation functions as the "volume control" for these evaluations to show how strong our feeling about someone or something. A visitor can increase the Force of their praise ("*very impressive*") or sharpen the Focus of their recommendation ("*absolutely a must-visit*") to make their claims more powerful and persuasive. Meanwhile, Engagement accounts for how speaker positions his or her voice. In the context of tourism reviews, this stance is often realized monoglossically, as visitors present their personal experience as a direct, factual account without citing other sources.

C. Studies of Online Customer Reviews

Online customer reviews have become the focus of some studies from different disciplines, for example, linguistics (Smirnova, 2022; Cenni & Goethals, 2024; Linh & Nguyen, 2024; Toribio & Mariottini, 2025; Wan, 2025; Fan, 2025), tourism (Melián-González et al., 2013; Shin et al., 2019; Lee et al., 2020; Jayathilaka et al., 2020; Lam, 2021; Ghani et al., 2022; Bigne et al., 2024), library (Barrego & Navarra, 2021), and text mining (Chittiprolu et al., 2021; Sunardi et al., 2022). Appraisal theory in SFL was used in analyzing online hotel (Smirnova, 2022), restaurant (Linh & Nguyen, 2024), and memorial museum (Wan, 2025) reviews to explore the visitors' attitudinal meanings. These studies found that the Appraisal categories used by the visitors in their reviews indicated their evaluations on the qualities of hotel and restaurant facilities and services. In addition, the dominant uses of Affect and Appreciation in memorial museum reviews emphasized the significance of war museums as places of education, remembrance, and reflection.

Crosslinguistic studies were also explored in online hotel and restaurant reviews posted in French, Italian, and Spanish. Based on genre analysis in New Rhetoric, the negative hotel reviews in the three languages under study indicated a tendency towards a crosslinguistic similarity in terms of move composition, topics and reinforcing/mitigating strategies (Cenni & Goethals, 2024). Meanwhile, through the lens of speech act sets in conflictive exchanges (SASCs) in responding to hotel and restaurant reviews, Italian representatives used more confrontation styles, while Spanish used more supportive ones (Toribio & Mariottini, 2025).

From the perspective of tourism and hospitality, online customer reviews of hotels have been studied with some findings. For example, comparing the rating of reviews over time from online reviews of hotels in the 200 best-rated tourist destinations of Europe, as rated on TripAdvisor, indicated that early reviews of a business tend to be disproportionately negative. As the number of reviews increases, the valence becomes more balanced, and the negative effect is mitigated (Melián-González et al., 2013). A study on the impact of online reviews on inbound travelers' decision making based on online reviews in TripAdvisor showed that online reviews have played a central role in influencing customers' mindset while choosing a hotel for accommodation (Jayathilaka et al., 2020). Online reviews of restaurants by gender in USA were also described to test the use of emotional expressions of "love" and "like" between male and female reviewers (Ghani et al., 2022). This study found that female reviewers used more "love" than men and no different usage of "like" between them. Another study was also conducted towards online comments in TripAdvisor about the top-ranking destinations in Argentina and Spain (Bigne et al., 2024). In terms of destination social responsibility (DSR), tourists shared their opinions using a lexicon of DSR that included five sub-dimensions: natural landscapes, cultural heritage, urban leisure and outdoor spaces, tourism services, and guided tours and experiences.

A study on what users said about public libraries in Barcelona as posted in Google Maps Reviews showed that reviews with low ratings tended to be longer than those with high ones. Positive ratings referred to children's area, collections, and library location (Barrego & Navarra, 2021). Users gave negative ratings to noise and lack of seating space for studying.

Online customer reviews on hotel services were also studied by using concept of text mining or sentiment analysis. For example, by using unsupervised text mining method, online hotel reviews were analyzed to know that customers were satisfied with the tangible features of hotel stay, however they complained about the hotel services (Chittiprolu et al., 2021). Positive, neutral, or negative evaluations to hotel aspects and services could also be provided (Sunardi et al., 2022).

