

System Appraisal at Pioneer Stage in the Text of a Typical Semarang Culinary Advertisement on the Internet Media

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Abstract

In the early stages of the advertising adoption process, providing information to consumers or potential customers about new products needs to be done. The research aims to describe the Pioneer stage in typical Semarang culinary advertising texts on the internet media based on factual genres and their structures and describe the appraisal system (attitude, graduation, and engagement). With a qualitative design, this research addresses the linguistic phenomenon of advertising that utilizes appraisal system tools in Semarang, Indonesia. Checking data validity utilizes source-type triangulation techniques. Research data was collected directly by downloading typical Semarang culinary advertising text from the website, which an appraisal system. The results show that the Pioneer stage in typical Semarang culinary advertising text on the internet shows only one type: descriptive text with the structure "Identification^Description". The effect and appreciation categories can be seen using attitude aspects. In the graduation aspect, the categories force, intensifiers: raise are seen to show strengthening good assessments of culinary products. The engagement aspect looks monogloss because there has not been a comparison with other advertising products at this stage. This research contributes to regional culinary advertising models that can be developed by local, regional, and international culinary entrepreneurs to show the importance of the meaning of an advertisement.

Keywords: Appraisal System, Media Internet, Pioneer Stage, Text Advertisement, Typical Culinary.

Introduction

The culinary business is one of the most attractive choices for business people. This can be seen from the rapid growth of the culinary business, including food, drinks, and snacks. In Indonesia, the culinary business has developed rapidly in various cities (1). Many business people believe culinary is a business choice with promising opportunities. The culinary business has the potential to create new economic growth and jobs and reduce poverty (2). Competition in the culinary industry cannot be avoided, so an entrepreneur must always look at existing opportunities (3). The culinary business is a business that targets people's basic needs or becomes daily consumption. People will continue to seek culinary delights because it is part of their daily needs. Food, drinks, and snacks are essential to people's enjoyment from morning to evening. The culinary business has the potential for sales through broad multi-channels. Culinary businesses can now reach the market more easily and economically. The proliferation of internet service providers around us is proof of public

recognition of the presence of these global services in our lives. Culinary companies must be able to reach and interact with customers through advertising, even though they cannot interact directly (4). As internet use becomes increasingly widespread, business people can use the internet to advertise the culinary products they market. Social media can influence students' psychology in learning (5). Companies must improve their optimization and sustainability perspective to develop their business (6). Using technology as a medium of trade is very influential in improving business (7). Culinary business actors must improve marketing performance, not just business profits (8). Semarang, as the capital of Central Java, has a diverse and rich culinary and cultural context. Javanese, Arabic, Chinese, and European cultures influence Semarang's culinary culture. In addition, the history of trade and the Port in Semarang, as well as religious influences, also influence the culinary culture in Semarang. The value and meaning of culinary as a symbol of toge

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-therness and solidarity is a cultural heritage that needs to be preserved. The persuasive power of culinary advertising language can be expressed through the structure of words, phrases, clauses, sentences, and discourse (text) in the advertisement's content. In simple terms, an advertising text can be structured with the structure "Opening^Content^Closing" or "Beginning^Middle^End" (9, 10). Of course, the opening or closing model between one ad text and another can also be different. Various text types have different structures, including description, reconstruction, report, procedure, exposition, discussion, exploration, and expansion. Culinary advertising texts, which can be included in this type of text, will also have varied structures. Metaphorical slogans can increase consumer intentions towards the product (11). The existing theoretical framework of multimodal metaphors in advertising should propose an optimal match between image metaphors and verbal elements in effective multimodal advertising (12). Ads with high conceptual tension, simple fusion metaphors become more artistic and produce favorable consumer advertising attitudes (13). However, not all advertisers can provide good advertising and contain various values that can attract public attention. Advertisers need commercial advertising that combines social messages and consumers' subjective well-being (14). Advertisers must be able to influence consumer loyalty to product brands through advertising by providing relevant and exciting information so that consumers can be confident and motivated to hasten the purchase of the advertised product. Advertisers tend to focus too much on the visuals and not enough on how the verbal message influences the process of interpreting and responding to the ad (15). Consumer engagement is an important indicator for measuring the impact of advertising because it includes consumers' proactive involvement in spreading advertising and creating value (16). Inclusive advertising encourages and influences consumers toward purchasing intention involvement (17). This type of pioneering stage is deliberately presented in this research to motivate new producers who want to introduce their products to potential consumers. In contrast, Martin and White (18) conveyed that three aspects are

explored in discussing the appraisal system attitude, graduation or amplification, and engagement (source). Each becomes a unit to analyze interpersonal meaning, in one text, there must be a negotiation of meaning between the writer and the reader. This is in line with what was conveyed by Martin and Rose (19) that the meaning of the text is identified as a whole, the position of appraisal in the interpersonal area as explained below

