

## **Appraisal Analysis of Tagline Attitude Types in Instagram Residential Advertisement**

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### **Abstrak**

Penelitian ini bertujuan untuk menganalisis jenis-jenis sikap pengiklan dalam iklan perumahan. Teori sikap penilaian domain *attitude* (Martin & White, 2005) digunakan untuk membedakan jenis penilaian sikap dalam iklan perumahan. Metode deskriptif kualitatif digunakan untuk menganalisis tagline iklan perumahan. Hasilnya menunjukkan bahwa sikap penilaian, pengaruh, dan apresiasi digunakan dalam tagline iklan perumahan, serta kombinasi sikap pengaruh-penilaian, pengaruh-apresiasi. Sifat penghargaan sosial seperti normalitas dan keuletan diwakili oleh tagline iklan rumah menggunakan sikap penilaian. Tipe sikap penilaian juga menjadi perspektif yang paling sering digunakan dalam tagline iklan perumahan. Selanjutnya, pengiklan menggunakan sikap pengaruh untuk membuat rumah yang dipromosikan bahagia. Selanjutnya, perumahan yang dipromosikan dinilai dengan sikap apresiasi.

**Kata Kunci:** Analisis Appraisal, Sikap Bahasa, Bahasa Periklanan Tagline Iklan Perumahan

### **Abstract**

This research aims to analyze advertiser's type of attitude in residential advertising tagline. The attitude domain of appraisal theory, as described by Martin & White (2005), is utilized to differentiate between various sorts of attitudes found in housing adverts. The taglines of housing commercials were analyzed using the qualitative descriptive method. The findings indicate that residential advertising taglines employ attitudes of judgement, affect, and appreciation, as well as a mix of affect-judgement and affect-appreciation attitudes. Residential advertisement taglines utilize the judgment to express social esteem attributes such as normality and tenacity. The judgement attitude is the predominant perspective utilized in residential advertising taglines. Moreover, advertisers employ affect, the power of emotion, to evoke a sense of joy in potential buyers when promoting housing. Moreover, the residential that is being promoted is evaluated based on its appreciation.

**Keywords:** Appraisal Analysis, Attitude, Language of Advertisement, Residential Advertisement tagline

## **1. INTRODUCTION**

In recent years, the housing sector has experienced substantial development in congruence with the rising demand for housing. During the inaugural session of the National Conference of the Indonesian Real Estate Company Association (REI) XVII 2023 in Jakarta, President Joko Widodo acknowledged the existence of a housing deficit of 12.71 million units, according to a report from (Simanungkalit, 2023). The annual growth rate of new families needing housing is 700,000–800,000. In cities such as Jakarta and other developing metropolitan centers in the archipelago, the development wave is evident plainly. Beginning in 2015 and extending until 2022, the One Million Houses Program of the Ministry of Public Works and Public Housing (PUPR) has resulted in the construction of 7.99 million housing units. Consequently, housing demand remains unequal. Developers are afforded a substantial opportunity to work in conjunction with the government to construct affordable and healthy housing for the community.

To address this issue, the government established an official standard for providing adequate community

accommodation. The Indonesian government's, Komnas HAM (2022) requires adequate housing to meet the availability of services, materials, facilities, and infrastructure, as well as affordability, habitability, accessibility, location, and cultural appropriateness. According to Sastra & Marlina (2006), Indonesian housing types are simple, medium, and luxury. These criteria and house types have prompted home developers to develop and market their products, while also influencing consumers' housing choices. Residential developers motivate consumers with enticing advertising based on needs, goals, and fulfillment. Jingles, storyboards, screenplays, performers, business logos, and taglines/slogans are used in advertising appeal (Ardiansyah et al., 2015). Residential advertisements frequently include taglines that highlight the product's features and the benefits of buying a home. Example: Shoji Land's "It's Time to Fly into Your Paradise" tagline. Due to the developer's tagline, their product is so high-quality that it represents eternal delight.

