

SPEECH ACTS IN ONLINE REVIEWS ON UNIVERSITY FACILITIES AND SERVICES: A CORPUS PRAGMATICS STUDY

Aisyah Abidatul Aziz, Rahma Alya Hilyati, Ivana Cecilia Meilina, Sekar Pawestri and Susi Yulawati

English Studies, Faculty of Cultural Sciences, Universitas Padjadjaran

E-mail: aisyah21008@mail.unpad.ac.id ; rahma21009@mail.unpad.ac.id ; ivana21001@mail.unpad.ac.id;
sekar22001@mail.unpad.ac.id; susi.yulawati@unpad.ac.id

ABSTRACT *This study aims to analyze online reviews of Universitas Padjadjaran to identify the types of speech acts used, which are evaluative, directive, and analytical, and explore the use of adjectives through a corpus analysis approach. This study aims to understand the public's view of Universitas Padjadjaran, provide an overview of word frequency, and evaluate the contribution of reviews in building the reputation of educational institutions. This research was conducted using a combined qualitative and quantitative method, as well as the Sketch Engine tool. The data was used to build a corpus containing 215 reviews (7,696 words) for the period 2014-2024 to analyze the frequency of adjective words and classify speech acts based on pragmatic theory. The results showed that adjectives such as "luas," "nyaman," and "sejuk" were among the most frequently used, which reflected the reviews' focus on the emotional and aesthetical aspects of the campus environment. The most dominant speech acts found are evaluative speech acts, which reflect the subjective views of the reviewers regarding their personal experiences. This indicates that the reviews are more emotional than informative, with comments that tend to emphasize subjective impressions rather than objective facts. This research is expected to contribute by showing how online reviews can be a medium that reflects public perceptions of universities, as well as how a corpus analysis approach can be used to understand language patterns in digital reviews. The findings are expected to help educational institutions understand and respond to public opinion to improve institutional reputation*

Keywords: *Online Review; Speech Act; University; Word Frequency*

TINDAK TUTUR DALAM ULASAN DARING TENTANG FASILITAS DAN LAYANAN UNIVERSITAS: SEBUAH STUDI KORPUS PRAGMATIK

ABSTRAK Penelitian ini bertujuan untuk menganalisis ulasan daring terhadap Universitas Padjadjaran untuk mengidentifikasi jenis tindak tutur yang digunakan, yaitu evaluatif, direktif, dan analitis, serta mengeksplorasi penggunaan adjektiva melalui pendekatan analisis korpus. Penelitian ini bertujuan memahami pandangan masyarakat terhadap Universitas Padjadjaran, memberikan gambaran frekuensi kata, dan mengevaluasi kontribusi ulasan dalam membangun reputasi institusi pendidikan. Penelitian ini dilakukan dengan menggunakan metode gabungan kualitatif dan kuantitatif dan juga dengan menggunakan alat bantu Sketch Engine. Data yang digunakan untuk membangun korpus berisi 215 ulasan (7.696 kata) dengan periode 2014-2024 untuk dianalisis frekuensi kata adjektiva dan mengklasifikasikan tindak tutur berdasarkan teori pragmatik. Hasil penelitian menunjukkan bahwa adjektiva seperti "luas," "nyaman," dan "sejuk" termasuk yang paling sering digunakan dimana hal ini mencerminkan fokus ulasan pada aspek emosional dan estetika lingkungan kampus. Tindak tutur yang paling dominan ditemukan dalam ulasan ini adalah tindak tutur evaluatif, dimana hal ini mencerminkan pandangan subjektif pengulas terkait pengalaman pribadi mereka. Hal ini mengindikasikan bahwa ulasan yang ditulis lebih bersifat emosional daripada informatif, dengan komentar yang cenderung menonjolkan kesan subjektif daripada fakta objektif. Penelitian ini diharapkan dapat memberikan kontribusi dengan menunjukkan bagaimana ulasan online dapat menjadi media yang mencerminkan persepsi publik terhadap universitas, serta bagaimana pendekatan analisis korpus dapat digunakan untuk memahami pola bahasa dalam ulasan digital. Temuan ini diharapkan dapat membantu institusi pendidikan dalam memahami dan merespons opini masyarakat guna meningkatkan reputasi institusional.