... Appraisal is one of three major discourse semantic resources construing interpersonal meaning (alongside involvement and negotiation). Appraisal itself is regionalised as three interacting domains – 'attitude', 'engagement', and 'graduation'. Attitude is concerned with our feelings, including emotional reactions, judgements of behaviour and evaluation of things. Engagement deals with sourcing attitudes and the play of voices around opinions in discourse. Graduation attends to grading phenomena whereby feelings are amplified and categories blurred.

An advertiser must be able to design attractive, targeted, and effective advertisements to persuade potential consumers. The designed advertisement must, of course, be able to present everything in an innovative, intelligent, and unique appearance compared to other advertisements. Utilizing an appraisal system in culinary advertising texts will help convey messages persuasively to consumers. Apart from that, the advertiser's attitude towards the advertised culinary can be seen through the appraisal system. Advertisers often use hyperbole, metaphors, and rhetorical questions in marketing communications to make advertisements more attractive to potential consumers (20). Advertisers to manage their marketing strategies interactively (21). To achieve advertising objectives effectively, it is also necessary to present advertising for culinary products through advertising stages, namely the Pioneer, competitive, and retentive stages. This research is devoted to Pioneer stage advertising. Pioneer advertising attempted to create primary demand for product categories, not just certain

brands. The main task is to provide information or introduce new services or new products, not to persuade. In the early stages of the adoption process, providing consumers or potential customers with information about a new product is necessary. Advertising at the Pioneer stage does not have to mention a particular brand or company (22, 23). At the Pioneer stage, a needed product is not yet known and must be created, and the success of a commodity in meeting these needs must be determined (24). Pioneer advertising should instill new habits, change habits, develop new uses, or strive for new living standards, not simply present new products. Based on research background and the urgency of advertising provided by specialty culinary actors. So, this research aims to describe the Pioneer stage in typical Semarang culinary advertising texts on the internet media based on factual genres and their structures and describe the appraisal system (attitude, graduation, and engagement).

Methodology

Qualitative research to exploring and understanding the meaning individuals or groups ascribe to a social or human problem (25). With a qualitative design, this research will describe natural linguistic phenomena in typical Semarang culinary advertising texts, which contain an appraisal system in the form of attitude, graduation, and engagement found at the Pioneer stage. The research location is on the internet, specifically on websites. The domain of website services is the choice of data location, considering that website services have a wide reach to many users and are easily known by the broader community with 24-hour service. In the advertising text, there is a place where the text occurs, the participants involved in the advertising text, and the events of the advertising text.

Research Data

Data was obtained by observation and then classified in table form to look for appraisal system tools at the Pioneer stage. The data source comes from 7 pilot advertising texts (4 texts including food advertisements and three texts including snack advertisements). Indeed, there is

not much data found in this initial stage of advertising because advertisers tend to prefer reminder stage advertising. The samples obtained were in accordance with the research objectives, and sample determination was carried out using purposive sampling. Checking data validity utilizes -type triangulation techniques, namely by providing data from various sources to obtain data that can be used to achieve research objectives. Researchers collected Research data directly by downloading typical Semarang culinary advertising texts from a website that utilizes an appraisal system.

Procedure Research

Before identifying the appraisal system, the researcher identified the genre in each text. The seven texts in the Pioneer stage are factual genres with descriptive text types. The social function of descriptive text is to describe certain people, places, objects, or things individually according to their physical characteristics (26). The descriptive text structure consists of "Identification^Description". The identification structure identifies the phenomenon, entity, or thing to be explained, while the description structure describes the entity's parts or aspects, qualities, and characteristics.

