

**PROSIDING** 

# SETALI 2018

SEMINAR TAHUNAN LINGUISTIK

5 - 6 Mei 2018

Bahasa di Era Digital: Peluang atau Ancaman?



### KATA PENGANTAR

Seminar Tahunan Linguistik yang lazim disebut SETALI merupakan ajang seminar tahunan yang diselenggarakan oleh Program Studi Linguistik Sekolah Pascasarjana Universitas Pendidikan Indonesia (SPs UPI) bekerja sama dengan organisasi profesi Masyarakat Linguistik Indonesia (MLI) komisariat UPI. Pada 2018 ini, seminar kembali digelar pada 5-6 Mei bertemakan "Bahasa di Era Digital: Peluang atau Ancaman?". Pengusungan tema kali ini beranjak dari fenomena khas terkait bahasa di era digital yang turut mengambil peran penting di dalam pengaplikasiannya. Ada sekitar 200 makalah terpilih yang dimuat untuk dibentangkan dalam Setali 2018. Makalah-makalah yang terhimpun dalam prosiding ini telah diseleksi melalui proses panjang dan pertimbangan yang cukup cermat.

Bahasa dan digitalisasi adalah dua hal yang saling berkait dan tidak terpisahkan. Pemakaian bahasa di ruang digital, pada berbagai media, menimbulkan berbagai varian. Penggunaan bahasa dalam komunikasi di era digital, terkadang sesuai dengan bentuk yang baik (well-form), namun tak jarang juga tampil menyimpang (unwell-form). Banyaknya penyimpangan yang terjadi dalam konteks penggunaaan bahasa di ruang digital berpotensi menimbulkan efek negatif yang dapat mempengaruhi sikap bahasa pengguna bahasa Indonesia secara umum. Terkait dengan hal tersebut, masyarakat diharapkan cermat dalam menyikapi berbagai fenomena penggunaan bahasa yang sulit terbendung. Sekalipun ada banyak ancaman terhadap eksistensi bahasa di era ini, tidak dipungkiri juga ada banyak peluang yang dapat dipilih oleh masyarakat pengguna bahasa sebagai hal yang positif dan menguntungkan.

Setakat ini, muncul berbagai polemik dalam dunia linguistik terkait masalah kebahasaan yang merebak di dunia digital. Para penggiat bahasa diharapkan banyak melakukan penelaahan terhadap praktik dan peran bahasa di era digital ini. Tema "Bahasa di Era Digital: Peluang atau Ancaman?" ini diharapkan mampu mewadahi semua elemen masyarakat untuk berpatisipasi dan ikut andil dalam menilai dan menelisik kedudukan bahasa dari sudut pandang yang beraneka ragam sehingga dapat melahirkan beraragamnya perspektif di jagat linguistik Indonesia. Akhir kata, dengan memohon petunjuk dan keridhaan Allah Swt., saya berharap agar penyelenggaraan Setali 2018 ini dapat berjalan dengan tertib dan lancar. Selain itu, saya juga berharap semoga dokumentasi akademik seperti ini dapat memberikan kontribusi nyata bagi perkembangan linguistik di Indonesia. Dalam kesempatan ini, saya merasa perlu untuk mengucapkan terima kasih kepada para pihak yang telah turut serta membantu terlaksananya Setali 2018 ini berjalan dengan baik. Selamat berseminar!