An advertisement, originating from the Latin term "advertere," is the process of communicating information, raising awareness, or drawing attention to a specific topic (Cook, 2001). He highlights two fundamental elements of advertising: capturing attention and convincing someone to make a purchase. In the present era, the internet serves as a platform for implementing a digital marketplace's contemporary advertising approach. Promotion is one aspect of the marketing concept. Promotion refers to the process of highlighting the benefits of a product in order to convince the customer to make a purchase (Sutejo, 2006). Social media marketing utilizes several strategies to effectively promote products by influencing brand attitudes and purchase intentions (Dülek & Saydan, 2019). Undoubtedly, social media advertisements, especially on Facebook, TikTok, and Instagram, represent the most prominent and innovative marketing endeavors of recent times. Since its inception in 2013, Instagram advertisements have transformed into a powerful tool for conveying information, promoting items or services, and influencing modern cultural viewpoints.

In recent years, several linguistics theories have analyzed the advertising industry. Wijaya et al. (2022) examined the appraisal theory of food advertisements on Instagram. This research attempts to clarify the utilization of attitudes derived from appraisal theory (Martin & White, 2005) in the context of copywriting strategy. Appraisal theory, in the domain of attitudes, establishes the level of association between the product and the customers, as well as the depiction of product quality in copywriting, by using the advertiser's emotional response to the customer as an affect. While judgment evaluates the context of the commercial, appreciation evaluates the qualities and merits of the product itself.

In a subsequent study, (Nurdiyani, 2020) analyzed advertisements for apparel on online marketplaces. This study investigates the domain of attitude within the context of appraisal theory (Martin & White, 2005). The data for this study was obtained from apparel advertising in the Indonesian marketplace. The data analyses were performed following the methodologies suggested by Spradely (1980), which include domain analysis, taxonomic analysis, component analysis, and cultural value analysis. The investigations demonstrated that creators had the capacity to persuade readers to carry out a transaction. The study examined the domains of attitude, specifically judgment, appreciation, and affect. The writers provide their products with a positive attitude. They claimed that their apparel was genuine, ethically pure, and professionally made. They employ a negative attitude to counter unfavorable reviews from customers.

Tiani (2017) employed appraisal theory Martin & White (2005) to clarify the linguistic expression of visual appeal in print media. The researcher employs domain attitudes, subcategories, and judgments to assess the data. The researcher employed the interpretative-qualitative approach to analyze the data, which included speech advertisements. The study discovered that advertising in print media that promotes visual beauty serves as a reflection of both social sanction and social esteem. Social sanction primarily encompasses direct positive feedback, like praise. On the other hand, social esteem includes both positive feedback, such as admiration, and negative feedback, such as criticism, which is delivered indirectly.

Moreover, the realm of advertising has the potential to implement numerous linguistic theories. Linguistic landscape theory (Landry & Bourhis, 1997), language choice theory (Fasold, 1986), presupposition theory (Ka & Lam, 2009; Yule, 1996), stylistic theory (Verdonk, 2002), multimodal theory (Kress & Leeuwen, 2006), appraisal theory (Martin & White, 2005), and others are examples of theories related to language use. Applying these theories, verbal studies can provide insights into the visual and verbal importance of advertisements.

Similarities in the research objective and theoretical framework of prior studies are evident. The primary focus of previous research in advertising has been the examination of attitude dimensions in various types of advertising text. Nevertheless, the component of delivery, specifically the tagline, is the primary focus of current research, as it significantly influences the effectiveness of advertising. The utilization of a combination of Indonesian and English languages is another shared characteristic of the three preceding groups. In contrast, this investigation focuses on the use of English in advertising. In the preceding research, Martin & White (2005) employed the Appraisal Theory domain attitude to investigate advertisers' attitudes in the marketing of food, clothing, and cosmetic products. Domain attitude was selected to disclose the advertiser's perspective in terms of attitude. This study examines residential advertising that appeals to the significant demand for human necessities.

The purpose of this study is to examine advertisers' attitudes towards residential advertising tagline using appraisal theory. The research exclusively concentrates on English advertisement taglines in the residential products category. Thus, this study reveals the various phrases and terms that advertisers employ to effectively promote residential properties.