Data Analysis

The data is interpreted in a complex appraisal system tool with theory, supporting data, and context simultaneously using the Spradley qualitative analysis model (domain analysis, taxonomy, components, and cultural themes). Domain analysis to differentiate data from non-data and find out the origin of the data. Taxonomic analysis to classify data based on the theory used. Componential analysis is used to observe relationships between categories, namely domain categories, and taxonomies, to obtain interaction patterns between domains and taxonomies. Cultural theme analysis discusses interaction patterns or substantive theories contained in componential analysis with current theories and secondary data to explain these interaction patterns. The following flow of the Spradley model analysis used in the research can be seen in Figure 1.

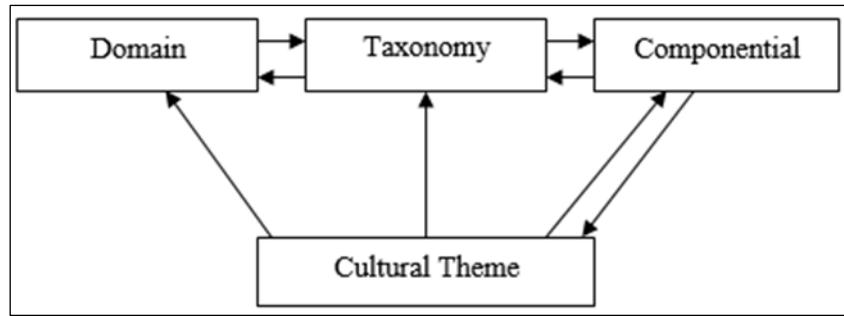


Figure 1: Spradley Model Qualitative Analysis Flow

Results

Genre identification in each advertising text was done on seven typical Semarang culinary delights. The seven texts in the Pioneer stage have a factual, descriptive text type. The social function of descriptive text is to describe certain people, places, objects, or things individually according to their physical characteristics (9,10,26). The

description text structure consists of "Identification^Description". The identification structure identifies the phenomenon, entity, or thing to be described, while the description structure describes the entity's parts, aspects, qualities, and characteristics. Findings of advertising texts in the marketing Pioneer stage with their structure can be seen in Table 1.

Table 1: Description of Text Structure at Pioneer Stage

Add Text	Data Code	Advertisement Text	Text Structure
1	1a	Soto Ayam Khas Semarang Pak Man.	Identification
	1b	Uenak tenannn... Center Shop: Jl. Purwosari Raya. Shop Branch: Jl. Pamularsih Raya No. 12. Jl. Tri Lomba Juang 20 B.	
	1c	Menerima pesanan. HP 081 325 106 645. Flexi: 024 - 7035 0130	
2	2a	A Kuang mie titee udang kekian bakso. Min buy 1 pack.	Identification
	2b	Free ongkir.	
	2c	Flavorful.	
3	3a	Babat Gongso Dapur Kefi Cita rasa khas Semarang.	Identification
	3b	Enak & nikmat. 100% daging sapi pilihan.	
	4a	Tahu gimbal Bang Toyib tahu gimbal khas Semarang. Jl. Suratmo Raya Semarang. HP. 085 741 359 980.	
4	4b	Rasa yang enak & gurih.	Description
	5	Lunpia Express.	
	5a	Harga hemat.	
	5b	Rasa mantab.	
	5c	Asik buat sarapan.	
5	5d	Wow! Free delivery 024 354 1807/024 354 7697. Jl. Gajah Mada142 AA Semarang.	Identification
	6a	Tradisional modern khas Semarang lumpia Bestari.	
	6b	Fresh, crispy, & delicious.	
	6c	Sedia goreng dan basah.	

		WA. 0822 2111 8845.	
		Isi bersih: 10 pcs.	
7	7a	Oleh-oleh khas Semarang Wingko "O".	Identification
	7b	I'm fresh from the oven.	
	7c	Delicious and tasteful.	
	7d.1	Enak ...	Description
	7d.2	...dan kaya rasa.	
		Jl. Pekunden Barat No. 856 A- Semarang.	
		Telp: 024 8416704-081225570188.	

Note: in bold is the name of the shop, italicized advertising text in Indonesian)

The seven descriptive texts in the Pioneer stage are culinary advertising texts for types of dishes (soto ayam, mi titee, babat gongso, and tahu gimbal) and types of kudapan (snacks) (lumpia and wingko babat). Next, we will discuss one by one the use of the appraisal system (attitude,

graduation, and engagement) contained in the seven texts.

Attitude

Attitude in the appraisal system refers to how advertising messages influence consumer attitudes. The distribution of attitude research results can be seen in Table 2.