Bumi Siliwangi, Mei 2018 Penanggung Jawab,

| MATERIAL PROCESSES IN LIFE INSURANCE BROCHURES: A SYSTEMIC FUNCTIONAL LINGUISTIC STUDY  Ponia Mega Sentiana, Eva Tuoluta Soni Suistana Basaria Mita de disconi |         |
|--|---------|
| Ponia Mega Septiana, Eva Tuckyta Sari Sujatna, Rosaria Mita Amalia   | 633     |
| FUNGSI KONTEKS DALAM KESANTUNAN BERBICARA DI DEPAN PUBLIK<br>Pranowo   | 637     |
| PELANGGARAN BIDAL PRINSIP KERJA SAMA DALAM PERCAKAPAN PADA BUKU "KOALA KUMAL" KARYA RADITYA DIKA Prapti Wigati Purwaningrum                                    | 642     |
| AN AUTOMATIC DISCOURSE ANALYSIS OF HOTEL WEBSITE CONTENT IN YOGYAKARTA   | 9701750 |
| Prayudha   | 647     |
| ELEMEN DAN FUNGSI KONTEKS SOSIAL, SOSIETAL, DAN SITUASIONAL DALAM MENENTUKAN MAKNA PRAGMATIK KEFATISAN BERBAHASA R. Kunjana Rahardi                            | 654     |
| KOHESI GRAMATIKAL DALAM ARTIKEL KOMPAS.COM<br>"Ini Alasan Ketua BEM UI Acungkan Kartu Kuning Ke Jokowi"<br>Raden Rosyda  | 659     |
| VITALITAS BAHASA INDONESIA DI KABUPATEN PURWAKARTA<br>Rani Sri Wahyuni   | 662     |
| PENGAJARAN GRAMMAR DENGAN MEDIA YOUTUBE (SEBUAH STUDI DI<br>SEMESTER 4 MAHASISWA PROGRAM STUDI SASTRA INGGRIS)<br>Ratmo, Yan Ardian Subhan                     | 665     |
| PEMEROLEHAN BAHASA ANAK FONOLOGI (ANAK USIA 0 - 1 TAHUN)<br>KAJIAN PSIKOLINGUISTIK   |         |
| Ratna Syahrani   | 670     |
| PEMILIHAN KODE DALAM LIQO PEREMPUAN DAN LAKI-LAKI DI<br>KABUPATEN CIAMIS KAJIAN SOSIOLINGUISTIK  |         |
| Remi Rahayu, Jatmika, Sumarlam   | 677     |
| ISTILAH PADA GERAKAN DASAR PENCAK SILAT PURAGABAYA GARIS PAH<br>INDONESIA: WACANA BUDAYA DALAM KETAHANAN BANGSA  | ζSI     |
| Retty Isnendes   | 681     |
| ENGLISH DESIGN FOR NON ENGLISH PROGRAM Risa Mufliharsi   | 690     |
| TEACHING LANGUAGE THROUGH DIRECT-INDIRECT COMMUNICATION IN MODERN ERA "ZAMAN NOW" AT STATE SENIOR HIGH SCHOOL IN BOGOR, WEST JAVA, INDONESIA                   |         |
| Riksa Pertiwi R., Alma Patriani R.   | 696     |
|  |         |

# AN AUTOMATIC DISCOURSE ANALYSIS OF HOTEL WEBSITE CONTENT IN YOGYAKARTA

### Prayudha

Universitas Ahmad Dahlan prayudha@pbi.uad.ac.id

### ABSTRACT

Internet becomes the main source of various information in this digital era. In business sector for example, all of companies try to manage their product profile as best as possible on their websites. One of the companies is hotel service company. A rapid growing tourism city like Yogyakarta attracts many hotel companies to expand their business by constructing new hotels. Until the end of 2015, Yogyakarta was crammed by 625 hotels. The condition makes hotel service business in Yogyakarta becomes very competitive. Every hotel promotes services as best as possible on website. Text or discourse is the most decisive content of a website anyway. Therefore, it is interesting and significant to execute a discourse analysis of hotel website content in Yogyakarta. This analysis used an automatic discourse analysis tool named Readable.io. By the automatic discourse analysis tool, the research described: (1) the rating and the readability, (2) the used of cohesion devices, and (3) the relationship between rating with readability level, readability score, and the used of cohesion devices of hotel website content in Yogyakarta. There were 46 hotel websites which were analyzed in the research. The result of the research showed diverse characteristics of hotel websites content in Yogyakarta. The research gives a perspective in measuring the quality of hotel website content in Yogyakarta.