The aforementioned linguistic studies of Appraisal towards online customer reviews used Martin and White's Appraisal theory on attitudinal meanings in various tourism products particularly hotels, restaurants, and museums to know the types and frequencies of Appraisal categories used in the reviews. They do not relate the evaluative meaning patterns to the aspects of tourism destinations under study. To the best of our knowledge, the application of this theoretical framework through online review discourse in heritage tourism destination is quite scarce. Thereby, studying the realization pattern of evaluative meanings by visitors in relation to tourism destination aspects is of particular importance not only for destination management evaluation and improvement but also for enriching literature of linguistic Appraisal theory application in various aspects of real life.

III. METHODOLOGY

This section outlines the methodological framework used to analyze visitor evaluations of Borobudur Temple. Included in detail are the research design, data sources and collection, and the analysis process carried out through several stages to reach the findings.

A. Research Design

The combined-convergent research method is the design used in this research. The amalgamation of this method lies in the integration of qualitative and quantitative data analysis to uncover the evaluation language used by visitors to review the destinations visited. The qualitative and quantitative strings are combined into a comprehensive linguistic analysis stage. The qualitative component consists of content analysis of the review text, consisting of four analysis steps: domain, taxonomy, componential, and cultural themes. Domains and taxonomies are concerned with the manual identification of relevant evaluative clauses from the destination review corpus. These evaluative clauses are simultaneously classified according to six aspects of tourism. The results will be crossed through componential analysis to find evaluation language patterns.

Based on the qualitative findings, the quantitative component is calculated and generated directly. Analysis at this stage involves calculating the findings of coded evaluative linguistic aspects as a basis for creating statistical data. All data are organized using Microsoft Excel. Each of the 480 evaluative examples is entered as a single row, with columns representing its domain (e.g., tourism aspect, 'Price') and its full taxonomic classification (e.g., 'Appreciation: Evaluation-'). Excel formulas ('COUNTIFS') are used for automatic calculations and cross-tabulation as part of componential analysis. Qualitative and quantitative findings converge at the cultural themes stage, where the results are discussed to formulate research implications in relation to relevant theory, previous relevant research, and specific practical, situational, and cultural contexts.

B. Data Source and Collection

The data source for this research is Borobudur Temple reviews on Google Maps (<https://maps.app.goo.gl/K5yJia3H1BxCawGn7>). Included in the analysis were reviews posted over eight months (January - August 2025), a total of 1624 reviews were collected. The 8-month period was chosen based on the latest trends, including the implementation of new Borobudur management policies regarding tickets, prices and access to the monument. This policy received a mixed reaction of positive and negative which tended to be linguistically evaluative. The primary data points are the complete textual content of each review, representing the full spectrum of appraisal aspects expressed by visitors.

Reviews were categorized into tourism aspects and Appraisal categories as the primary basis for organizing and reporting the analysis. For data coding, an open coding approach was employed (Corbin & Strauss, 1990). First, all of the reviews were annotated independently by the researchers by using six aspects of tourism destination: attractions, amenities, accessibility, image and character, human resources, and price. Subsequently, the annotation dealing with Appraisal categories of Attitude and Graduation was applied by leaving out the category of Engagement since all of the reviews are generally monoglossic Engagement. When the coders disagreed on the aspects and categories of certain reviews, the reviews were jointly annotated and discussed until they reached agreements.

A multi-stage filtering process below was applied to curate a relevant corpus for linguistic analysis.

1. First, a total of 806 "rating-only" reviews (i.e., those without any text) were excluded. This initial filter resulted in a dataset of 808 text-based reviews.
2. Second, these text-based reviews were manually read by the researchers. A total of 328 reviews with minimal, non-clausal text (e.g., "Good," "Nice place," "OK") were set aside, as they do not provide sufficient linguistic data for an Appraisal analysis.
3. The remaining corpus of text-rich reviews was then selected for in-depth analysis. From this final corpus, a total of 480 evaluative instances that explicitly appraised one of the six tourism aspects were extracted. The 480 reviews collected were all anonymized before being analyzed, ensuring user privacy is maintained and protected.