Table 2: Attitude Distribution

Text Structure	Affect			Judgment		Appreciation			Σ	
	Dis/Inc	Un/Hap	In/Sec	Dis/Sat	Soc Es	Soc Sanc	Reac	Comp		Val
Identification	0	0	0	0	0	0	0	0	4	4
Description	0	0	4	3	0	0	10	0	1	18
Σ	0	0	4	3	0	0	10	0	5	22

Note: Dis/inc: dis/inclination; un/hap: un/happiness; in/sec: in/security; dis/sat: dis/satisfaction; soc es: social esteem; soc sanc: social saction; reac: reaction; comp: composition; dan val: valuation

Based on Table 2, attitudes can be seen in seven descriptive texts totaling 22 data. The attitude found in the identification structure is seen in the appreciation category with four data. Meanwhile, in the description structure, 18 data were found with seven details, including the affected category, and 11, including the appreciation category. The realist effect consists of seven data sets (four data sets in the security subcategory: confidence, and three data sets in the satisfaction subcategory: interest and admiration). Security subcategory: confidence is a feeling of security associated with confidence or self-confidence. Security assessment: Self-confidence is seen by behavioral actions, such as stating and asserting character, such as self-confidence, confidence, and arrogance. Found 4 data in the description text using the security subcategory: confidence. This data is in the following advertisement text for Soto Pak Man, Mi Titee A Kuang, and Lumpia Bestari.

Menerima pesanan (Receive orders). [1]

Min **buy** 1 pack. [2]

Free ongkir (Free of charge) [3]

Sedia goreng dan basah (Ready to fry and wet). [4]

The advertiser chose the words in sentence [1] to realize self-confidence by emphasizing that Pak Man's soto stall serves consumers who order homemade soto culinary delights. The phrase in the sentence [2] shows an affirmation. The word min means at least. The use of phrase min buy is used by advertisers to realize the attitude of emphasizing that the purchase of ingredients for making mie titee is minimal or at least one pack. In sentence [3], the advertiser uses the word free to negotiate a stance to emphasize to consumers that consumers are not charged shipping costs when purchasing mi titee A Kuang. Sentence [4] is part of the text of the Bestari lumpia advertisement with the marker ready (to provide). Advertisers use this word to realize the assertion that the producer (Bestari spring roll

restaurant) provides a choice of spring rolls in both fried and wet conditions.

The subcategory of satisfaction with interest is realizing satisfaction associated with interest or attention. These assessments can be identified as (i) surge, such as attentive, busy, and immediate, and (ii) disposition, such as curious, absorbed, and engrossed. Two sentences that use satisfaction interest are found in the texts of Tahu gimbal Bang Toyib and Lumpia Express. Let's look at these two sentences.

Rasa **yang enak & gurih** (Delicious and savory taste). [5]

Asik buat sarapan (Great for breakfast). [6]

Wow! [7]

Sentence [5] is part of the advertising text for Bang Toyib gimbal tofu. The phrase delicious and savory in this sentence is used by advertisers to realize the satisfied attitude that consumers will get when they enjoy the dreadlocked tofu. The word asik in the sentence [6] is used by advertisers to realize customer satisfaction because Lumpia Express culinary delights can be used as a breakfast menu. Feelings of satisfaction can be related to admiration or admiration. Feelings of awe can be realized through language and behavioral expressions. Note the use of the satisfaction category in admiration in the following data. The wow marker in the sentence [7] is an interjection that expresses surprise and joy. This marker embodies admiration for Lumpia Express.

Apart from the use of effect, there is also the use of appreciation. Appreciation is an assessment of particular objects or products. Appreciation of objects or products can be positive or negative. There are three appreciation types: reaction, composition, and valuation. Reaction is differentiated by impact and quality; composition is divided into balance and complexity; and valuation identifies an object's or product's benefits. Table 2 shows 15 appreciation data. The following explains the results of appreciation research in descriptive text at the Pioneer stage. Reaction is related to attention and feelings. Found 10 data that fall into the response: quality category. Reaction: quality is found in the positive category, related to the quality of pleasant things. Pay attention to the use of reaction quality in the following data.