Kata kunci: Ulasan Daring; Tindak Tutur; Universitas; Frekuensi Kata

INTRODUCTION

In this digital era, everyone can easily access any information, anywhere, through the Google platform. One of Google's informative features is Google Review. With Google reviews, people can easily find the location and access to the place or area they want to go to. Moreover, Google Review includes a review section that contains feedback, suggestions, critiques, or comments from the public about those places. People generally use this review

section not only to provide evaluations, criticisms, and recommendations for specific locations but also to help others who plan to visit by offering insights based on the experiences of previous visitors, which can help people make better decisions based on the data they gain from reviews provided by other users. These reviews can be either positive or negative. Positive evaluations enable the owner to locate the qualities that need to be maintained. Negative assessments, however, are essential because they help the owner of the place determine what still has

to be focused on. Positive or negative evaluations in reviews can be further analyzed using a linguistic approach and classified based on adjectives and speech act theory.

Adjectives are crucial because they can modify, adapt, adjust, or clarify the meaning of nouns (Dixon, 2005; Jing, 2011; Durán-Muñoz, 2019; Astia & Yunianti, 2020). Adjectives are words that can summarize, evaluate, or classify an entity or describe its properties and qualities (Marzá, 2013). Adjectives can modify nouns in ways that nouns or verbs cannot, providing a better depiction of situations (Baker, 2003). To identify the most frequently occurring adjectives in academic writing—such as in social sciences, technology, medicine, linguistics, literature, and engineering—a corpus can be utilized (Ağçam & Özkan, 2015; Jitpranee, 2017; Kartal, 2017; Mazdayasna & Firouzi, 2013; Nishina, 2011; Astia & Yunianti, 2020).

The role of adjectives in a review is highly significant, particularly in a series of speech acts within a review comment (Eyisüren et al., 2023). Adjectives not only describe characteristics or qualities but also have the potential to influence readers. This aligns with the definition of speech act theory, which analyzes the effects of an utterance on the relationship between the speaker and the listener's behavior (Marbun & Handayani, 2020). Speech acts are reflections or evaluations of what is expressed in the utterance (Zafiera et al., 2024). By analyzing speech acts, this study aims to investigate the speaker's intentions in their reviews on Google, relating to public perceptions and assessments of the places being reviewed. The classification of speech act types adopts sub-categories proposed by Atifi and Marcoccia (2017): evaluative, directive, and analytical. The evaluative sub-category, under expressions, reflects the writer's attitude toward the object being discussed. Directives convey messages designed to prompt the reader to act according to the writer's intentions. Analytical acts, a sub-category of assertives, present descriptive discourse about the object being discussed (Atifi & Marcoccia in Yuliawati et al., 2023).

In this study, the reviews that will serve as the object of analysis are those concerning Universitas Padjadjaran. Universities are crucial institutions for young generations to pursue higher education. Reputation, accreditation, and public perception are undoubtedly significant factors for the existence of a university or higher education institution. This research aims to analyze the speech acts found in Google reviews of Universitas Padjadjaran, which

ranks as the seventh-best university in Indonesia (Sujana, 2024). Analyzing speech acts in Google reviews of Universitas Padjadjaran is essential, as public perception and evaluations of a university are critical aspects of its reputation and development.

Therefore, this research can be considered for further in-depth study. Several previous studies have been conducted to discuss speech acts, including A Corpus-Based Study of Reviewers' Usage of Speech Acts (Nasser, 2022), A Corpus-Based Study of Readers' Comments on Online News on the Policies Adopted by the Jakarta Governor During the COVID-19 Pandemic (Yuliawati, Suganda & Darmayanti, 2023), Analyzing Expressive Speech Acts in Comments on 'Teacher Welfare Issues in the National Education System Bill' (Artini & Ningsih, 2023), Speech Acts on Instagram Comments about G20 Indonesia (Ahmadi, Syaifullah & Hermawan, 2024), and The Expressive Speech Act on Ridwan Kamil's Comments in Instagram Posting about the First COVID-19 Case in Indonesia (Anggraeni, Indrayani & Soemantri, 2020).

The research conducted by Nasser (2022) examines the speech acts used by reviewers on social media platforms TripAdvisor and Booking.com to determine what influences the evaluations provided by these reviewers. Additionally, the article written by Yuliawati, Suganda, and Darmayanti (2023) investigates reader comments on Detiknews articles about the Jakarta governor's policies in handling the COVID-19 outbreak. According to their findings, the most commonly used speech act is the evaluative speech act. Furthermore, the study by Artini and Ningsih (2023) analyzed expressive speech acts found in the comment section of a YouTube video titled "Kupas Tuntas Isu Kesejahteraan Guru dalam RUU Sisdiknas" on the official account of the Ministry of Education and Culture. Similarly, research by Ahmadi, Syaifullah, and Hermawan (2024) explored speech acts identified in the comment sections of three posts on the Instagram account @indonesia.g20. Lastly, the study conducted by Anggraeni, Indrayani, and Soemantri (2020) discussed the use of expressive speech acts in the comment sections of posts on Ridwan Kamil's Instagram account regarding COVID-19 cases.