C. Data Analysis

As mentioned in the research design section, data analysis uses a content analysis model with four steps of analysis (domain, taxonomy, components, cultural themes). Each of these steps is explained in more detail as follows:

1. Domain Analysis

The first step can be understood as establishing the thematic context of the data. Reviews are categorized based on six basic aspects of UNWTO tourist destinations, namely attractions, amenities, accessibility, image and character, human resources, and price. Apart from limiting the context of the analysis, this stage is the basis for collecting data related to aspects of the tourist experience of the destination. In the componential analysis matrix, these tourism aspect domains are presented as vertical variables.

2. Taxonomic Analysis

The next step is evaluative language analysis. Reviews that have been organized according to tourism aspects are then classified according to the theoretical framework of the Appraisal System (Martin & White, 2005; Martin & Rose, 2007; White, 2025), in detail according to aspects in the system of Attitude, Graduation, and Engagement. This analysis becomes the heart of the research, where evaluative linguistic evidence can be collected and discovered at this stage. Taxonomic analysis is a horizontal variable in the componential analysis matrix.

3. Componential Analysis

Componential analysis is a cross tabulation between tourism aspects (vertical) and evaluation language aspects (horizontal). With this analysis, the assessment/evaluation pattern for each aspect of tourism can be seen. For example, aspects of human resource tourism tend to be assessed negatively with the judgment evaluation, while other tourism aspects are more positively evaluated with other language aspects.

4. Cultural Theme Analysis

The results of the componential analysis are interpreted and synthesized to find research implications. Cultural theme analysis consists of contextualizing linguistic data with relevant scientific sources, including the base theory of language evaluation. The results of the linguistic implications of the review on Google Maps are linked to its relevance to the specific socio-cultural context of Borobudur Temple to find practical implications.

IV. RESULTS AND DISCUSSION

A. Overall Evaluation

Analysis of evaluation language in visitor reviews of Borobudur Temple on Google Maps produced a total of 480 data. The overall results show a trend that tends to be positive (269 positive vs. 211 negative), as shown in Figure 2. This positive sentiment is almost exclusively concentrated in Attractions ratings, while the logistics and visitor service aspects are dominated by negative reviews.

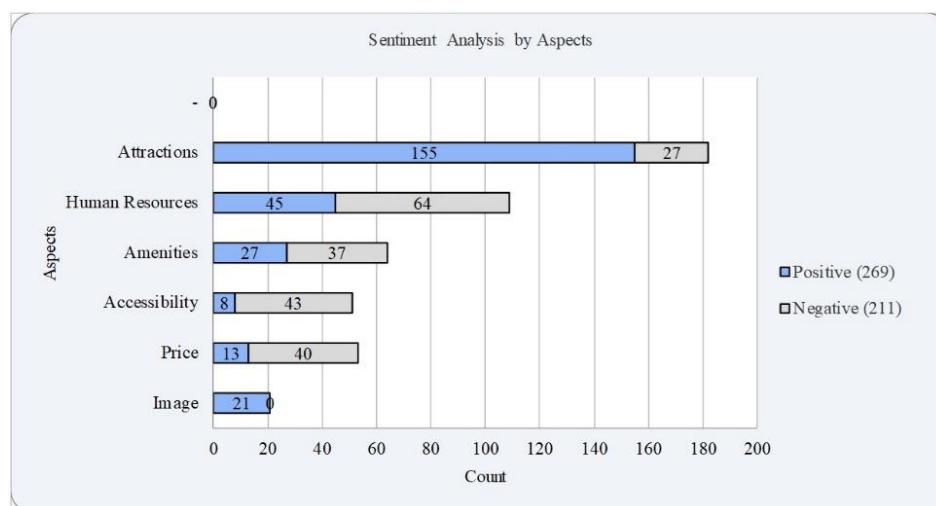


Figure 2. Distribution and Polarity of Evaluations Across Tourism Aspects

In more detail, from a total of 480 data, 269 positive evaluations (56%) slightly exceed 211 negative evaluations (44%). However, detailed analysis of the data shows that this slight positive bias is not the result of universally good experiences. It is rather the result of a strong positive assessment of one particular aspect, overshadowing the widespread negative sentiment in almost all other aspects of tourism.