Keywords: discourse, automatic discourse analysis, website, hotel

## A. INTRODUCTION

Human behavior toward information keeps changing by this digital era, as well as in accessing information. Information sources used now is mostly in digital form. The number of internet users reach 3,4 billion by 2016 (we are social, 2016). The billions of people interact with the internet minutes by minutes. However, the information certainly has been formed in language, either spoken or written. Therefore, the function of language is absolutely important and decisive.

Currently, the important and decisive role of the digital information can be observed in business sectors (e-commerce). Goods and services providers challenge the market through the internet network. They compete to show the best reviews of their products and offered it through the website. These reviews can be visual, audio, or audio-visual. The form, however, is shaped as discourse or text. If the discourse containing the reviews published in the website is excellent, public will understand the discourse as well. Such a good understanding influences the public to buy the products offered.

One of the sectors that rely on the discourse of reviews through the website is tourism sector. Related to tourism, Yogyakarta Special Region (DIY) is experiencing rapid growth. DIY Tourism Statistics shows if the increase of tourist arrivals from 2011-2015 reached 25.86% (Tourism Office of DIY, 2015). The trend is predicted to be continued to rise if seeing the increasing tourist attraction in DIY. Moreover, by 2018, a new international airport in Kulon Progo will be built and operated soon. In prediction, the existence of the international airport will invite the growth of foreign tourists visiting.

The Increasing number of tourists visiting is associated with the growth of hotel construction project. Although tourist attractions in DIY spread over different areas, the distance of each object is relatively close enough. This led to the growth of hotels centrally in the city area. Until 2015, the number of hotels in Yogyakarta City reached 625 units. That number consists of 64 star hotels and 561 non-star hotels. However, the number of tourists who use hotel accommodation are still dominated by local tourists. In 2015, for example, the number of local tourist hotel users reached 3,813,720 people while foreign tourists only reached 308,484 people (Tourism Department of DIY, 2015). Considering the data, hotel management, especially hotel marketing managers try to attract customers through the internet network. Since the fact that language has an important and decisive role, it is important then to measure the quality of discourse reviews of hotels in Yogyakarta City.

One of the possible approaches to measure the quality of a discourse is to conduct discourse analysis. Discourse itself is a unit of language that is wider than a sentence produced by a person or group of people for the purpose of exchanging information (Ramsay, 2003: 112). Thus, discourse analysis is the activity of researching how the unit of language of the sentence is arranged in a larger unit that is

discourse. Along with technological developments, a number of linguists develop discourse studies in the form of digital applications. These study is often referred to as Computational Linguistics. The digital app is known as Coh-Metrix.

The results of Coh-Metrix analysis can be used as material in developing the hotel websites. Better and more easily understood discourse reviews can increase the interest of tourists to stay at the hotel. If the analysis is completed on all hotel websites in Jogja, in this case hotels that have websites, it has opportunity to enhance the growth hotel visitors. Moreover, Computational Linguistics Analysis is still very rare. This research can enrich linguistic studies in Indonesia. To that end, this research analyzes disclosure level on the website of hotels in Yogyakarta City.

# B. THEORY & METHODOLOGY

# 1. Theoretical Review

# a. Computational Linguistics

Computational linguistics, as part of the study of artificial intelligence, has actually developed since the 1960s in America. In the cold war era, Americans tried to translate automatically the Russian language by using computers. Computers are able to provide arithmetic calculations faster. Since then, the analysis of Computational Linguistics has evolved by following linguistic theories as well.

Bolslakov and Gelbukh (2004: 25) then explain that Computational Linguistics is an automatic language processing through a computer system. In Computational Linguistics, the natural processing of language through human cognition is replaced by a computer program. Grishman (1994: 4) mentions that Computational Linguistics is a study in understanding aspects of language based on computer systems. Aspects of language in question include aspects of phonemes, morphemes, sentences, discourse, until the meaning of language (semantics).