Uenak tenannn... (Very delicious) [8]

Flavorful. [9]

Enak dan nikmat (Delicious). [10]

Harga **hemat** (Economical price). [11]

Rasa **mantab** (Great taste). [12]

Fresh, crispy, & delicious. [13]

Sentence [8] realizes a pleasant condition. This condition is characterized by the phrase uenak tenannn (very delicious), which describes the delicious taste of Soto Pak Man culinary delights. Sentence [9] is part of the advertising text for mi titee A Kuang. The flavor element means aromatic. The aroma of A Kuang's culinary titee noodles. The marker depicts pleasant conditions. Sentence [10] is part of the babat gongso Dapur Kefi advertisement in text 3. Enak dan nikmat, in the sentence above, conveys pleasant things about the taste of babat gongso Dapur Kefi culinary delights. The elements Harga Hemat (Economical price) and Rasa mantab (non-standard form of steady) contained in sentences [11] and [12] show the pleasant qualities of Lumpia Express with low prices and great taste. The phrase fresh, crispy, and delicious in a sentence [13] is pleasant. These markers describe the condition and taste of Bestari's spring rolls, which are fresh, crunchy, and delicious.

I'm fresh from the oven. [14]

Delicious and tasteful. [15]

Enak... (Delicious) [16]

... **dan kaya rasa** (... and rich in taste) [17]

It can be seen that sentences or clauses 14 - 17 sequentially utilize fresh, delicious, tasteful, delicious, and rich in taste. These elements show pleasant things. In this case, Wingko "O" is a warm culinary delight with many delicious, savory, and tasty flavors.

Valuation is an assessment of objects by considering whether the object is useful or not. This assessment can be positive or negative. This usefulness is marked with a positive marker. Pay attention to the following five data in the valuation, positive category.

Soto ayam **khas Semarang** Pak Man. [18]

Cita rasa **khas Semarang** (Typical taste of Semarang) [19]

Tahu gimbal Bang Toyib tahu gimbal **khas Semarang**. (Tahu gimbal Bang Toyib tahu gimbal **Semarang typical**). [20]

Tradisional modern **khas Semarang** lumpia Bestari (Modern traditional Lumpia Bestari typical of Semarang). [21]
 Oleh-oleh **khas Semarang** Wingko “O”. [22]

The khas Semarang lingual units in the five sentences above provide a good assessment of kuliner soto ayam Pak Man (sentence 18), babat gongso Dapur Kefi (sentence 19), tahu gimbal Bang Toyib (sentence 20), lumpia Bestari

(sentence 21), and wingko “O” (sentence 22). Lingual units are used to assess the taste of the five culinary delights.

Graduation

Graduation in the appraisal system refers to how advertising messages influence the intensity and strength of consumer attitudes. The distribution of research results on the graduation aspect can be observed in Table 3.

Table 3: Distribution of Graduation

Text Structure	Force				Focus		Σ
	Intensifier s	Attitudinal Lexis	Metaphor	Swearing	Sharpen	Soften	
Identification	3	0	0	0	1	0	4
Description	9	6	1	0	2	0	18
Σ	12	6	1	0	3	0	22

Graduation spread across 22 data shows four in the identification structure and 18 in the description structure. There are two dimensions of graduation measurement, namely, measurement based on intensity or amount (force) and measurement based on the category of an object (focus). The visible aspect of graduation tends to be in the force category, namely 19 data, while the focus category contains three data. Force can be related to the strength of the rise and fall of a voice or associated with the intensity of words or expressions, which are realized with intensifiers, attitudinal lexis, metaphor, and swearing. Intensity can be high (raise) or low (lower) based on the words used. Intensifiers are words that strengthen assessments of people and objects and compare and exaggerate. In every text in the Pioneer stage, it is seen that it uses intensifiers. 13 data were identified using intensifiers: raise. Pay attention to the following data.

- Soto ayam **khas Semarang** Pak Man. [23]
- Min buy** 1 pack. [24]
- Free ongkir** (Free of charge) [25]

The advertiser’s assessment in sentence 23 uses khas Semarang (typical Semarang) phrases. A typical Semarang phrase is the phrase chicken Soto. In the typical Semarang phrase, it means to compare, that is, to compare with the original Semarang phrase. In sentence 24, the advertiser’s assessment uses the word min (short form of minimal). In this word, it means to compare. Min’s words strengthen the assessment of buying 1 pack. The word min can be graded with the

phrase least or at least. The advertiser’s good assessment in sentence 25 is shown by using the word “free,” which includes intensifiers: raise. Advertisers use this word to strengthen their assessment of the phrase ongkir (short form of postage). The word free means comparing and grading with the phrase free of charge.