Although speech act analysis has been discussed in previous studies, the current research aims to identify the types of speech acts used by the public to provide positive reviews of Universitas Padjadjaran. Furthermore, this study also seeks to observe the frequency of words appearing in these reviews using a corpus-based analytical approach.

METHOD

This study uses a mixed method to explore the pragmatic aspects of Google reviews about Universitas Padjadjaran. Cresswell (2010:5) defines mixed methods as a research method that combines qualitative and quantitative methods. This method enables large-scale data analysis while providing deep insights into emerging language patterns. This research combines reviews about Universitas Padjadjaran and puts them into a corpus. The Universitas Padjadjaran Review Corpus was compiled from 215 reviews, ranging from the oldest available to the most recent, spanning the years 2014 to 2024, with a total of 7,696 words. The shortest review consists of a single word, while the longest contains 292 words. The shortest review is one word, while the most extended review is 292 words. Most of the reviews praise Universitas Padjadjaran's environment and facilities, and some of them provide criticism or suggestions. Despite the relatively small size of the corpus, this specific corpus offers important advantages in pragmatic research. Koester (2010) and Vaughan and Clanch (2013) emphasize that a small, domain-specific corpus allows for a more in-depth analysis of natural language in a particular context, thus allowing for a strong link between language and its context of use. This study combines lexical and pragmatic analysis to identify two main focuses: first, determining the frequency of frequently occurring words, and second, describing the types of speech acts used by reviewers. Quantitative analysis is applied to determine the highest frequency of adjective words in the corpus. In contrast, the quantitative results are then interpreted qualitatively to deepen the understanding of the pragmatic functions that appear in the reviews.

The analysis stage begins by sorting and collecting reviews that contain opinions about Universitas Padjadjaran, along with the rating given by the reviewer. Next, word frequency was analyzed by highlighting the main lexical items in the corpus that represented the reviews. The Sketch Engine corpus tool was used for this frequency analysis. It uses the wordlist feature and the adjective-only filter option. The second step is to analyze speech acts using pragmatic theories and perspectives and classify comments based on speech acts. Based on the analysis of the corpus data, some visitors wrote comments consisting of more than one message, and thus, the comments contained a combination of several speech act categories. In this case, different speech act sequences in a comment are counted as different categories. For example, a comment

consisting of directive and analytical speech acts is considered a different category from a comment consisting of analytical and evaluative speech acts. The next step, based on the results of the speech act analysis, is to identify the most dominant or most frequently used type of speech act in the reviews about Universitas Padjadjaran.

RESULTS AND DISCUSSION

1. Word Frequency

This research focuses on using adjectives in the Universitas Padjadjaran Review Corpus. The Universitas Padjadjaran Review Corpus was created from reviews taken from Google Review of Universitas Padjadjaran and covers the period 2014-2024, with a token count of 4,316 and a word count of 4,243. In this corpus, 10 (ten) adjectives are found in the top 100 words, which are *luas* (spacious), *nyaman* (comfortable), *sejuk* (cool), *bersih* (clean), *bagus* (good), *enak* (nice), *adem* (cool), *baik* (fine), *rindang* (shady), and *lengkap* (complete). These ten adjectives will be identified and described based on the normalized frequency calculation. Normalized frequency is an adjusted calculation based on 'frequency per word' or, in this context, per million words (McEnery & Hardie, 2012). This calculation gives an idea of how often a word appears in every million words in this corpus. In the entire Universitas Padjadjaran Review Corpus, it was found that the adjective *luas* had an occurrence of 12.280 times per million words, *nyaman* 8.804 times per million words, *sejuk* 6.024 times per million words, *bersih* 3.476 times per million words, *bagus* 3.244 times per million words, *enak* 2.780 times per million words, *adem* 2.548 times per million words, *baik* 2.548 times per million words, *rindang* 2.316 times per million words, and *lengkap* 2.085 times per million words.