## **THEORETICAL FRAMEWORK**

### **Appraisal Theory**

Appraisal theory, as part of the theoretical framework of Systemic Functional Linguistics (SFL), enables the linguistic system to examine a text based on its

evaluative characteristics (Martin & White, 2005). Appraisal is categorized under three interconnected domains: engagement, graduation, and attitude. Engagement entails identifying a specific dialogic position with distinct meanings and explaining the consequences of choosing one meaning over another. Graduation entails a systematic assessment of events, during which emotions intensify and the boundaries between categories become ambiguous. Attitude comprises affect, which encompasses emotional responses; judgments, which involve admiring, criticizing, praising, or condemning behavior; and appreciation, which entails evaluating semiotic and natural events.

### 1. Affect

Affect encompasses both happy (pleasurable) and negative (unpleasant) feelings towards individuals and phenomena. This component enables us to interpret emotions. Several linguistic forms allow us to observe the expression of emotions. These include the representation of emotions as qualities (e.g., the captain was bored), as ongoing processes (e.g., he adored her), as subjective comments (e.g., luckily, she chose to call), and as grammatical metaphors, such as nominalized expressions (e.g., her grief is too deep). Furthermore, Halliday, as identified by Martin & White (2005), employs six factors to comprehensively categorize various types of emotions.

- Does society typically categorize emotions as positive (pleasurable sensations that are delightful) or negative (unpleasant experiences that are preferable to avoid)?
- Do feelings manifest as a sudden and intense emotional response or as an ongoing cognitive process? The grammatical distinction lies in the differentiation between behavioral processes (e.g., she smiled at him), mental processes (e.g., she liked him), or relationship processes (e.g., she felt happy with him).
- One can view feelings as a reaction to a specific emotional stimulus or as a continuous, general disposition. Linguistically, the distinction separates mental activities (she likes him/he pleases her) from states of being in a relationship (she's happy). In cognitive processes, both the experiencer and the emotion directly engage with the stimulus (perceiver and phenomenon); however, in interpersonal states, the experiencer and the emotion play a role (bearer and characteristic), making

the stimulus an optional contextual role (she is glad with him).

- How are emotions ranked according to their level of intensity? A uniform scale measures the level of emotion at low, middle, and high intensity in lexicalization. For instance, consider the situation where someone is unhappy, disliked (low), hated (middle), and detested (high).
- Do the emotions arise intentionally (as opposed to being reactive) in response to an irrealis stimulus? Desiderative and affective cognitive processes are linguistically differentiated.

Table 1 Irrealis (Martin & White, 2005)

DIS/INCLINATION	Surge (of behavior)	Disposition
<b>Fear</b>	<i>tremble</i>	<i>wary</i>
	<i>shudder</i>	<i>fearful</i>
	<i>cower</i>	<i>terrorized</i>
<b>Desire (des)</b>	<i>suggest</i>	<i>miss</i>
	<i>request</i>	<i>long for</i>
	<i>demand</i>	<i>yearn for</i>

- The affect typology categorizes emotions into three primary classifications: happiness/unhappiness, security/insecurity, and dissatisfaction.

Table 2 Affect Typolog Categories (Martin & White, 2005)

Variable	Concerned	Example
<b>un/happiness (hap)</b>	<i>'affairs of the heart' – sadness, hate, happiness and love</i>	<i>He felt happy/sad</i>
<b>in/security (sec)</b>	<i>Eco social well-being – anxiety, fear, confidence and trust</i>	<i>He felt anxious/confident</i>
<b>dis/satisfaction (sat)</b>	<i>telos (the pursuit of goals) – ennui, displeasure, curiosity, respect</i>	<i>He felt fed up/absorbed</i>

### 2. Judgment

Judgement refers to the views we hold about behavior, which we may either appreciate, criticize, applaud, or condemn. Generally, judgements can be classified as either pertaining to 'social esteem' or 'social sanction'. Factors such as normality, aptitude, and tenacity determine estimates of esteem, while sincerity

and propriety determine evaluations of sanction. Societies commonly manage social esteem through talks, gossip, jokes, and various forms of storytelling, often with humor playing a crucial role. Social sanction is commonly recorded in written documents, such as laws, decrees, rules, regulations, and statutes, which prescribe acceptable conduct under the supervision of religious and governmental authorities and impose penalties and punishments on individuals who fail to comply with the established norms.