- Enak dan nikmat** (delicious) [26]
- Tahu gimbal Bang Toyib tahu gimbal **khas Semarang**. [27]
- Rasa **yang enak & gurih** (Delicious and savory taste). [28]
- Harga **hemat** (Economical price) [29]

Sentence 26 uses intensifiers: raise is marked delicious and delicious. This phrase strengthens the assessment of the taste of babat gongso Dapur Kefi. The typical Semarang phrases in a sentence 27 and delicious & savory 28 enhance the assessment of tahu gimbal Bang Toyib and the taste of the dreadlocked tofu. The word hemat in sentence 29 includes intensifiers: raise. Advertisers use this word to strengthen a good assessment of the word price (lumpia Express). The word frugal has the meaning of comparing. The word hemat can be graded with the word not wasteful.

- Tradisional modern **khas Semarang** lumpia Bestari. [30]
- Fresh, crispy, & delicious**. [31]
- Oleh-oleh khas Semarang** Wingko “O”. [32]
- Delicious and tasteful**. [33]
- Enak...** (Delicious) [34]

In sentences 30 and 31, there are markers khas Semarang and fresh, crispy & delicious, which are used to strengthen the assessment of lumpia Bestari culinary delights. These two markers mean comparing. Typical Semarang phrases can be graded with original Semarang, while the fresh, crispy, & delicious markers can be graded with healthy, dry & savory (healthy, crunchy, savory). The phrase *oleh-oleh khas Semarang* in a sentence 32 is classified as intensifiers: raise. Advertisers use this phrase to reinforce good reviews of Wingko "O". This phrase can be interpreted to compare and grade with the *oleh-oleh asli Semarang* phrase. In sentence 33, the phrase *delicious and tasteful* as intensifiers: raise is used by the advertiser to strengthen the excellent assessment of wingko "O" (not explicitly mentioned in the sentence). The phrase *delicious and tasteful* can mean comparing and can be graded with the phrase *nice and crunchy* (smooth and crunchy). The word *enak* in clause 34 is identified as an intensifier: raise. Advertisers use this word to strengthen their good assessment of the taste of wingko "O" (not explicitly written in the clause). This word can mean comparing and can be graded with the word *delicious*.

Attitudinal lexis, as one of the options in force, relates to the strength of the rise and fall of sound, characterized by the use of lingual units that contain or express feelings or attitudes. Six data points were found that utilize the attitudinal lexis choice: raise. Pay attention to the following data.

Menerima pesanan (Receive orders). [35]

Flavorful. [36]

Sentence 35 is part of the advertising text for Pak Man chicken soup. This clause's word *menerima* (receive) can be interpreted as accepting something given. The word *receive* expresses an attitude related to trust or self-confidence. The word *receive* is graded because it is more intense than the words *get* or *accommodate*. The advertiser's assessment that the *mi tee A Kuang* contained in a sentence 36 is shown using the word *flavorful* (scented). The word expresses feelings. The word *flavorful* can be interpreted as a food fragrance ingredient. This word is graded because it has a higher intensity when compared to the word *fragrant*.

Rasa **mantab** (Great taste). [37]

Asik buat sarapan (Great for breakfast). [38]

Wow! [39]

Sedia goreng dan basah (ready to fry and wet). [40]

The *mantab* (a non-standard form of *steady*) in the sentence 37 means 'not changing; perfect'. From this meaning, it can be concluded that the word *steady* contains gradations because there is a higher intensity than the word *perfect*. There is an expression of satisfaction with the taste (*lumpia Express*). The word *asik* in a sentence 38 can be defined as happy or fond. Advertisers use the word *asik* to evaluate the elements of breakfast. The word *asik* expresses a pleasant feeling. This word has gradations and has a higher intensity when compared to the words *happy* or *fond*. In sentence 39, the word *wow* means an interjection that expresses surprise and joy. Advertisers use this word to express admiration for *lumpia express*. The phrase *sedia goreng dan basah* in a sentence 40 is included in the attitudinal lexis. The word *sedia* can be defined as having been completed; It is finished. The phrase expresses an affirmative or affirmative attitude. The word *ready* is graded and has higher assessment intensity than the phrase *ready*. A person's attitudes and feelings can be expressed through figurative language or metaphors or are not always expressed directly. The purpose of using figurative language is to compare objects. Comparisons can be made directly or indirectly. Direct comparisons usually use the words *like*, *like*, *like*, and so on. An indirect comparison means that the sentence contains a complete metaphor. Data that utilized the metaphor subcategory was found. Pay attention to the following sentence.

