Process of Transitivity in Agoda’s Caption Related to Lodging Terminology

(A Systemic Functional Study)

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**Abstract**: This research is entitled “Process of Transitivity in Agoda’s Caption Related to Lodging Terminology.” The research aims to describe the process of transitivity found in Agoda’s caption related to lodging terminology and to find out what types of processes are mostly found in Agoda’s caption related to lodging terminology?. This is the final result of descriptive research. The data of the research was found out in Agoda’s official Instagram account. The result of the research found that types of Processes that appeared in the data were material process, mental process, behavioral, relational, and verbal processes. Material Process is mostly found from the data.

**Keywords**: Process, Transitivity, SFL

**Abstrak**: Penelitian ini berjudul “*Process of Transitivity in Agoda’s Caption Related to Lodging Terminology*”. Penelitian ini bertujuan untuk menggambarkan proses t*ransitivity* apa saja yang ditemukan dalam *caption* pada aplikasi Agoda yang berhubungan dengan terminologi penginapan dan untuk mengetahui jenis proses apa saja yang paling banyak ditemukan pada caption Agoda terkait terminologi penginapan. Penelitian ini menggunakan metode deskritif kualitatif. Data penelitian ini didapatkan dari akun instagram resmi Agoda. Dari hasil penelitian ditemukan bahwa jenis proses yang muncul dalam data adalah proses material, proses mental, proses perilaku, proses relasional, dan proses verbal. Proses material adalah yang paling banyak ditemukan dari data.

**Kata Kunci**: *Process, Transitivity, SFL*

# INTRODUCTION

# This paper seeks to demonstrate that Systemic Functional Linguistics (SFL) can be used to be a theoretical framework for the aim of analyzing text. (Halliday et al., 2014) introduced Systemic Functional Grammar is a model of analysis. Transitivity is part of Functional Linguistics that will be the approach in this paper. Transitivity can be the tool for analyzing text. (Bloor & Bloor, 2004) affirm that “when people use language, their language acts produce – construct meaning”. (Wood & Kroger, 2000) claim that language is taken to be not simply a tool for description and a medium of communication but as a social practice, a way of doing things. (Fairclough, 2013) states that using language is the most common form of social behavior and we depend on the language in our public and private interaction, determining our relationships with other individuals and the social institutions we inhabit. A language is interpreted as a system of meanings, accompanied by forms through which the meanings can be realized and answer the question (Halliday et al., 2014).

# There have been several studies related to transitivity in systemic functional grammar. First, the research conducted by (Sihura, 2019) in the study entitled “*Transitivity Process in Frozen Movie: A Study of Systemic Functional Grammar*.” The conclusion of the study found that there were nine clauses as existential processes in the Frozen Movie. The dominant process found in frozen movies was material.

# Another study related to the transitivity process was conducted by (Apendi & Mulyani, 2020) in their study of the analysis transitivity process of the descriptive text. The result of the study found that the material process is the dominant process found in the text.

# With this idea, this paper will examine the Process of Transitivity in Agoda’s Caption Related to Lodging Terminology. Cited from Wikipedia, Agoda is an online travel agency and metasearch engine for hotels, vacation rentals, flights, and airport transfers. Michael Kenny and Robert Rosenstein found it in 2003. Agoda has both a web application and an official account of Instagram. Transitivity has been used to analyze the language of speakers and writers. It examines the structure of sentences that are represented by processes, the participants involved in these processes, and the circumstances in which processes and participants are involved. This paper uses transitivity to reveal the language structure to discover the relation between meanings and wordings that accounts for the organization of linguistic features in Agoda’s captions.

# LITERATURE REVIEW

1. **Grammar**

Grammar describes a theory language. How language is arranged together, and how language works. We need a theory of language to help us understand how texts work. Further, it can help learners how to produce texts both in written and spoken in various forms for various purposes. (Gerot & Wignell, 1994) state that there are a number of grammars that have been taught in schools in the western world.

1. Traditional Grammar

Traditional grammar describes the grammar of Standard English. In this stage, students are taught parts of speech, such as nouns, verbs, adverbs, adjectives, and prepositions), subject-verb agreements (time flies like an arrow-not time fly like an arrow). Furthermore, traditional grammar is concerned with rules for producing correct sentences.

1. Formal Grammar

Formal grammar aims to describe the structure of individual sentences. In this stage, grammars perceive language as individual rules of sentence structures.