Table 3 Illustrative of Social Esteem in Judgment

Social Esteem	Positive (admire)	Negative (criticize)
<b>normality (norm)</b> 'how special?'	lucky, fortunate, charmed ...; normal, natural, familiar ...; cool, stable, ...	unlucky, hapless, star-crossed ...; odd, peculiar, eccentric ...; erratic, unpredictable ...;
<b>capacity (cap)</b> 'how capable?'	powerful, vigorous, robust ...; sound, healthy, fit ...; adult, mature, experienced ...; witty, humorous, droll ...;	mild, weak, wimpy ...; unsound, sick, crippled ...; immature, childish, helpless ...; dull, dreary, grave ...; slow, stupid, thick ... unsuccessful, unproductive ...
<b>Tenacity (ten)</b> 'how dependable'	plucky, brave, heroic ...; cautious, wary, patient ...;	timid, cowardly, gutless ...; rash, impatient, impetuous ...;

Table 4 Illustrative of Social Sanction in Judgment

SOCIAL SANCTION 'mortal'	Positive [praise]	Negative [condemn]
<b>veracity (ver)</b> [truth] 'how honest?'	truthful, honest, credible ...; frank, candid, direct ...; discrete, tactful ...	dishonest, deceitful, lying ...; deceptive, manipulative, devious ...; blunt, blabbermouth ...
<b>propriety (prop)</b> [ethics] 'how far beyond reproach'	good, moral, ethical ...; law abiding, fair, just ...; sensitive, kind, caring ...; unassuming, modest, humble ...;	bad, immoral, evil ...; corrupt, unfair, unjust ...; insensitive, mean, cruel ...;

### 3. Appreciation

Appreciation entails the assessment of both semiotic and natural phenomena based on their

perceived value within a specific domain. Appreciations can be classified into three categories: "reactions" (related to capturing attention or satisfaction), "composition" (including balance and complexity), and "value" (related to originality, authenticity, timeliness, etc.).

Table 5 Illustrative of Appreciation

	Positive	Negative
<b>Reaction (reac)</b> [Impact] 'did it grab me?'	arresting, captivating, engaging ...; fascinating, exciting, moving ...;	dull, boring, tedious ...; dry, ascetic, uninviting ...; flat, predictable, monotonous ... unremarkable, pedestrian ...
<b>Reaction: (reac)</b> [Quality] 'did I like it?'	okay, fine, good ... lovely, beautiful, splendid ... appealing, enchanting, welcome ...	bad, yuk, nasty ...; plain, ugly, grotesque ...; repulsive, revolting, off-putting ...
<b>Composition (comp)</b> [Balance] 'did it hang together?'	balanced, harmonious, unified, symmetrical, proportioned ...; consistent, considered, logical ...; shapely, curvaceous, willowy ...	unbalanced, discordant, irregular, uneven, flawed ...;
<b>Composition (comp)</b> [Complexity] 'was it hard to follow?'	simple, pure, elegant ...; lucid, clear, precise ...; intricate, rich, detailed, precise ...	ornate, extravagant, byzantine ...; arcane, unclear, woolly ...; plain, monolithic, simplistic ...
<b>Valuation (Val)</b> 'was it worthwhile?'	penetrating, profound, deep ...; innovative, original, creative ... timely, long awaited, landmark ...;	shallow, reductive, insignificant ...; derivative, conventional, prosaic ...; dated, overdue, untimely ...;

### Tagline

Advertisements often include taglines, which are brief textual statements meant to help buyers remember products. Nuradi et al. (1996) describe that tagline is a short and easily comprehensible expression of a topic, typically conveyed in the form of a brief sentence that connects with the target audience. Moreover, a tagline is a concise phrase that expresses the core identity, character, and strategic placement of a business. Tagline is used to boost an advertisement's effectiveness in persuading people to use the promoted product. In linguistic studies, Tur & Pratishara (2018) put tagline into several linguistic

based form categorization such as, word, phrases, sentences, and phonological aspect

Moreover, Aaker (1991) stated that an effective tagline is one that increase trust and generate consumer loyalty to the product. Therefore, taglines can be said to be effective if they are solid, memorable, and be original.