I'm fresh from the oven. [41]

The word *I'm* in a sentence 41 is not a personal pronoun referring to the producer but is analogous to the *wingko babat* brand "O". This word is highly rated.

Focus is an assessment that makes something non-gradable and is used to assess how sharp and soft a category of an object is. The category boundaries are clear, but these categories cannot be measured. However, they can be strengthened. Below are three pieces of data that utilize focus and sharpen.

Uenak **tenannnn**... (Very delicious) [42]

Cita rasa **khas Semarang** (Typical taste of Semarang) [43]

...**dan kaya rasa** (and rich in taste) [44]

The word *tenannn* (sure) in a sentence 42 has a high rating because it strengthens (sharpen) the word *uenak* (very tasty or very tasty or very tasty). The phrase *khas Semarang* in a sentence 43 is rated highly because the word strengthens the

phrase taste. In clause 44, the word *kaya* is highly assessed because it strengthens the word taste.

Engagement

Engagement in the appraisal system refers to how advertising messages influence consumer participation and interaction. An overview of the results of engagement research can be seen in Table 4.

Table 4: Distributing Engagement

Text Structure	Monogloss	Modality	Heterogloss		Σ
			Projection	Concession	
Identification	4	0	0	0	4
Description	18	0	0	0	18
Σ	22	0	0	0	22

Based on Table 4, it can be seen that the overall identification and description structure is in the monogloss category. Monogloss is an attitude source that only comes from advertisers or singles. Found 22 pieces of data with engagement in the monogloss category. The following clauses or sentences are in the monogloss category.

Soto ayam khas Semarang Pak Man. [45]

Uenak tenannn... (Very delicious) [46]

Menerima pesanan (Receive orders). [47]

Min buy 1 pack. [48]

Free ongkir (Free of charge) [49]

Flavorful. [50]

Cita rasa khas Semarang (Typical taste of Semarang) [51]

Enak dan nikmat (Delicious and delicious) [52]

Tahu gimbal Bang Toyib tahu gimbal khas Semarang. [53]

Rasa yang enak dan gurih (Delicious and savory taste). [54]

Harga hemat. (Economical price) [55]

Rasa mantab (Great taste). [56]

Asik buat sarapan (Great for breakfast). [57]

Wow! [58]

Tradisional modern **khas Semarang** lumpia Bestari (Semarang modern traditional lumpia Bestari) [59]

Fresh, crispy, & delicious. [60]

Sedia goreng dan basah (ready to fry and wet). [61]

Oleh-oleh khas Semarang Wingko "O" (Typical Semarang souvenir Wingko "O"). [62]

I'm fresh from the oven. [63]

Delicious and tasteful. [64]

Enak.... (Delicious) [65]

...**dan kaya rasa** (and rich in taste) [66]

The source of the assessment in the 22 data seen in clauses or sentences 45 – 66 comes only from the ad maker (advertiser), so it is said to use the engagement aspect in the monogloss category.

Discussion

Pioneer advertising seeks to create primary demand for a product category, not just a specific brand (22, 23). The main task is to provide information or introduce new services or products, not to persuade. In the early stages of the adoption process, providing consumers or potential customers with information about a new product is necessary. This stage can give consumers information about new products culinary businesses offer (27, 28). By knowing the strengths and weaknesses of this advertising strategy and comparing it with best practices in other culinary centers, entrepreneurs can formulate the implications of these findings for the culinary business in Semarang. Advertising at the Pioneer stage does not have to mention a particular brand or company. In the Pioneer stage, a needed product is not known and must be created, and the success of a commodity in meeting these needs must also be established (24). Pioneer advertising must instill new habits, change habits, develop new uses, or promote new living standards, not just present a new product. The advertisements created must be able to balance commercial and needs to eliminate consumer bad feelings (29). This balance is very important in the culinary industry, where competition is fierce, and customer loyalty is key. Advertising should attract and retain new customers by meeting their needs and expectations. Businesses need to understand the