The use of discourse analysis application in this study analyzes language in the aspect of discourse. The application itself, following the Bolslakov and Gelbukh (2004), included as a linguistic analysis application that belongs to the application of text preparation. Other text-testing applications are such as spelling checking, grammar checking, and style checking. Other applications that are developed from Computational Linguistics are application of reference analysis, automatic interpreter, information retrieval, extraction from a text, speech recognition, Etc.

# b. Automatic Discourse Analysis

Bamberg and Moissinac (2008: 395) say if a discourse is the language unit above language. Language units themselves are phonemes, morphemes, sentences, words, phrases, clauses, and the next is discourse. A discourse is said to be good if the discourse consists of cohesive sentences (1988: 34 in Mulyana, 2005: 26). Therefore, cohesiveness is a central to discourse analysis. Cohesion, according to Bussmann (1998: 199), is a state in which the sentences in a discourse in a mutual condition (stick together). Furthermore, Graesser, McNamara, and Louwerse (2003) say, "Our definition of cohesion consists of the characteristics of the explicit text that play some role in helping the reader connect ideas in the text." Cohesiveness comes with the presence of tools or tools of cohesion. Furthermore, Halliday and Hasan (1976: 6) suggested that the tools of cohesion consist of grammatical cohesion and lexical cohesion. Grammatical cohesion is manifested through grammatical elements while the lexical cohesion of is elements of vocabulary. Both are related and can not be separated.

By the development of computer technology, discourse analysis is now able to be implemented using computer automatically using an application. The application is developed as a computational system which is capable of performing cohesion analysis of a text automatically. Cohesion becomes very important in a text because the understanding of a text is influenced by the cohesiveness of a text with a background of knowledge from a skill reader (Graesser and McNamara, 2011). The name of the computer application is *Readable.io*.

## Methodology

This research is a descriptive qualitative research. However, the use of *readable.oi* will show quantitative data on the components principle. The data is used as data amplifier. Meanwhile, qualitative methods are useful to parse how the tools of cohesion on the data. The data used in the research is collected from hotels in Yogyakarta which have website. Some hotels have website and some do not have website. Most hotels that have website are star hotels. Therefore, in this study, the data taken is limited to 64 unit of star hotel which operate website. Data collected is mostly from the main page. After collected, the data will be analyzed in *readable.oi*.

# C. DISCUSSION

# 1. Rating and Readability

The first analysis results that *readable.oi* can provide rating and readability score. From the total 46 hotels that have a website, the rating and readability levels of the text within the website are quite diverse. Rating shows the overall ranking of discourse. Rating A is owned by the highest quality discourse and E is the lowest rating. Meanwhile, the level is the legibility level in the Flesch-Kincaid Readability Formula while the score is the result of measurement through the formula. Further explanations can be observed from the following table.