- (1.) Solid: tagline should concise sentence that conveys a certain experience and impression to consumers.
- (2.) Memorable: easy to remember and creating a lasting impact that holds significant importance for consumers.
- (3.) Original: Tagline can be unique, outstanding or related to general terms in daily life from similar products on the market.

## METODE

This study will apply descriptive-qualitative method. Qualitative method function to describe phenomena based on context, interpret phenomena through process into meaning, find out meaning based on theory, and uncover understanding (Silverman, 2014). Moreover this study used Appraisal Theory (Martin & White, 2005) focus on advertisers' attitudes types in residential advertisement tagline in Instagram. Domain attitude, such as Affect, Judgement, and Appreciation used because it shaped a unique branding which portray product value in advertisement. Researcher gathered the data through social media platform Instagram. The researcher focused specifically on marketing in the residential sector in Indonesia, specifically source from 11 business accounts of real estate developer like @wisatabukitmas, @luxecourt, @clustertheriviera, @juandaindah.residenc, @srimayaresidence\_summarecon, @thetanamarahouses, @puri11\_heritageresidence, @panjibuwono\_bekasi, @blissindo.property, @platinumrealestat, @citralandcitykedamean. The tagline would be in the form of English phrase and sentences. The researcher applied purposive sampling technique collected in several residential advertisements which containing English tagline. The advertisement should have posted around January-March 2024 and covered the tagline of residential. Last, the researcher applied three steps in data analysis which consist of condensing data, displaying data, and drawing conclusion verification (Miles et al., 2014).

## RESULT AND DISCUSSION

### Result

From residential advertisement tagline in Instagram various types of attitude are found with several specific function in advertisement. This part related to type

of attitude based on Appraisal Theory (Martin & White, 2005). Attitude used to persuade audience's emotional and sentimental reaction, assessment of conduct, and evaluation of the product. Therefore, this study found judgment, affect, appreciation, affect-judgment, and affect-appreciation in residential.

### 1. Judgment

In the present study, the attitude of judgment in advertiser of housing product were both admirable and criticism. Data (1)-(4), were components of a positive evaluation of social esteem that served as a form of admire. The normality classification of Data (1), (3), and (4) highlights the unique characteristics of the residential property. Furthermore, datum S-09's tenacity indicates the residential property's durability. Meanwhile, datum L-10, through its negative assessment of social esteem, served as a criticism, contributing to the normalcy categories.

- (1.) *Living in New Harmony* (S-05)
- (2.) *The Nature Living* (S-03)
- (3.) *Signature in Prime Location* (L-07)
- (4.) *Modern International City* (M-11)
- (5.) *Integrated Township in Bekasi* (S-08)
- (6.) *Don't Buy The House Buy The Neighborhood* (L-10)

First, there are fourth positive normality categories in judgment. datum (1) "New Harmony," the term "new" implies that the housing product has never been present before. "Harmony," on the other hand, denotes a tranquil and inviting atmosphere. Additionally, the term "New Harmony" would develop a distinct meaning if it were rephrased as "Harmony." The assessment of the following datum, (2) "Nature," is favorable to its inhabitants. In the tagline, the advertiser emphasized a pure lifestyle by using the word "Nature." Due to the potential for the housing characteristic to attract consumers' attention, particularly in this era where certain individuals opt for lifestyles that are in close touch with nature. Next, Datum (3) "Signature" formulates an assessment of various features. The word "signature" in this tagline supports the subsequent statement, "Prime Location." "Signature" is a specific attribute that captivated the audience by emphasizing residential products, which are conspicuously displayed on important locations and distinguished from others. Finally, the datum (4), "Modern International," implicitly communicates an assessment of the residential product's quality. The concept of "modern" encompasses a contemporary era. "International" denotes the utilization of a term by individuals from various countries worldwide. In this context, the tagline aims to convince the audience that the

housing is new and follows international standards. Additionally, the absence of either "Modern" or "International" will diminish the persuasive allure of emphasizing the housing's character to the audience's purchasing capacity. This is a reference to the fact that numerous home developers consistently produce modern homes or a variety of residential products that follow global standards but are considered outdated.