strengths and weaknesses of their current advertising system assessment to make necessary improvements and stay ahead of the competition. This can help aspiring and existing ad creators understand that creativity is not the privilege of the elite but rather a systematic process that can be aided by data and computing (30). Advertisers in the Pioneer stage try to convince consumers that they can now fulfill something impossible by using the new product and do not force consumers to raise their acceptance standards. Observing the opinions above, it can be concluded that the characteristics of advertising at the Pioneer stage are introducing or providing information about a service or product that is needed and not forcing consumers to raise their standards but ensuring that consumers can fulfill something by using new products. The Pioneer stage requires identifying consumer needs and preferences, utilizing innovative advertising techniques to capture consumer attention, and continually gathering feedback to make necessary adjustments to the product. Culinary businesses must build brand awareness and establish credibility in the market to gain consumer trust and loyalty (31, 32). By implementing these strategies, businesses can effectively navigate the challenges of the startup stage and set a strong foundation for future growth and success. Utilizing the specific characteristics of the business through appropriate and effective strategies to move from the Pioneer stage to economically and socially valuable opportunities to improve and ensure the sustainable development of the business (33). The seven descriptive texts in the Pioneer stage mention culinary names or brands in each text. The mention lies in the identification structure, namely soto ayam Pak Man, mi titee A Kuang, babat gongso Dapur Kefi, tahu gimbal Bang Toyib, dan lumpia Express, lumpia Bestari, dan Wingko "O". The purpose of mentioning the culinary name is to introduce the broader public to the existence of new culinary products being advertised. This is in line with the advertising objectives at the Pioneer stage stated by Russell and Lane (24), namely to instill new habits, develop new uses, and strive for new living standards. So, the mention of the culinary name or brand introduced in the identification structure of the advertising text is very relevant. Marketing managers and

policymakers must consider various combinations of issues for business sustainability (34). Business owners need to effectively communicate reflective elements of advertising identity to improve perceptions of how others view customers (35). Advertisers should emphasize hedonic motivation and incentives to increase purchase intent (36). The purpose of informing in the text is the restaurant address, telephone number, taste, quality, and service facilities. This is an embodiment of providing clearer information that the community needs. Consumers get information about the offers of a product depending on their advertising expenditure (37). So that potential consumers will instill new habits, develop new uses, and strive for new living standards with the advertised culinary delights. Ad familiarity strongly mediated purchase intention with indirect effects of expertise and trustworthiness versus attractiveness (38). The text in the Pioneer stage does not force consumers to raise their standards but convinces consumers that they can achieve something by using the new product. The descriptive text at the Pioneer stage aims to describe, but the text already shows persuasion. The persuasiveness of descriptive text at the Pioneer stage is seen implicitly. Persuasion can be seen in the appraisal system, which lies in the section description structure (in particular), and some can also be seen in the identification structure. The drive to use resources is the goal of advertising to increase the values associated with the product, thereby making the advertisement more attractive (39). Advertisers can design ads to create an authentic brand (40).

Conclusion

The seven texts in the Pioneer stage have a factual, descriptive text type. The Pioneer stage in typical Semarang culinary advertising text on the internet media shows only one type of text, namely descriptive text with the structure "Identification^Description". The use of attitude is still visible in the affect and appreciation categories. Advertisers use appreciation markers (reaction: quality and valuation) to realize pleasant things and good assessments of the introduced culinary products. The force, intensifiers: raise category in the graduation aspect is used to show strengthening good assessments of culinary products. The use of

monogloss type engagement aspects is all because there has not been a comparison at this stage. The appraisal system can be seen in identifying the structure and description of advertisements. The effect and appreciation categories can be seen using attitude aspects. Advertisers use appreciation markers (reaction: quality and valuation) to realize pleasant things and good assessments of the introduced culinary products. In the graduation aspect, the categories force, intensifiers: raise are seen to show strengthening good assessments of culinary products. The engagement aspect looks monogloss because there has not been a comparison with other advertising products at this stage. This research contributes to regional culinary advertising models that can be developed by local, regional, and international culinary entrepreneurs to show the importance of the meaning of an advertisement. Concrete steps need to be implemented immediately by culinary entrepreneurs to ensure the sustainability and success of their businesses in the future.

Abbreviation

Nil.

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Author Contributions

Nanik Setyawati: Study conception and design, data collection, analysis, and interpretation of results, draft manuscript preparation, and the final version of the manuscript. Riyadi Santosa: Study conception, interpretation of results, Sumarlam: draft manuscript preparation, data collection.

Conflict of Interest

The authors declare no conflict of interest.

Ethics Approval

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