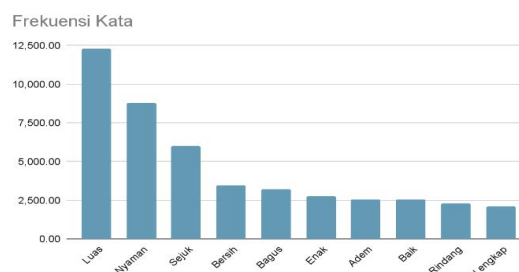


Figure 1. Word Frequency in Google Review Universitas Padjadjaran

The reviews on Google reviews show that many reviewers use the adjective *luas*, which means spacious, to describe Universitas Padjadjaran. This is also proven directly on the Universitas Padjadjaran

website, which states that the campus development area in Jatinangor covers 178 hectares. Therefore, the size of Universitas Padjadjaran or Unpad attracts the most attention from visitors. Also written in the *Republika Online* news channel, this campus has an area of more than 178 hectares with hilly contours, which creates a beautiful and cool environment. One of the efforts to maintain comfort and greenery by routinely targeting the planting of 200 trees every year, which creates a fresh and comfortable atmosphere on campus, has been carried out since 2021. With these conditions, Unpad is often considered a campus that offers a clean, comfortable, and cool atmosphere to students and visitors. The implemented environmental program shows Unpad's dedication to making the campus a space that supports nature conservation and comforts its academic community.

2. Speech Act

The analysis of speech acts shows that the reviews written by the reviewers in the Universitas Padjadjaran Review Corpus are dominated by evaluative speech acts, followed by evaluative and analytical speech acts, analytical and evaluative speech acts, and evaluative and directive speech acts, analytical and directive speech acts, and evaluative, analytical, and directive speech acts.

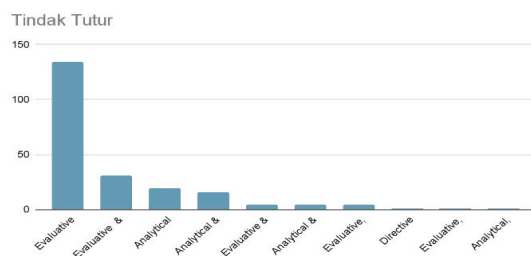


Figure 2. Speech Act in Google Review Universitas Padjadjaran

a. Evaluative

The evaluative speech act is a form of speech act that shows the writer's attitude towards the object discussed, where the writer tends to convey his evaluation of the object. Based on the graph displaying the frequency of use of various types of speech acts, it can be seen that evaluative speech acts are the most common type found in reviews related to Universitas Padjadjaran. This finding shows that the majority of users tend to use Google reviews as a medium to convey their evaluation of various aspects related to Universitas Padjadjaran.

Data 1: "*Tempatnya luas, rindang. Universitas yg sangat keren untuk menimba ilmu*" (The place is large and shady. A very cool university for pursuing knowledge.)

This evaluation shows the reviewer's subjective view of Universitas Padjadjaran's physical environment. In the statement, the reviewer described Universitas Padjadjaran as a large and leafy place, which was based on his experience when visiting the university.

In addition, the reviewer also mentioned that Universitas Padjadjaran is a "cool" university to study at. This statement is considered evaluative because it expresses the reviewer's appreciation for the quality of the university for continuing education. However, it is more opinion than fact because no objective and valid information shows that the reviewer's statement is true.

Data 2: "*Tempatnya sangat luas, bersih dan nyaman dan orang*" yang di dalam nya pun ramah semua" (The place is very spacious, clean, and comfortable and the people inside are all friendly.)

Data 2 shows another example of evaluative speech acts in a review of Universitas Padjadjaran. However, unlike data 1, this data does not only show an assessment of the broad environmental aspects of the university but also the people within the university. The reviewer states that "the people inside are all friendly," this statement shows that the reviewer generalizes that all people in Universitas Padjadjaran are friendly based on his personal experience when interacting in the campus area. This is considered subjective because there is no factual data stating that all people within Universitas Padjadjaran are friendly.

Data 3: "*Pernah mampir sekalnya kesini cuma numpang ke ATMnya doang, dan kena parkir, wkwkwk.. Dilokasi ATMnya kurang terjaga kebersihannya dan agak bau.*" (I stopped here once just to go to the ATM, and was charged a parking fee, hahaha... The ATM location wasn't kept clean enough and was a bit smelly.)