Second, positive tenancy also occurs to highlight the advertiser attitude. In datum (5), the phrase "integrated" belongs to the category of functions related to praise. This is due to its compelling and influential content. The term "integrated" refers to determining if the entire range of facilities under investigation can meet the needs of the target customers. According to this research, owning a property in an area with comprehensive amenities will be advantageous, as it may readily fulfill their requirements. This word encapsulates the influential potency of the advertising language employed in the tagline. Residential advertisers strive to demonstrate the value of their product while also shaping the community's public perception.

Third, a negative attitude also applied to revealing how special the residential product. Datum (6), labeled "Don't Buy," received negative evaluation in the areas of normality and societal esteem. The phrase "don't buy" conveys a restriction against purchasing a property, thereby reinforcing the later directive to "buy the neighborhood." Without critical evaluation, the tagline would lose its persuasive power. Negative judgment is used to emphasize the superior characteristic being promoted in the residential area. It would have demonstrated that their developer not only sells a high-quality property but also emphasizes the importance of the community.

## 2. Affect

### (7.) *Japanese Quality Brings Peace of Mind* (M-02)

The term "affect" refers to the interpretation of an emotion within the context of conceptualization. In an effort to sway consumers' opinions, an advertisement conveys the feelings of the person who is doing the advertising. In datum (7), the noun "peace" was defined as a state of tranquility, harmony, and the absence of violence. According to Japanese standards, the advertisement maker used positive and secure emotion to portray the housing and its surrounding location. If this meaning were absent, the advertising maker's intended sentiment for customers residing in this housing would remain untranslatable.

## 3. Appreciation

### (8.) *Timeless Living Concept* (S-9)

Appreciation involves assessing a thing, especially the housing product. Researchers also found that appreciation ratings are vague and lack objective standards for accuracy or specific measures for each person. According to datum (8), "Timeless" has good residential qualities. "Timeless" signifies everlasting, undisturbed by time. Consumers of home advertising may appreciate "timeless" home concepts. Most consumers use their homes for a long period of time. Ultimately, the absence of this term in the tagline obscures the value of the residential property.

## 4. Affect-Appreciation

### (9.) *Easy Accessibility to Everything You Needs* (M-01)

### (10.) *Perfection of live* (M-04)

There was a combination of affect and appreciation in data (9) and (10), the advertiser's attitude towards residential taglines. In datum (9), the adjective "easy" signifies a pleasant emotion prevalent in society. Additionally, the term "easy accessibility" serves as a measure of the level of residential complexity in society. "Easy" refers to the ease of use in terms of meeting residential needs without requiring significant effort or difficulty. The absence of "easy" in these phrases weakens the persuasive impact on the audience, as residential accessibility is not as straightforward. In addition, datum (10), "Perfection," signifies an elevated level of positive emotions. Furthermore, it evaluates the idea of a residential area that offers every convenience without any shortcomings. The advertiser used this value to illustrate the ideal environment residents will encounter in the residential area under promotion.

## 5. Affect-Judgment

### (11.) *Luxurious and Elegant Home for You & your Family* (S-06)

Researchers observed a mix of affect and judgment on residential taglines. In datum (11), the word "luxurious" demonstrates affective language. It evokes the most positive emotion when describing its high-quality homes. Intensity helps create a catchy phrase. The word "luxurious" also implies pricey, enjoyable items. A decent way of living is "elegant." This word specifically targets consumers' judgments of residential characteristics. Both

the affect and the judgment aim to communicate the grandeur and satisfaction of an ideal lifestyle. Since housing market competition is fierce, consumers will not buy it if the tagline does not include this phrase.

## Discussion

The results of this study show that there are no attitude differences between residence categories. Advertisers of simple, medium, or luxury houses promote their properties by employing a unique attitude. Residential advertising utilizes three subcategories: affect, judgement, and appreciation. This outcome is consistent with prior research on apparel advertising (Nurdiyani, 2020) and food advertising (Wijaya et al., 2022). However, the display does not include all subcategories for each attitude. Furthermore, some residential advertisement taglines exhibit dual attitudes, including affect-appreciation and affect-judgment.