The positive dimensions of the visitor experience are almost entirely embedded in the assessment of the attraction aspect. This aspect accounted for 155 of the 269 positive evaluations, representing more than half of the positive ratings given by visitors. This forms the basis of positive sentiment and is the main reason why the overall evaluation does not turn negative. In contrast, the 211 negative evaluations were spread across logistics and visitor service aspects, namely Human Resources (64 data), Accessibility (43 data), Prices (40 data), and Amenities (37 data). The findings of this data distribution illustrate that the Borobudur destination has an attraction that almost always exceeds expectations. On the other hand, visitor experience services and facilities have a strong tendency to disappoint.

This kind of mixed impression experienced by visitors does not only occur in Borobudur. Other research finds similar differences in those positive comments typically focus on the history and culture of the monument, while negative comments focus on logistics such as costs and the environment (Thomas & Kristina, 2024). Borobudur Temple is praised for its splendor but has received sharp criticism regarding its price and accessibility. These findings confirm broader trends related to online reviews. Put simply, it seems many heritage sites deliver a great core attraction but struggle with the surrounding operational details. The following subsections provide a more detailed analysis of the overall sentiment for each of the six tourism aspects.

B. Evaluation of Attractions

This first aspect is the root motivation for visitor arrivals, representing very positive sentiment with 155 positive ratings compared to only 27 negative ratings out of a total of 182 ratings. A breakdown of specific Attitude subtypes used to evaluate Attractions is presented in Table 1.

TABLE 1
BREAKDOWN OF ATTITUDE FOR THE ATTRACTION ASPECT

Attitude Sub-Type	Positive Count (+)	Negative Count (-)
Affect	13	16
<i>Inclination</i>	5	0
<i>Happiness</i>	5	0
<i>Security</i>	3	11
<i>Satisfaction</i>	0	5
Judgment	8	0
<i>Capacity</i>	3	0
<i>Tenacity</i>	5	0
Appreciation	134	11
<i>Reaction</i>	75	3
<i>Composition</i>	43	8
<i>Valuation</i>	16	0
Total	155	27

The major driver of this positivity, as shown in Table 1, is Appreciation: Reaction, which accounts for 75 positive instances. The language used here is typically of high force. It signals aesthetic satisfaction and emotional response to the beauty and historical significance of the site, such as:

1. ***Stunning*** [+reaction] *temple to walk on and explore.*
2. *The Temple is **amazing*** [+reaction]!

3. *The high of seeing the temple is **amazing** [+reaction].*

Complementing this affective response, positive Appreciation: Composition is found with 43 instances. Reviewers frequently commented on the high standard of the grounds' upkeep, using phrases like:

4. *The grounds themselves are **immaculately kept**, [+composition]*
 5. *... **well maintained** [+composition].*

The negative evaluation findings found as shown in the table are not conveyed to criticize the monument itself. Almost all these negative evaluations were conveyed through the Affect aspect (16 examples), especially Affect: Security (discomfort) and Affect: Satisfaction (disappointment). These findings suggest that it is more important for visitors to express their personal discomfort related to the physical space, including environmental factors such as weather.

6. *... it's **terrible hot** [-affect] even at 8:00 am*
 7. *... we would have preferred to walk on our own tempo since the heat is **unbearable** [-satisfaction].*

This pattern shows that Borobudur's main attraction is strongly appreciated. The negative feelings rarely found, and tend to be due to inconveniences that are not directly related to the main destination. Visitors tend to have positive attitudes towards attractions through the aspects of Appreciation: Reaction and Appreciation: Composition. This finding is in line with other research on tourist destinations and hotel reviews (Melián-González et al., 2013), which also found that appreciation of visual impressions was the main verbal tool for expressing positive attitudes from visitors. It confirms that a destination's aesthetic and sensory impact is a key driver for good reviews. On the flip side, the negative findings in this research also align with previous work. For example, hotel reviews often show a similar split: guests are happy with the core product (like the room or location) but complain about specific elements (like the bed or bathroom) (Smirnova, 2022).