1. Functional Grammar

According to (Sujatna, 2013) states that some linguists call Functional Grammar (FG) Systemic Functional Approach (SA), Systemic Linguistics (SL), or Functional Semantic Approach (FSA). Functional grammar is a ‘system of making meaning’. Grammar is semantic or meaning, and functional aims to describe how the language is used (Halliday et al., 2014).

The table below describes clearly the analysis of the differences among the three grammars. Those are traditional grammar, formal grammar, and functional grammar.

ammar, and functional grammar. k . penelitian ini didapatkang berhubungan dengan terminologi ing owned by someone (yours).

**Table 1: The differences analysis among three grammars**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Grammars** | **Descriptions** | **Examples** |
| 1. | Traditional and Formal Grammar | Primary concern (How is the sentence be structured)Unit of analysis is sentenceLanguage level of concern is syntax. View language as a set of rules for making sentence construction.  | **Time flies like an arrow**Noun Verb Prepositional phrase |
| 2. | Systemic Functional Grammar | Primary concern: (How are the meanings of text described)Unit of analysis is whole textsLanguage level of concern is semantics.View language as a place for meaning making.  | **Time flies like an arrow** |

From the example above, the participant or doer is represented by a noun. The processes or doing by the verb, and the circumstances by prepositional phrases.

In systemic functional grammar (SFG), clauses can be represented by three different meanings; clause as message or theme and rheme, the clause as representation or Transitivity, and clause as exchange or mood and residue. The focus theory used in this research is clause as representation or transitivity which covered processes, participants, and circumstances.

According to (Sujatna, 2013), process is represented by a verb or verbal group. It is the main part of the clause. It happened when participants or doers were involved in those processes. It can be people or things, or circumstances, such as adverbial of place, time, or manner (Deterding et al., 2001). Meanwhile, the Participant is represented by noun groups or pronouns. Halliday in (Deterding et al., 2001) states that processes consist of six types. Those are material, mental, relational, verbal, behavioral, and existential processes. Further, (Gerot & Wignell, 1994) add one more process. It is a meteorological process. There are two main parts of processes. Non-relational processes are processes of doing. It consists of material processes, mental processes, and behavioral processes, and verbal processes. Moreover, relational processes are processes of having and being. It covered existential processes and meteorological processes. Those processes will be explained in the following points below.

1. **Material Processes**

(Gerot & Wignell, 1994) state that “Material processes are processes of material doing.” In this stage, a clause in material processes has done or process and doer or participant, as can be seen in the following examples below.

**Table 2: The examples of material processes**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
| **She Sang** |
| Actor | Material |

|  |
| --- |
| **My mom made a cake** |
| Actor | Material | Goal |

|  |  |  |
| --- | --- | --- |
| **Ary** | **repaired** | **the camera** |
| Actor | Material | **Goal** |

 |

From the table above, the participant in material processes is called an actor. The material processes are represented by a verb. It expresses physically to do something. Furthermore, when the processes may be done to is called the goal.

1. **Mental Processes**

Mental processes are processes of sensing, such as thinking, perceiving, or feeling. The participant in mental processes is called senser or experience. Meanwhile, experiences are named phenomenon (Sujatna, 2013). The following table below is the examples of mental processes.

**Table 3: The examples of mental processes**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
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|  |  |  |
| --- | --- | --- |
| **Ary** | **Didn’t see** | **Aulia** |
| Experiencer | Mental | Phenomenon |

|  |  |  |
| --- | --- | --- |
| **Zayn** | **likes** | **New bag** |
| Senser | Mental | Phenomenon |

|  |  |
| --- | --- |
| **Ary** | **understood** |
| Senser | Mental |

 |

# From the table above, the participant or doer of the subject of mental processes is experiencer or senser, and phenomenon. Further, the words that represent emotional reactions are mental.

1. **Relational Processes**

Relational processes are the process of having and being. There are two types of relational processes. Those are attribution and identification. (Sujatna, 2013) adds that attribution is a quality of something. Moreover, identification identifies something. The participant in attribution is carrier and attribute. A carrier-covered thing or person. The following table is examples of verbal processes.