Moreover, the study's findings indicate that judgment is the most prevalent attitude in residential advertising. It represents social esteem categories that emphasize the residential property's uniqueness and dependability. This finding is corroborated by Nurdiyani (2020), who also discovered the predominance of judgement in apparel advertisements. Additionally, the term "new" is designated as a general judgement. This term applies not only to residential products but also to board products. The objective is to illustrate the product's innovative value. For instance, this investigation employs the term "new" in phrases like "new harmony," implying that the housing product is a unique creation. Similarly, Tiani (2017) employs the term "new" in phrases like "New Lipshine," suggesting that the lip product is a novel product. The residential advertisement tagline employs either positive or negative judgments in words and phrases, as demonstrated in the following Table 6.

*Table 6 Judgment of Social Esteem in Residential Advertisement Tagline*

Judgment	Indicator	Tone
Normality	New harmony	+
Normality	Nature	+
Normality	Signature	+
Normality	Modern International	+
Tenancy	Integrated	+
Normality	Don't buy	-

Residential advertising uses the concepts of affect and appreciation to enhance a property's perceived worth and persuade readers to engage in a transaction. The advertiser uses affect as an approach to eliciting a sense of joy. They employ the concept of appreciation, evaluating the value of their residential property in the tagline, to effectively market their products (Nurdiyani, 2020), a

researcher studying apparel commercials in marketplaces, discovered that advertisers use emotions and admiration to highlight the superiority of their product and persuade the audience. As shown in Table 7, the advertiser employed certain terms that convey appreciation and affect.

*Table 7 Affect and Appreciation in Residential Advertisement Tagline*

Affect	Appreciation	Indicator	Tone
Security		Peace	+
	Valuation	Timeless	+

Moreover, there are other residential taglines that signify a combination of attitudes, such as affect-appreciation and affect-judgment. The term "Affect-Appreciation" evolved in relation to the phrase "Easy Accessibility," which conveys positive and comprehensive qualities, and the word "Perfection," which evokes deep feelings and reactions. Moreover, the words "luxurious" and "elegant" demonstrate the expression of subjective evaluation, suggesting a high level of emotional intensity and conformity to social standards. In both attitude combinations, the advertiser combines judgment and appreciation with a touch of affect. The advertiser effectively communicated the message by incorporating emotional intensity. Their objective was to enhance the existing level of appreciation and judgment for the tagline. The residential advertisement tagline employs either positive or negative judgments in words and phrases, as demonstrated in the following Table 8.

*Table 8 Double Attitude in Residential Advertisement Tagline*

Affect	Appreciation	Judgment	Indicator	Tone
+	composition		Easy Accessibility	+
High intensity	Reaction (impact)		Perfection	+
High intensity		Normality	Luxurious and Elegant	+

## CONCLUSION & SUGGESTION

### Conclusion

In conclusion, the advertiser utilizes all three types of attitudes from the appraisal theory when creating taglines for residential advertisements, especially those on Instagram. The predominant attitude in residential advertising is judgment. The judgment in residential products by assigning both positive (admire) and negative (criticize) ratings in order is used to justify their unique and superior characteristics compared to others. The study employs affect to express confidence and identify the residence. Lastly, appreciation is used to determine the value of a property.

Furthermore, the taglines used in residential advertisements combine two different attitudes: affect-

appreciation and affect-judgment. The advertising used emotions to convey a message by combining elements of appreciation and judgment. The objective was to enhance the current level of appreciation and judgment by using an appealing expression.

### Suggestion

This study offers valuable insights into the application of appraisal theory to taglines used in residential advertisements. Nevertheless, to further enhance our understanding of appraisal theory, prospective studies could investigate all three domains: attitude, graduation, and engagement in the advertisement tagline. Expanding the research to investigate the relationship between the interpersonal meanings expressed in commercial taglines and customer viewpoints may provide a more profound understanding of the cultural and social influences that influence consumer behavior. Investigating this subject may uncover detailed factors that influence how different audiences perceive and react to advertisements, thereby improving our understanding of effective communication strategies in marketing contexts.

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