| Hotel                      | Rating | Level | Score |
|----------------------------|--------|-------|-------|
| Allstay Hotel              | D      | 13.9  | 18.9  |
| Amaris Hotel               | E      | 15.6  | 38.2  |
| Atrium Premiere            | В      | 9.4   | 55.4  |
| Cavinton Hotel             | E      | 23.5  | 11.8  |
| Core Hotel                 | С      | 11.2  | 45.8  |
| De Laxton Hotel            | D      | 12.9  | 39.1  |
| Defam Hotel                | E      | 15.1  | 33.6  |
| Eastparc Hotel             | В      | 9.7   | 53.7  |
| Forriz Hotel               | С      | 10.3  | 51.8  |
| Gaia Cosmo Hotel           | C      | 10.4  | 52.9  |
| Gallery Prawirotaman Hotel | С      | 11.3  | 42.2  |
| Gowongan Inn Hotel         | С      | 10.9  | 52.3  |
| Grand Aston Hotel          | D      | 13.3  | 41.8  |
| Grand Inna Hotel           | В      | 9.9   | 49.2  |
| Grand Quality Hotel        | С      | 11.4  | 50.2  |
| Greenhost Hotel            | E      | 14.9  | 24.4  |
| Harper Hotel               | E      | 18.9  | 21.9  |
| Hotel Mutiara              | С      | 11.1  | 46.8  |
| Hotel Tentrem              | C      | 11.7  | 42.0  |
| Indah Palace Hotel         | С      | 11.7  | 43.5  |
| Indies Heritage            | E      | 14.3  | 34.7  |
| Jambuluwuk Hotel           | E      | 16.0  | 27.7  |
| Jayakarta Hotel            | E      | 15.5  | 36.6  |
| Kyriad Hotel               | C      | 10.5  | 46.8  |
| Melia Purosani Hotel       | E      | 15.2  | 27.4  |
| Neo Hotel                  | E      | 14.7  | 34.2  |
| New Saphir Hotel           | E      | 18.1  | 18.5  |
| Novotel Hotel              | D      | 12.4  | 39.1  |
| Pandanaran Hotel           | В      | 8.6   | 56.7  |
| Pesnoa Hotel               | E      | 18.9  | 17.7  |
| Ros In Hotel               | D      | 13.0  | 34.1  |
| Royal Ambarrukmo           | E      | 17.3  | 14.7  |
| Sahid Hotel                | E      | 15.7  | 18.9  |
| Santika Hotel              | В      | 8.4   | 51.9  |
| Satoria Hotel              | D      | 12.4  | 41.0  |
| Sheraton Mustika Hotel     | E      | 17.2  | 4.4   |
| Swiss-Bel Hotel            | C      | 11.3  | 43.6  |
| Tara Hotel                 | D      | 13.6  | 32.6  |
| The 101 Hotel              | С      | 10.5  | 51.2  |
| The Cube Hotel             | D      | 13.3  | 32.7  |
| The Victoria Hotel         | C      | 11.1  | 43.7  |

| E | 24.5        | 0.5              |
|---|-------------|------------------|
| Е | 15.2        | 33.9             |
| Е | 23.8        | 6.7              |
| D | 13.3        | 34.5             |
|   | E<br>E<br>E | E 15.2<br>E 23.8 |

Table 1. Rating and Readability

From the 45 existing websites, the highest rating achieved is B and the lowest is E. There are five websites with B rating, 13 websites on C rating, 9 websites on D rating, and 18 websites with E rating. Related to the level of legibility, the top value is owned by the discourse on the web system owned by Hotel Tjokrostyle that is 24.5. The higher the level, the text is considered increasingly difficult to understand. Then, the lowest level is owned by Hotel Santika which is 8.4. The text on the web is considered as the easiest to understand. Furthermore, the highest score is owned by the discourse on Pandanaran Hotel website that is 56.7. The lowest score is owned by the discourse on Tjokrostyele Hotel website which is 0.5.

### 2. Cohesion Devices

The results that can also be obtained from readable.oi analysis is the number and percentage of existing cohesion devices. There are four cohesion devices that can be demonstrated by readable.oi analysis: conjunction, determiner, perposition, and pronoun. Here are the results of the full analysis.