Data 3 shows another example of evaluative speech acts in a negative review. Unlike data 1 and data 2, which discuss the positive side of Universitas Padjadjaran, this review discusses the negative side of the university, especially the ATMs within the campus. The reviewer said that his first experience visiting this university was greeted with a bad impression because of the lack of cleanliness and odor. In addition, the reviewer also said that he was charged for parking, even if it was just to go to the ATM for a while.

b. Evaluative & Analytical

Evaluative and analytical speech acts combine two speech acts. These speech acts show the author's

judgment of an object and are accompanied by supporting arguments and data, so the author's subjective attitude is more structured and reasonable.

Data 1: "*Tempatnya luas banget kalo jalan doang keliling kayaknya bisa seharian, saya datang kesini cuma berkunjung bukan sebagai mahasiswa dan ternyata mobil odong yg lewat itu bisa dinaikkin sama umum jadi ga perlu khawatir capek jalan meski cuma berkunjung. lingkungannya juga asri banyak pohon*" (The place is really wide if you just walk around it seems like it could take all day, I came here just to visit not as a student and it turns out that the *odong* car can be ride by everyone so you don't have to worry about being tired of walking even though you are just visiting. the environment is also beautiful with lots of trees.)

This comment is included in evaluative and analytical speech acts because it contains personal judgment and also provides data according to what actually happened. In his comment, the commenter mentions that Universitas Padjadjaran is very wide, and there are mobile facilities that can be used by students or ordinary visitors so they don't have to worry about getting tired if they walk. The reviewer also mentioned that the Universitas Padjadjaran environment is beautiful, and there are many trees.

c. Analytical

Analytical speech acts show the author's argumentation by providing supporting data to remain objective in expressing opinions.

Data 1: "*Tidak terdapat sarana kolam renang bagi mahasiswa sehingga kurang menyalurkan minat mahasiswa yang aktif dibidang kemaritiman, SAR air maupun penjelajah bawah air dalam berlatih dengan aman dan terukur*" (There are no swimming pool facilities for students so that it does not channel the interests of students who are active in maritime affairs, water SAR and underwater explorers in practicing safely and measurably.)

This sentence is included in the analytical speech act because the reviewer gives comments that are objective and based on personal experience and data in the field. In his comment, the reviewer reveals that Universitas Padjadjaran does not provide swimming pool facilities that students can utilize to channel their interests in maritime, water SAR, or underwater exploration activities. The reviewer also mentioned that the existence of this facility is important to support students' practice safely and measurably.

Data 2: "*kampus bagian atas kekurangan pohon jdi gersang*" (the upper part of the campus lacks trees so it is very arid.

This comment is included in the analytical speech act because the reviewer provides comments based on the facts and circumstances experienced directly while at Universitas Padjadjaran. The comment is objective, and the commenter conveys personal observations that are associated with the analysis of cause-and-effect relationships, namely causes and effects. In this comment, the reviewer reveals that the upper part of Universitas Padjadjaran lacks trees, which is then considered to be the main reason why the campus environment feels arid.

Data 3: "*keamanan kampus perlu ditingkatkan, sudah sangat banyak berita kehilangan*" (campus security needs to be improved, there has been a lot of loss reports)

This comment is included in the analytical speech act because it contains an objective evaluation and is based on existing data or facts. In the comment, the reviewer mentions that the security system at Universitas Padjadjaran needs improvement, as there have been many reports of losses occurring in the campus environment. The reviewer does not only express an opinion but also bases his argument on observed reality, thus providing a relevant and in-depth analysis of the issue.

d. Analytical & Evaluative

This speech act also combines two speech acts: analytical and evaluative. It provides the underlying data to show the author's argumentation and then follows with the author's personal assessment of the object being discussed.

Data: "*Untuk membantu mahasiswanya, pihak kampus menyediakan transportasi gratis di areal kampus yg sangat luas ini. Pepohonan nya cukup banyak dan terawat. Cocok untuk belajar deh.*" (To help its students, the campus provides free transportation in this vast campus area. The trees are quite numerous and well-maintained. It's perfect for studying.)

This comment belongs to analytical and evaluative speech acts because it contains the reviewer's argument based on existing data and also the reviewer's assessment of Universitas Padjadjaran. In this comment, the commenter mentions that Universitas Padjadjaran provides free transportation in the campus area to help its students. The reviewer also mentioned that at Universitas Padjadjaran, there

are many well-maintained trees, so according to the reviewer, they are suitable for study.

e. Evaluative & Directive

This speech act is also a combination of two speech acts, which are evaluative and directive. It shows the writer's personal attitude towards the object being discussed with the aim of influencing or directing the reader to do something based on the judgment given by the writer.

