



## REFERENCES

- Adil, A., Amri, E. L., Hanaa, A., & Sakalli, E. (2025). *Sensory marketing and consumer behavior : The role of tactile experiences in the cosmetics sector in Morocco . Abstract : In a context of increasing digitalization , sensory marketing — particularly haptic marketing. 03, 762–775.*
- Akhiroh, N. S. (2022). *Analisis Sistem Appraisal dalam Teks Editorial.* 86–96.
- Blazheska, D., Ristovska, N., & Gramatnikovski, S. (2022). The Impact of Websites and Social Media Marketing on the Efficiency of E-Commerce. *UTMS Journal of Economics, 13*(1), 16–28.
- Chen, S. (2024). The Impact of Emotional Marketing on Consumers' Purchase Intention: A Case Study of Jellycat. *Advances in Economics, Management and Political Sciences, 83*(1), 285–291. <https://doi.org/10.54254/2754-1169/83/20240763>
- Chen, X., Dai, L., Dai, X., & Du, J. (n.d.). *Analysis of Brand Concept Marketing Strategy Based on Customer Value Realization — Take Jellycat as an Example Abstract : 1–7.*
- Field Agent. (2018). *The Digital Shopper: Insights into Today's most "Connected" Customers.*  
[https://info.fieldagent.net/hubfs/Campaigns/Digital\\_Shopper\\_2018/SpecialReport-TheDigitalShopper.pdf](https://info.fieldagent.net/hubfs/Campaigns/Digital_Shopper_2018/SpecialReport-TheDigitalShopper.pdf)
- Glimpse. (2024). *Jellycat Popularity Statistic.* <https://meetglimpse.com/trend/jellycat/>
- Guthrie, S. E. (1995). *Faces in the clouds: A new theory of religion.* Oxford University Press.
- Immanuel, D. M., & Peter, Y. (2022). the Impact of Product Description of Involvement Platform Towards Purchase Intention At Online Stores on the Marketplace Platform. *Jurnal Aplikasi Manajemen, 20*(4). <https://doi.org/10.21776/ub.jam.2022.020.04.08>
- IMRG. (2021). *Authority , Buyability , Credibility (Issue June).*
- Istianah, A., & Suhandano, S. (2022). Appraisal patterns used on the kalimantan tourism website: An ecolinguistics perspective. *Cogent Arts and Humanities, 9*(1). <https://doi.org/10.1080/23311983.2022.2146928>
- J.R Martin, & White, P. R. R. (2005). The Language of Evaluation : Apraisal in English. *Canadian Journal for Studies in Discourse and Writing/Rédactologie, 6*(2This is the first comprehensive account of the Appraisal Framework, an approach developed over the past decade for analyzing the language of evaluation, the linguistic realization of attitudes, judgments and emotion and the ways in which these evaluation), 01–99.  
[http://www.thepdfportal.com/languageofevaluationbook\\_113387.pdf](http://www.thepdfportal.com/languageofevaluationbook_113387.pdf)
- Jon, A. M. (2022). Analisis Sentimen Pada Media Sosial Instagram Klub Persija Jakarta Menggunakan Metode Naive Bayes. *Automata, 958,* 1–8.
- Khadifa Abdul Rozzaq Wijaya, R., Syafrianto, S., & Zidan Akbar, M. (2022). Utilization of Appraisal System for Copywriting Strategy in Food'S Advertisement (a Systemic Functional Linguistic Approach). *Proceeding of International Conference on Science, Health, And Technology, 113–121.* <https://doi.org/10.47701/icohetech.v3i1.2219>
- Kheovichai, B. (2014). Evaluative Language in Online Product Advertising Discourse \*. *วารสารวิ ชากร Veridian E-Journal, 7*(5), 1–13. [www.amazon.com](http://www.amazon.com)