**Table 4: The example of Relational Processes**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |
| --- | --- | --- |
| My father | is | A lawyer. |
| Carrier | Attributive: intensive | Attribute  |

|  |  |  |
| --- | --- | --- |
| My wallet | is | On the table. |
| Carrier | Attributive: Circumstantial  | Attribute  |

|  |  |  |
| --- | --- | --- |
| This toys | are | Yours. |
| Carrier | Attributive: Possesive | Attribute  |

 |

From the table above, the first example is an attributive relational process because the carrier represents an attribute of a lawyer. Besides, the second example describes that the attributive is circumstantial because the carrier is being located at a place (on the table). Furthermore, from example number three, the attribute is possessive because the carrier is owned by someone (yours).

1. **Verbal Processes**

Verbal processes are processes of saying. The participants in verbal processes are sayer, recipient, or quoted. Further (Bloor & Bloor, 2004) in (Sujatna, 2013) adds that a sayer is a person who produces the conversation. The following table is the analysis of verbal processes.

**Table 5: The example of verbal processes**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |
| --- | --- | --- |
| **He** | **said** | **something** |
| Sayer | Verbal | Verbiage |

|  |  |  |  |
| --- | --- | --- | --- |
| **He** | **told** | **us** | **something** |
| Sayer | Verbal | Recipient | Verbiage |

|  |  |  |
| --- | --- | --- |
| **He** | **blamed** | **His friends** |
| Sayer | Verbal | Target |

 |

Based on the example above, the participants in verbal processes are target and verbiage. (Sujatna, 2013) adds that the target is someone or something whom the speaker says about. On the other hand, the verbiage is a semantic role of what the speaker was said.

1. **Existential processes**

Existential processes describe processes of existence. It is represented by to be, exist, or arise. The subject of the clause is called existent and followed by circumstances (Gerot & Wignell, 1994), as can be seen in the following examples below.

**Table 6. The example of existential process**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |
| --- | --- | --- |
| **There’s** | **A bloom flower** | **In the garden** |
| Existential | Existent | Circumstance: place |

|  |  |  |
| --- | --- | --- |
| **There** | **‘s** | **Your wallet** |
| Attrib:Circ | Attributive | Carrier |

|  |  |  |  |
| --- | --- | --- | --- |
| **There’s** | **even** | **a book**  | **About Functional Grammar**  |
| Existential |  | Existent | Circumstance: place |

 |

1. **Behavioural Processes**

According to (Gerot & Wignell, 1994) state that behavioural processes are processes of psychological and physiological processes. For example, dreaming, breathing, smiling, snoring, looking, listening. The participant in behavioural processes is called behaver. The following table is an example of behavioural processes.

**Table 7. The example of behavioral processes**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |
| --- | --- | --- |
| **She**  | **Snores** | **Loudly.** |
| Behaver | Behavioural | Circumstance: manner |

|  |  |
| --- | --- |
| **She**  | **Coughed** |
| Behaver | Behavioural |

|  |  |
| --- | --- |
| **She**  | **Smiling** |
| Behaver | Behavioural |

 |

From the table above, the subject of the first clause is behaver, the process is followed by circumstance manner. On the other hand, in the second and third points, the clauses have not circumstances.

1. **Meteorological Processes**

In this stage, (Gerot & Wignell, 1994) add one more process intransitivity. It is a meteorological process. The ‘it” represents a subject in a clause. For example, it is cold, it is autumn, it is 7 o’clock.

1. **Agoda Application**

Agoda is an application for finding and booking flights or accommodation in the world. Cited from Wikipedia, Agoda is an online travel agency and metasearch engine for hotels, vacation rentals, flights, and airport transfers. Michael Kenny and Robert Rosenstein found it in 2003. Agoda has both a web application and an official account of Instagram.

**METHOD**

1. **Participants**

The participants of this study were 10 Agoda’s captions related to lodging terminology were found out in Agoda’s official Instagram account. Every caption consists of two or three processes that have been analyzed and classified based on the types of the processes.

1. **Research Design**

In analyzing the data, this study used a qualitative method as the framework. According to (Gerring, 2017) qualitative methods can be utilized in some research approaches in many disciplines that have their original theory including anthropology, sociology, philosophy, social psychology, and linguistics. (Gerring, 2017) affirms that Qualitative work is expressed natural language, employs small samples, and its work often focused on particular individuals, events, and contexts, lending itself to an idiographic style of analysis.