C. Evaluation of Human Resources

The Human Resources aspect is the second most frequently evaluated aspect with 109 appraisal instances and is the first domain to show a clearly negative sentiment, with 64 negative evaluations outweighing 45 positive ones. As detailed in Table 2, every evaluation within this domain is realized through the system of Judgment, the assessment of human behavior against social norms of competence and propriety.

TABLE 2
BREAKDOWN OF ATTITUDE FOR THE HUMAN RESOURCES ASPECT

Attitude Sub-Type	Positive Count (+)	Negative Count (-)
Judgment	45	64
<i>Normality</i>	3	0
<i>Capacity</i>	29	24
<i>Veracity</i>	3	0
<i>Propriety</i>	10	40
Total	45	64

On one hand, many visitors were highly impressed with their guides' expertise, knowledge, and language skills, viewing them as a valuable addition to the visit, such as:

8. ***Remarkably knowledgeable** [+capacity] and fluent in Chinese, ...*
 9. *We had a great guide who **explained us history and facts very well** [+capacity], ...*

On the other hand, a bigger number of visitors reported negative experiences, citing guides who lacked knowledge, had poor language skills, or failed to provide any meaningful information, as seen in comments like:

10. *parlava un inglese **pessimo** [-capacity] ... (spoke **terrible** English)*
 11. *Le guide était **catastrophique** [-capacity] (The guide was **catastrophic**)*

However, the main finding of the overall negative evaluation for this aspect is 40 negative Judgment: Propriety. These criticisms are often conveyed emotionally, not only about management incompetence, but also to describe feelings of being disrespected and treated with discomfort, such as:

12. *staf yang **kurang ramah** [-propriety] ... (**unfriendly** staff)*
 13. *just to be **herded around like cattle** [-propriety].*
 14. *And **got laugh at by** [-propriety] all the people on the shuttle while they drove*

In short, the guide (Capacity) is considered less consistent in competence, and often their behavior tends to be considered unprofessional (Propriety). These findings make Human Resources a problematic element which is a source of shortcomings and disappointment for visitors to Borobudur as a whole. In this case, Borobudur Temple is at risk of creating a negative image such as "the temple is magnificent, but the journey is terrible". However, this pattern is not exclusive, often the visitor experience is disrupted by operational component failures. However, it should be noted that this phenomenon is also not universal. In the context of emotional tourism, such as dark tourism memorials, logistical problems tend to fade because the discourse is dominated by feelings and reflection (Wan, 2025). Although in general the findings in this research are in line with existing trends, the data of Appraisal system aspects in this research detail the linguistic nature of destinations online review writing pattern. This study found a sounding inconsistent experience, that is, visitor judgments were split on staff competence (Judgment: Capacity) but were overwhelmingly negative about their professional conduct (Judgment: Propriety). This finding is similar to other service industry studies (Smirnova, 2022),

but this study demonstrates how a lack of professionalism and perceived rudeness (Propriety-) can completely overshadow technical competence (Capacity+). This suggests that investment in service culture is a high priority.

D. Evaluation of Amenities

The Amenities of a destination is slightly negative, accumulating 37 negative appraisals against 27 positive ones. The linguistic data shows that this negativity is not primarily about the physical quality of the facilities, but is instead concentrated in negative Judgment of the policies and organization behind these services as presented in Table 3.