- Laksmidewi, D., Susianto, H., & Afiff, A. Z. (2017). Anthropomorphism in advertising: The effect of anthropomorphic product demonstration on consumer purchase intention. *Asian Academy of Management Journal*, 22(1), 1–25.  
<https://doi.org/10.21315/aamj2017.22.1.1>
- Li, X. (2023). *Using SWOT Analysis Of Jellycat ' s Explosion In China ' s Youth Market*. 38, 2771–2779.
- Maharani, V. Y. (2024). Appraisal Analysis of Attitude Type in Instagram Residential Advertisement. *Language Horizon: Journal of Language Studies*, 12(2), 1–9.  
<https://doi.org/10.26740/lh.v12i2.61728>
- Mega Putra, R., Aini, N., & Dwi Agustina, D. (2024). An Appraisal Analysis in the Novel Shine by Jessica Jung. *Bulletin of Science Education*, 4(1), 289–299.  
<https://attractivejournal.com/index.php/bse/index>
- Mou, J., Zhu, W., & Benyoucef, M. (2020). Impact of product description and involvement on purchase intention in cross-border e-commerce. *Industrial Management and Data Systems*, 120(3), 567–586. <https://doi.org/10.1108/IMDS-05-2019-0280>
- Nareshkumar, U. (2020). *Role Of Tactile Product Evaluation Between Conviction And Closing Of The Sales Process* . 9(2), 1–8.
- Novgorodov, S., Guy, I., Elad, G., & Radinsky, K. (2020). Descriptions from the customers: Comparative analysis of review-based product description generation methods. *ACM Transactions on Internet Technology*, 20(4). <https://doi.org/10.1145/3418202>
- Nurhadi, M., Suryani, T., & Fauzi, A. A. (2023). The Power of Website and Social Media for Strengthening Brand Image, E-WoM, and Purchase Decision. *Journal of Economics, Business, & Accountancy Ventura*, 25(3), 273–287.  
<https://doi.org/10.14414/jebav.v25i3.3093>
- Prastikawati, E. F. (2021). Attitude Perspective in BBC News' Article: An Appraisal Analysis. *Journal of English Language Studies*, 6(2), 122.  
<https://doi.org/10.30870/jels.v6i2.10280>
- Rahimi, R. H., Fitriati, S. W., & Sutopo, D. (2019). *The Use of Appraising Items in Doyle ' s Novel Titled A Study in Scarlet*. 9(2), 181–188.
- Salsify. (2024). *2024 Consumer Research THE MODERN BUYING JOURNEY*.
- Shirai, M. (2023). The Role of Anthropomorphism in Consumer Evaluations of Sustainable Products: A Research Note. *Journal of Sustainable Marketing*, 4(1), 80–89.  
<https://doi.org/10.51300/JSM-2023-99>
- Stubbs, M. (1996). Towards a modal grammar of English: A matter of prolonged fieldwork. In *Text and Corpus Analysis* (pp. 196–228). Blackwell.
- Think With Google. (2019). *Product Information Preference Statistic*.  
<https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/product-information-preference-statistics/>
- Vidhiasi, D. M. (2021). Appraisal System in GoGo Dino Indonesian Lyric. *Jurnal Lingua Idea*, 12(1), 110. <https://doi.org/10.20884/1.jli.2021.12.1.3443>
- White, P. R. R. (2015). Appraisal Theory. *The International Encyclopedia Of Language and*



*Social Interaction*. <https://doi.org/10.1002/9781118611463/wbielsi041>

- Wood, C. (n.d.). *How Product Content Drives Conversion [Infographic]*. Salsify. <https://www.salsify.com/blog/cracking-the-consumer-code-how-product-content-drives-conversion-infographic>
- Yao, F. S., & Shao, J. B. (2021). When and why vivid description is effective: The role of message involvement and utilitarian attitude. *Current Psychology*, 40(10), 4811–4824. <https://doi.org/10.1007/s12144-019-00404-9>
- Yogatama, A. N. (2023). the Role of Product Information in E-Commerce: a Consumer-Centric Analysis in the Marketing 5.0 Era. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 17(3), 329–345. <https://doi.org/10.32815/jibeka.v17i3.1912>
- Zhou, R. (1999). *JellyCat : Marketing Strategies Based on Customer Emotions and Sentiment Abstract :*
- Zhu, W., Mou, J., & Benyoucef, M. (2019). Exploring purchase intention in cross-border E-commerce: A three stage model. *Journal of Retailing and Consumer Services*, 51, 320–330. <https://doi.org/10.1016/j.jretconser.2019.07.004>