1. **Data Collection and Data Analysis Procedure**

(Attride-Stirling, 2001) as cited in (Akinyode & Khan, 2018) divided the

qualitative analysis into three main stages that consist of reduction of the text; the exploration of the text, and the integration of the exploration. However, it should be noted that in qualitative method, there are varieties of ways in analyzing the data can be conducted and not limited to this three common-three stage process (Attride-Stirling, 2001), (Braun, V., & Clarke, 2006) as cited in (Akinyode & Khan, 2018). This study used several steps in analyzing the data:

1. Choosing the research problem

This study made the formulation of research questions and chose the materials that would be analyzed

1. Collecting the data;

This study chose 10 of Agoda’s captions related to lodging terminology

1. Analyzing the data;

This study analyzed the data by classifying the processes found in Agoda’s caption related to lodging terminology by using Transitivity’s theory and found out the types of processes mostly found in the data.

1. Conclusion;

Concluding analyzing the data.

**RESULT AND DISCUSSIONS**

From data collection found that there are ten agoda’s caption related to lodging terminology. Each data will be analyzed in the following description. In the first data, the caption in agoda related to lodging terminology is “*Enjoy a slice of tranquil respite at this hillside apartment in Da Lat, Vietnam. Get the best of both worlds with this stylish retreat nestled by the hill just two minutes away from the bustling city center. Get the front-row views of the spectacular sunrise, sunset, and fog waves from the comfort of your own terrace. Wake up in this sanctuary of your dreams for a perfect getaway*”. The following table below is an analysis of processes in transitivity.

**Table 8. Analysis data 1**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |
| --- | --- |
| Enjoy | a slice of tranquil respite at this hillside apartment in Da Lat, Vietnam. |
| **Process: Mental** | Circumstance |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Get | the best of both worlds with this stylish retreat | nestled | by the hill | just two minutes away from the bustling city center. |
| **Process: Material** | Circumstance | **Process: Material** | Participant | Circumstance |

|  |  |  |  |
| --- | --- | --- | --- |
| Get | the front-row views of the spectacular sunrise, sunset, and fog waves from the comfort of your own terrace. | Wake up | in this sanctuary of your dreams for a perfect getaway. |
| **Process: Material** | Circumstance | **Process: Material** | Circumstance |

 |

In the second data, the caption in agoda related to lodging terminology is “*The sky’s the limit when it comes to luxury at The Tokyo edition, on the top floors of the 38-story Tokyo World Gate Tower in Toranomon. Here, modern Japanese design meets unobstructed skyline views. Don’t leave without saying “hi” to Tokyo Tower*”. Which will be analyzed in the following table.

**Table 9. Analysis data 2**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |
| --- | --- | --- | --- |
| The sky | ’s | the limit when | it. |
| Participant | **Pocess: Relational** | Circumstance | Participant |
| comes | the limitto luxury at The Tokyo Edition, on the top floors of the 38-story Tokyo World Gate Tower in Toranomon. |
| **Process: Material** | Circumstance |

|  |  |  |  |
| --- | --- | --- | --- |
| Here, | modern Japanese design | meets | unobstructed skyline views. |
| Circumstance | Participant | **Process: Material** | Circumstance |
| Don’t leave | without | saying | “hi” to Tokyo Tower. |
| **Process: Material** |  | **Process: Verbal** | Circumstance |

 |

In the third data, the caption in agoda related to lodging terminology is “*What’s better than slipping into a hot springs bath after a long hike? Slipping into your own private onsen, steeped in dramatic alpine views. Takulan Hot Spring Resort in Nantou, central Taiwan, makes a strong case for an off-the-grid hot-spring staycation*” which will be analyzed in the following data below.

**Table 10. Analysis data 3**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| What | ‘s | better than | slipping | into a hot springs bath after a long hike? |
| Circumstance | **Process: Relational** | Circumstance | **Process: Material** | Circumstance |

|  |  |  |  |
| --- | --- | --- | --- |
| Slipping | into your own private onsen, | steeped | in dramatic alpine views. |
| **Process:****Material** | Circumstance | **Process:****Material** | Circumstance |

|  |  |  |
| --- | --- | --- |
| Takulan Hot Spring Resort | in Nantou, central Taiwan, | makes |
| Participant | Circumstance | **Process: Material** |

|  |
| --- |
| a strong case for an off-the-grid hot-spring staycation. |
| Circumstance |

 |

In the fourth data, the caption in agoda related to lodging terminology is “*Situated along one of the oldest sections of Penang’s city centre, Homey Comfy Lodge is one of the many properties within the UNESCO World’s Heritage’s collection of pre-war buildings. A home away from home, the lodge is a 2-story marriage of heritage and modern comfort. With over 4 bedrooms, this quaint lodge is perfect for a family staycation. Have fun picking a favourite room, and reconnect with loved ones at this cozy place*” which will be analyzed in the following data below.