TABLE 3
BREAKDOWN OF ATTITUDE FOR THE AMENITIES ASPECT

Attitude Sub-Type	Positive Count (+)	Negative Count (-)
Affect	5	8
<i>Inclination</i>	0	3
<i>Security</i>	3	0
<i>Satisfaction</i>	2	5
Judgment	5	21
<i>Capacity</i>	3	11
<i>Propriety</i>	2	10
Appreciation	17	8
<i>Reaction</i>	3	0
<i>Composition</i>	8	5
<i>Valuation</i>	6	3
Total	27	37

The negative sentiment is shown by the 8 instances of negative Judgment. The 11 instances of negative Judgment: Capacity target the perceived disorganization and incompetence of service delivery. Visitors critiquing the logistical failings of their tours or the lack of clear, helpful information.

15. *service nya ndak oke* [-capacity] (*the service isn't okay*)

16. ... *would've been nice to know* [-capacity] *before climbing all that way*.

Furthermore, visitors frequently judged certain amenity-related policies as improper or unethical, as shown by the 10 instances of negative Judgment: Propriety.

17. *But forcing everyone to take plastic sandals that are painful to wear* [-propriety] *isn't the way*.

18. *And the exit? A nightmare maze of endless souvenir stalls you have to battle* [-propriety] *your way through*.

While negative judgments are prominent, the 27 positive appraisals show that some amenities are well-received when executed effectively. Visitors expressed positive Appreciation (17 instances) for specific, well-organized services and quality facilities. Examples of this positive feedback include:

19. *Geweldig en goed georganiseerde* [+valuation] *rondleiding*. (*A great and well-organized tour*)

20. ... *puis distribution de tongs de qualité* [+quality] *offertes et obligatoires* ... (*then distribution of quality flip-flops offered and compulsory*)

This pattern of evaluation demonstrates that the evaluation of Amenities is a contested domain. However, the data shows that the negative judgments passed on the *systems and policies* governing the services are more numerous and arguably more impactful than the positive appreciation for individual facilities.

E. Evaluation of Accessibility

The Accessibility draws a total of 51 evaluations, and it is overwhelmingly negative, with a stark imbalance of 43 negative appraisals to only 8 positive ones. The specific breakdown of these highly negative evaluations is presented in Table 4.

TABLE 4
BREAKDOWN OF ATTITUDE FOR THE ACCESSIBILITY ASPECT

Attitude Sub-Type	Positive Count (+)	Negative Count (-)
Affect	0	11
<i>Security</i>	0	3
<i>Satisfaction</i>	0	8
Judgment	0	11
<i>Capacity</i>	0	11
Appreciation	8	21
<i>Composition</i>	0	18
<i>Valuation</i>	8	3
Total	8	43

The frequent source of visitor frustration is the physical and logistical design of the site, captured by the 18 instances of negative Appreciation: Composition. Visitors frequently expressed a sense of physical exhaustion and bewilderment with the site's logistical design, as seen in comments such as:

21. *Terlalu jauh* [-composition] *jalan ke parkiran* (*The walk to the parking is too far*)

22. *jalannya dibikin muter muter teruss* [-composition] (*the path is made to go round and round*)

Visitors find it difficult to enjoy Borobudur tourism because the journey is physically challenging, made worse by management's incompetence in providing clear navigation rules. This is represented in 11 examples of Negative Judgment: Capacity. Visitors complain:

23. *disana tidak ada arahan yang jelas* [-capacity] *untuk titik penjemputan shuttle setelah saya turun dari candi, ...*
(There is **no clear direction** for the shuttle pickup point after I get off the temple.)

A series of perceived obstacles are then translated into negative experiences for visitors which are expressed emotionally such as:

24. *Belum sampe candinya uda cape.* [-satisfaction] *(Already tired before reaching the temple).*

Based on the data described above, evidence shows that systemic problems with Accessibility create not only physical, but also cognitive, burdens for visitors. These challenges become the basis for the emergence of negative emotions. This reflects the low quality of recreation and tourism almost as a whole. Findings like this show the importance of in-depth analysis using the Appraisal system. In line with Guilia's (2023) findings, linguistic-based frameworks are important to ensure accurate interpretation of evaluative meanings that are likely to be missed by automated systems.