| Hotel                      | Cohesion Devices (%) |            |             |          |  |
|----------------------------|----------------------|------------|-------------|----------|--|
|                            | Conjunction          | Determiner | Preposition | Pronouns |  |
| Melia Purosani<br>Hotel    | 12                   | 0          | 3           | 0        |  |
| Vave Hotel                 | 9                    | 10         | 11          | 0        |  |
| Allstay Hotel              | 8                    | 8          | 12          | 0        |  |
| Sahid Hotel                | 2                    | 10         | 17          | 0        |  |
| Indies Heritage            | 10                   | 12         | 4           | 1        |  |
| Harper Hotel               | 11                   | 7          | 9           | 1        |  |
| Defam Hotel                | 10                   | 8          | 11          | 1        |  |
| Hotel Mutiara              | 9                    | 11         | 13          | 1        |  |
| Tjokrostyle Hotel          | 9                    | 12         | 15          | 1        |  |
| Sheraton Mustika<br>Hotel  | 9                    | 12         | 7           | 2        |  |
| Neo Hotel                  | 8                    | 11         | 10          | 2        |  |
| Ros In Hotel               | 9                    | 5          | 11          | 2        |  |
| Royal Ambarrukmo           | 12                   | 10         | 11          | 2        |  |
| <b>Grand Quality Hotel</b> | 7                    | 14         | 11          | 2        |  |
| New Saphir Hotel           | 8                    | 7          | 8           | 3        |  |
| The 101 Hotel              | 8                    | 12         | 10          | 3        |  |
| Tara Hotel                 | 7                    | 9          | 11          | 3        |  |
| De Laxton Hotel            | 8                    | 8          | 12          | 3        |  |
| Hotel Tentrem              | 5                    | 15         | 15          | 3        |  |
| Yellowstar Hotel           | 8                    | 8          | 10          | 4        |  |
| Core Hotel                 | 9                    | 8          | 12 '        | 4        |  |
| Gaia Cosmo Hotel           | 8                    | 9          | 8           | 5        |  |
| Jayakarta Hotel            | 9                    | 12         | 10          | 5        |  |
| Novotel Hotel              | 9                    | 6          | 11          | 5        |  |
| Amaris Hotel               | 12                   | 12         | 12          | 5        |  |
| Grand Aston Hotel          | 7                    | 13         | 12          | 5        |  |
| Tune Hotel                 | 9                    | 7          | 14          | 5        |  |
| Pesnoa Hotel               | 9                    | 8          | 14          | 5        |  |
| Kyriad Hotel               | 8                    | 12         | 15          | 5        |  |
| Greenhost Hotel            | 10                   | 10         | 12          | 6        |  |

|                    | 772.5 |    |    |      |
|--------------------|-------|----|----|------|
| Indah Palace Hotel | 6     | 10 | 15 | 6    |
| Eastparc Hotel     | 6     | 10 | 19 | 6    |
| Cavinton Hotel     | 11    | 6  | 8  | 7    |
| Jambuluwuk Hotel   | 8     | 9  | 13 | 7    |
| The Victoria Hotel | 8     | 16 | 17 | 7    |
| Forriz Hotel       | 8     | 8  | 10 | 8    |
| Grand Inna Hotel   | 9     | 7  | 11 | 8    |
| Satoria Hotel      | 11    | 6  | 12 | 8    |
| Gallery            | 12    | 6  | 15 | 8    |
| Prawirotaman Hotel |       |    |    | 37.0 |
| Pandanaran Hotel   | 11    | 11 | 8  | 9    |
| Santika Hotel      | 6     | 7  | 11 | 9    |
| Swiss-Bel Hotel    | 8     | 6  | 16 | 9    |
| Gowongan Inn Hotel | 8     | 7  | 12 | 12   |
| The Cube Hotel     | 11    | 9  | 14 | 12   |
| Atrium Premiere    | 4     | 8  | 16 | 15   |

Table 2. Percentage of Cohesion Devices

The table above shows if each discourse on the website of hotels in Yogyakarta City has a percentage of the use of different devices of cohesion. The discourse on the Royal Hotel Royal Ambarukmo website is the highest in the use of the conjunction of 12%. Melia Purosani Hotel, Gallery Prawirotaman, and Amaris also have the same percentage of conjunction usage. In contrast, Sahid Hotel counts the least in using conjunctions in the text of 2%. On the use of a determiner-shaped cohesion tool, the discourse on Victoria's hotel website is the highest that is 16%. The lowest determiner usage is in the text on Melia Purosani's website, 0%. Hotel Eastparc was recorded to be the highest user of prepositions: 19%. The lowest use of the proposition is the Melia Purosani hotel which is only 3% from all discourses on its website. The discourse on the Atrium Premiere hotel website is recorded using the highest pronoun, 15%. Meanwhile, the lowest use of pronouns is 0% occurring in some hotels: Melia Purosani, Vave Hotel, Allstay Hotel, and Sahid Hotel.