**Table 11. Analysis data 4**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Situated | along one of the oldest sections of Penang’s city centre, | Homey Comfy Lodge | is | one of the many properties within the UNESCO World’s Heritage’s collection of pre-war buildings. |
| **Process: Material** | Circumstance | Participant | **Process: Relational** | Circumstance |

|  |  |  |
| --- | --- | --- |
| A home away from home,the lodge | is | a 2-story marriage of heritage and modern comfort. |
| Participant | **Process: Relational** | Circumstance |

|  |  |  |  |
| --- | --- | --- | --- |
| With over 4 bedrooms, | this quaint lodge | is | perfect for a family staycation. |
| Circumstance | Participant | **Process: relational** | Circumstance |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Have fun | picking | a favourite room, | reconnect | with loved ones at this cozy place. |
| Circumstance | **Process: Material** | Circumstance | **Process: Material** | Circumstance |

 |

In the fifth data, the caption in agoda related to lodging terminology is “*For old-town Bangkok vibes, the buzzy Talat Noi neighborhood is tough to beat, with its cool cafes, bars, galleries, and converted-shophouse stays.*” which will be analyzed in the following data below.

**Table 12. Analysis data 5**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |
| --- | --- | --- | --- |
| For old-town Bangkok vibes, | the buzzy Talat Noi neighborhood | is | tough to beat, |
| Circumstance | Participant | **Process: relational** | Circumstance |

|  |  |
| --- | --- |
| with its cool cafes, bars, galleries, and converted-shophouse | stays. |
| Participant | **Process: Material** |

 |

In the sixth data, the caption in agoda related to lodging terminology is “*It’s hard to tell where Baba nest ends and the Andaman Sea begins, but spend a weekend at Sri panwa and you’ll have time to figure it out. Nutapiwich discovered this immersive sunset situation during a recent stay at the resort, perched on the far southeastern tip of Phuket*.” which will be analyzed in the following data below.

**Table 13. Analysis data 6**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |
| --- | --- | --- | --- |
| It | ’s | hard | where |
| Participant | **Process: Relational** | Circumstance |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Baba nest | ends | and the Andaman Sea | begins, |
| Participant | **Process: Material** | Participant | **Process: Material** |

|  |  |  |  |
| --- | --- | --- | --- |
| but | spend | a weekend at Sri panwa and | you |
|  | **Process: Material** | Circumstance | Participant |

|  |  |  |  |
| --- | --- | --- | --- |
| ’ll have | time | to figure | it out. |
| **Process: Mental** | Circumstance | **Process: Mental** | Circumstance |

|  |  |  |  |
| --- | --- | --- | --- |
| Nutapiwich | discovered | this immersive sunset situation during | a recent |
| Participant | **Process: Material** | Circumstance | Participant |

|  |  |  |  |
| --- | --- | --- | --- |
| stay | at the resort, | perched | on the far southeastern tip of Phuket. |
| **Process: Material** | Circumstance | **Process: Material** | Circumstance |

 |

In the seventh data, the caption in agoda related to lodging terminology is “*Nutapiwich has found it the ultimate tree house for grown-ups. Tree House Villas, tucked away into a green hillside of Koh Yao Noi, is an adults-only escape with heavenly views of Thailand’s Phang Nga Bay. Just a 30-minute speedboat ride from Phuket, Koh Yao Noi is a little hidden paradise, where the only thing spoiled is you.* ” which will be analyzed in the following data below.

**Table 14. Analysis data 7**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |
| --- | --- | --- |
| Nutapiwich | has found | the ultimate tree house for grown-ups. |
| Participant | **Process: Material** | Circumstance |

|  |  |  |
| --- | --- | --- |
| Tree House Villas, | tucked away | into a green hillside of Koh Yao Noi, |
| Participant | **Process: Material** | Circumstance |

|  |  |  |  |
| --- | --- | --- | --- |
| is | an adults-only escape with heavenly views of Thailand’s Phang Nga Bay. | Just a 30-minute speedboat ride from Phuket, | Koh Yao Noi |
| **Process: Relational** | Circumstance | Circumstance | Participant |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| is | a little hidden paradise, | where the only thing spoiled | is | you. |
| **Process: Relational** | Circumstance | Circumstsnce | **Process: Relational** | Participant |

 |

In the eight data, the caption in agoda related to lodging terminology is “*With a beautiful pine tree forest enveloping modern minimalist architecture, the Terracota Resort could be the hideaway of your dreams. A stylish oasis of tranquility with panoramic glass panels, this staycay is perfect for your golden hour on Instagram shot. Watch the sun rays dancing off the Tuyen Lam Lake as you sip a glass of wine.* ” which will be analyzed in the following data below.