By analyzing the Appraisal system in online reviews, this research provides an evaluative bridge between the experience promised at a destination and the reality experienced by visitors. Previous research on tourism promotion discourse, such as e-brochures (Mocini, 2013; Jalilifar & Moradi, 2019), and official websites (Istianah & Suhandono, 2022), consistently found evaluations dominated by positive Appreciation. This research, by detailing evaluations of certain aspects of tourism, shows the importance of destination managers considering improvements and promotions based on direct reviews from visitors, not just following the trend.

F. Evaluation of Price

The price of entrance tickets, in addition to related operational services, is one of the main reasons for dissatisfaction with Borobudur visitors. Of the 53 data on the tourism Price aspect, 40 evaluation data contain negative impressions, as presented in Table 5.

TABLE 5
BREAKDOWN OF ATTITUDE FOR THE PRICE ASPECT

Attitude Sub-Type	Positive Count (+)	Negative Count (-)
Affect	0	8
<i>Inclination</i>	0	5
<i>Satisfaction</i>	0	3
Judgment	0	11
<i>Propriety</i>	0	11
Appreciation	13	21
<i>Valuation</i>	13	21
Total	13	40

Negative Appreciation: Valuation is the form of criticism most often conveyed by visitors of Borobudur through online reviews, with 21 negative data compared to only 13 positive ones. Visitors tend to express negative assessments in direct, straightforward and intensive language. What was highlighted was that the costs were considered not only expensive, but also excessive. Example data are as follows:

25. *Overpriced* [-valuation], *disorganised, and an all-round frustrating experience.*

26. *Paid a ridiculous \$40* [-valuation] *per person ...*

27. *It is not worth 455000* [-valuation] *IDR for foreigners.*

It is important to note that 13 positive evaluations were submitted by visitors who thought the prices were reasonable. The assessment of the reasonableness of the price is considered over the price of the guide or other packages obtained.

Not only assessing the valuation aspect, a number of visitors (11 data) gave negative Judgment: Propriety when criticizing the price structure for visits to Borobudur. This finding is important because it shifts the evaluation of Price aspects from simply a financial issue to an ethics-related complaint. Even, the pricing policy is seen as unfair or discriminatory, for example:

28. *Harga tiket sangat mahal untuk saya sebagai wisatawan asing. kan itu sudah diakui UNESCO, seharusnya sudah tidak ada diskriminasi lagi* [-propriety]. *(Ticket prices are very expensive for me as a foreign tourist. It has been recognized by UNESCO, there should no longer have discrimination)*

Like the pattern found in the tourism aspects that have been discussed above, the emotional consequences of the perceived injustice are then manifested emotionally. In this case, the expression of rejection is directly realized through the evaluative expression of negative Affect: Inclination.

Overall, Price aspect with its tendency to be filled with negative evaluations shows two different sides. Thus, it's not just a matter of expensive prices, but also ethical issues, where several international tourists feel discriminated against because they get much higher prices. Similar research also shows that indeed the 'cost' aspect is generally a source of negative assessments (Fan, 2025). This research clarifies that the issue of price is not always tied and related to buying and selling matters or how goods or services are priced appropriately. It turns out that the price issue is also related to ethical matters, where often in tourist attractions, this is an issue that is considered trivial, even though for international

visitors it is a real red flag. Theoretically, this also reinforces the importance of analyzing the Attitude system so that the details of the evaluation delivered and what the evaluation is conveyed are found.

G. Evaluation of Image

In contrast to aspects related to services and logistics matters, Image of Borobudur is assessed exclusively positively. The assessment refers to its global reputation, uniqueness, and iconic character. This aspect is the least often rated by visitors in online reviews, with only 21 ratings, all of which are positive. Positive assessments on the Image aspect are presented in Table 6.