Data: *"Saya alumni perikanan disana. Btw kampus perikanan makin good aja yah....Tambahin kolam renang dong untuk kampus fpik please. Kan kita anak perikanan harus belajar diving gitu, please.... 😊"* (I am a fisheries alumnus there. Btw the fisheries campus is getting better and better... Add a swimming pool to the fpik campus please. We fisheries students have to learn diving, please.... 😊)

This comment is included in the evaluative and directive speech acts because it contains the reviewer's judgment used to influence readers to do something. In this comment, the reviewer mentions that the reviewer is an alumnus of the fisheries faculty of Universitas Padjadjaran who mentions that the faculty is getting better and makes a suggestion to add a swimming pool to the FPIK because fisheries students learn to dive.

f. Analytical & Directive

This speech act combines two analytical and directive speech acts. It shows the writer's argumentation by providing data underlying the argument, with the aim of convincing the reader and directing the reader to take action based on the argument.

Data: *"Kurang tahu ya, cuma lewat dan mampir didepan pinggir jalan. Dari sekilas mampir; di pinggir jalan banyak sampah berhamburan, sebaiknya disediakan tempat sampah yang banyak."* (I don't know, I was just passing by and stopped by the roadside. From a quick glance, there is a lot of garbage scattered on the side of the road, it is better to provide a lot of trash bins.)

This comment is included in analytical and directive speech acts because it contains data that is used to influence or direct readers to take action. In this comment, the commenter mentions that, at first glance, Universitas Padjadjaran has a lot of garbage scattered around; therefore, the commenter suggests that many trash bins should be provided in the university environment.

g. Evaluative, Analytical & Directive

This speech act combines three speech acts: evaluative, analytical, and directive. It shows the author's personal attitude or assessment of an object being discussed, supported by underlying data and arguments that can convince the reader and influence the reader to take a certain action.

Data: *"Universitas yang terkenal di Bandung... dengan kampus Jatinangor yang besar...mudah di jangkau dengan kendaraan umum...cuma macet nya nggak ketolongan...kasian para mahasiswa/i yang akan ke kampus menuntut ilmu harus berjuang dengan kemacetan yang benar benar menguras tenaga. Mohon pihak kepolisian dapat memberi solusi dalam mengatasi kemacetan"* (A well-known university in Bandung ... with a large Jatinangor campus ... easily accessible by public transportation ... only the traffic jam is not helped ... pity the students who are going to campus to study must struggle with traffic jams that really drain energy. Hopefully the police can provide solutions in overcoming traffic jams)

This comment is included in the combination of evaluative, analytical, and directive speech acts because it shows the reviewer's attitude supported by data and is also directed to influence readers to take action. In this comment, the commenter mentions that Universitas Padjadjaran is a famous university in Bandung with a large campus in Jatinangor that is easily accessible by public transportation.

Based on the results of data analysis, the speech act most frequently used by reviewers in the Google Review of Universitas Padjadjaran is evaluative. This finding shows that the majority of comments contain subjective views or impressions that reflect the reviewers' personal experiences while on campus. By highlighting their views on various aspects of the campus, such as facilities, services, and environmental atmosphere, the reviewers prefer to use evaluative words that describe general impressions. Words such as *"luas," "nyaman,"* or *"sejuk"* often appear in the reviewers' assessments of their experience at Universitas Padjadjaran, giving a picture of emotional rather than descriptive characteristics.

In addition, the data shows that reviews tend to prioritize the expression of feelings over factual information about the university. Rather than presenting objective details regarding specific facilities or services, comments emphasize the impressions felt during the visit. These results indicate that Google Reviews become a platform for reviewers to convey emotional experiences,

which in turn shape public perceptions of Universitas Padjadjaran in a more subjective and evaluative manner. Thus, the campus' Google Review is more emotional than informative, creating perceptions that emphasize reviewers' impressions rather than factual information.

CONCLUSION

The use of speech acts in reviews of Universitas Padjadjaran on Google Review is dominated by evaluative speech acts followed by evaluative & analytical, analytical, analytical & evaluative speech acts. This shows that people tend to assess and give their subjective views on Universitas Padjadjaran in the reviews on Google Review. The pattern of evaluative & analytical speech acts shows that in addition to providing personal assessments, people also include specific reasons or facts to support their evaluations.

Frequent words such as “luas,” “nyaman,” and “sejuk” reflect people's impression of the university's physical environment, which is the main factor influencing their perception of Universitas Padjadjaran. These findings can be taken into consideration by Universitas Padjadjaran to maintain the university's positive values and develop what is lacking to fulfill people's expectations.

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