**Table 15. Analysis data 8**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |
| --- | --- | --- | --- |
| With a beautiful pine tree forest enveloping modern minimalist architecture, | the Terracota Resort | could be | the hideaway of your dreams. |
| Circumstance | Participant | **Process: Relational** | Circumstance |

|  |  |  |  |
| --- | --- | --- | --- |
| A stylish oasis of tranquility with panoramic glass panels, | this staycay | is | perfect for your golden hour on Instagram shot. |
| Circumstance | Participant | **Process: Relational** | Circumstance |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Watch | the sun rays dancing off the Tuyen Lam Lake as | you | sip | a glass of wine. |
| **Process: Material** | Circumstance | Participant | **Process: Material** | Circumstance |

 |

In the ninth data, the caption in agoda related to lodging terminology is “*Singapore is a dream staycation nation, with a wide array of luxury boutique hotels, private villas, and vibrant neighborhoods to check into. Check out our mini guide for top spots you and you loved ones can’t get out and get away to*.” which will be analyzed in the following data below.

**Table 16. Analysis data 9**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Singapore | is | a dream staycation nation, | with a wide array of luxury boutique hotels, | private villas, and vibrant neighborhoods to check into. |
| Participant | **Process: Relational** | Circumstance | Circumstance | Circumstance |

|  |  |  |  |
| --- | --- | --- | --- |
| Check out | our mini guide for top spots | you and you loved ones | can’t get out and get away to. |
| **Process: material** | Circumstance | Participants | **Process: Behavioral** |

 |

In the tenth data, the caption in agoda related to lodging terminology is “*Mix blissful relaxation with thrilling adventures during your next staycation. Boutique hotels like the FCC Angkor by Avani offer the best both worlds, providing elegant accommodations adorned with modern-day pampering comforts like a saltwater pool, private gym and indulgent spa, all while being a mere 15-minute drive from the awe-inspiring historical wonder of Angkor Wat. It’s the perfect way to catch your breath after a day filled with breathless sights*.” which will be analyzed in the following data below.

**Table 17. Analysis data 10**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |
| --- | --- | --- |
| Mix | blissful relaxation with thrilling adventures during your next staycation. | Boutique hotelsLike FCC Angkor by Avani |
| **Process: Materials** | Circumctance | Participants |

|  |  |  |  |
| --- | --- | --- | --- |
| offer | the best both worlds, | providing | elegant accommodations adorned with modern-day pampering comforts like a saltwater pool, |
| **Process: Material** | Circumstance | **Process: Material** | Circumstance |

|  |
| --- |
| all while being a mere 15-minute drive from the awe-inspiring historical wonder of Angkor Wat. |
| Circumstance |

|  |  |  |  |
| --- | --- | --- | --- |
| It | ‘s | the perfect way | to catch |
| Participant | **Process: Relational** | Circumstance | **Process: Material** |

|  |  |  |  |
| --- | --- | --- | --- |
| your breath | a day | filled | with breathless sights. |
| Circumstance | Circumstance | **Process: Material** | Participant |

 |

**CONCLUSION**

From the data analysis in results and discussions, the transitivity analysis of the Agoda’s Caption Related to Lodging Terminology reveals that two major processes reappear in the captions. The most frequently processed appear are Material, Relational and Verbal Processes. The material processes show the action of the participants. The Relational Processes entail the being and having from the Participants. Furthermore, the Mental Processes represent the sensing, feeling, or perceiving of the participants. While Behavioral and Verbal Processes only appear once. Behavioral represents the psychological behavior from the participants and Verbal represents the process of saying from the participants.

The data analysis also showed that there were 31 of material processes which appeared from Agoda’s caption related to lodging terminology in instagram. Those are “get", “leave”, “meets”, “nestled”, “wake up”, “comes”, “spend”, “found”, and “sip”. Two mental processes found in the caption. Those are “enjoy”, and “have”. One behavioural processes, 14 relational processes. Those are to be “is”. The last is one verbal processes. It is “saying”.

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