TABLE 6
BREAKDOWN OF ATTITUDE FOR THE IMAGE ASPECT

Attitude Sub-Type	Positive Count (+)	Negative Count (-)
Affect	3	0
<i>Inclination</i>	3	0
Appreciation	18	0
<i>Reaction</i>	2	0
<i>Valuation</i>	16	0
Total	21	0

Assessments in this aspect tend to be built and conveyed through Appreciation: Valuation, the data covers 16 of the 21 review findings. Visitors generally praise Borobudur's reputation by using convincing and authoritative language, such as:

29. *Imperdibile* [+valuation] (**Unmissable**)
30. *Keajaiban dunia* [+valuation] (**Wonder of the world**)
31. **Absolutely a must visit** [+valuation].

Furthermore, the findings from the reviews show how this reputation also has an effect on potential visitors, shown through a sense of desire. An example is the finding of the Affect: Inclination aspect, as seen in comments such as:

32. *Pengen kesini* [+inclination] (**Want to come here**)

From these findings, the Image aspect functions and holds positive power in the narratives of visitors and potential visitors. This aspect is closely related to the Attraction aspect, where it is true that what visitors feel, what they imagine is paid off in full by what they feel when they can visit Borobudur directly.

On the other hand, the problems found in this research, namely poor accessibility, perceptions of unfair prices, and inconsistent staff, should not be considered ordinary complaints from visitors. This reflects systemic operational issues that need to be addressed by the management. This Appraisal based analysis provides a clear, evidential map for doing the logistics improvements.

Lastly, this research implications have a direct impact and contribution to the management of Borobudur Temple and other Indonesian heritage sites. First, the focus of improvements must be on the service aspect around Borobudur Temple. One of the main improvements is Accessibility management, which is rated very negatively, indicating that the visitor's journey is a source of physical and cognitive stress that makes visitors have a negative experience. Second, it must be understood that negative sentiment towards prices is not only related to nominal money but is also related to perceptions of fairness and discriminatory practices. Management must convey transparently the value of ticket prices, provide fair and scientific explanations and justifications for why foreign tourists must pay more. Lastly, inconsistency in Human Resources competency is a critical vulnerability. Data shows that visitors are like playing the lottery, visitors may get a brilliant and knowledgeable guide, but they may get a guide who is completely incompetent, even unprofessional. In this case, standardized and rigorous training that focuses on competency and professional behavior is very necessary.

V. CONCLUSION

The main finding of this research is the divarication of evaluation language representation in online reviews on the Google Maps page of heritage destination, Borobudur temple. On the one hand, the Attraction and Image tourism aspects received a very positive assessment. On the other hand, this positive assessment is undermined and covered by negative evaluations that spread throughout the service and logistics aspects of the destination such as Accessibility, Price, and Human Resources. Linguistically, this contradiction is manifested as a bifurcation of evaluation between positive Appreciation towards the Borobudur temple and the proliferation of negative Judgment and Appreciation aspects towards the logistical elements around the temple. Theoretically, this research extends the Appraisal system framework, demonstrating its utility as an accurate evaluation language diagnostic tool when integrated with contextual domain aspects appropriate to the nature of the data for text analysis. Practically, the findings in this research provide a roadmap for developing sustainable management of heritage tourism destinations, since they are clear and based on dynamic evidence that can be used comprehensively, not only in general management aspects, but also as a basis for targeted promotion and marketing.

Even though it provides a detailed description of how to use linguistic data as material for evaluating tourist destination management, this research certainly has its limitations. Firstly, the data only comes from Google Maps, so it cannot explain whether visitors on TripAdvisor or other tourism blogs use the same patterns to assess their travel experiences.

Furthermore, the context domain analysis of this research is limited to the UNWTO tourism aspects and does not yet involve the demographic data domain. Thus, this research still has questions for future research to answer regarding the differences between international and domestic visitors, or first-time visitors and repeat visitors, regarding the patterns of online reviews writing. Future research could also strengthen linguistic analysis by complementing it with visitor surveys or interviews to directly link and validate online review data with the evaluative attitudes expressed by visitors directly.

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