# 3. The Relationship between Rating with Readability and Cohesion Device

Rating becomes a general assessment by *readable.oi* in knowing whether or not a discourse is good. It is interesting to know which determines the rating of a discourse from assessment aspects. The following discussion is in order to explain it. The diagram below shows the relationship between rating with the level of discourse the website of hotels in Yogyakarta City.

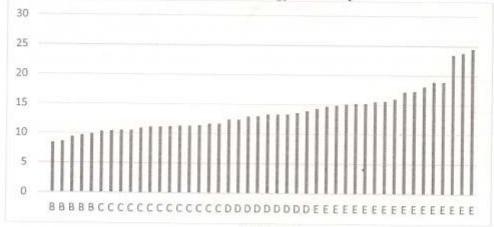


Table III

It can be observed if when a discourse has a low level of legibility according to Flesch-Kincaid Readibility Formula then the higher the discourse rating. This is because the lower the level of legibility the text can be considered more easily understood. The higher level of readability meaningful text increasingly elusive. This result shows if the level of legibility of a discourse is inversely proportional to its rating.

The following is a diagram showing the relationship between the rod and the use of cohesion tools. The tools of cohesion are conjunction, determiner, preposition, and pronoun.

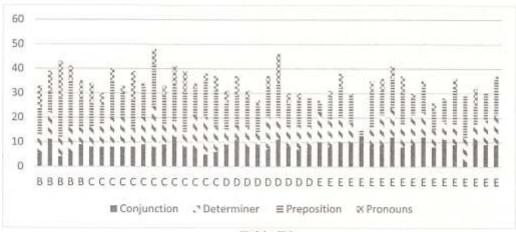


Table IV

It can be observed carefully that the percentage of cohesion devices is spread evenly in all rating groups. Discourse with a B rating such as has a percentage of the use of tools cohesion with the same discourse with the rating E. Therefore, it can be concluded that there is no relationship between the rating with the frequency of using cohesion from the discourse on the website of hotels in the city of Yogyakarta

### D. CONCLUSION & SUGGESTION

From the results of automatic discourse analysis on the website of hotels in Yogyakarta City, it can be drawn a number of conclusions. First, out of 46 hotels with websites, the ratings and readability levels of the text within the website are quite diverse. The highest rating earned is B and the lowest is E. There are five websites with discourse on rating B, 13 websites on the C rating, 9 websites on D rating, and 18 websites with E rating. Discourse on the hotel's web system Tjokrostyle has the highest score of 24.5. Then, the lowest level is owned by Hotel Santika which is 8.4. Furthermore, the highest score is owned by the discourse on the web system owned by Pandanaran Hotel that is 56.7. The lowest score is owned by the discourse on the website of Hotel Tjokrostyele which is 0.5. Associated with the percentage of the use of tools of cohesion, each discourse on the website of hotels in Yogyakarta City has a percentage of the use of different tools of cohesion.

Second, from of the assessment of the level of legibility, readability scores, and the use of tools of cohesion, the level of legibility becomes the most determining aspects of discourse rating on the hotel website in the city of Yogyakarta. The lower the readability level of a discourse, the better the discourse rating. Meanwhile, the legibility score also influences the rating of discourse. The higher the score of a discourse then the rating of the discourse will also be better. However, the conclusions are still weak because there are a number of anomalies. Related to the relationship between the use of cohesion tools with the rating, the results of the analysis in this study did not show any interrelated relationship.

This research still contains a number of things that can be corrected or also developed in the next research. What can be done in the next research such as is comparing the results of analysis using with manual or conventional analysis.

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