THE SEVEN TYPES OF MEANING FOUND ON THE TRIPADVISOR OF TRANS RESORT HOTEL REVIEWS

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ABSTRACT

This study looks at the seven kinds of meaning found in reviews of Trans Resort Hotel on TripAdvisor. To do this, both qualitative and quantitative methods were used. The data came from selected reviews of Trans Resort Hotel on TripAdvisor. The data were collected from the official TripAdvisor website through Google. The reviews were gathered directly from the TripAdvisor site to make sure the information was real and trustworthy. The theory by Leech (1981) about the seven types of meaning was used to look at the data, and a formula {p = f/n x 100%} was used to find out what percentage of each type of meaning was most and least common. From the analysis, a total of 16 reviews were studied. Out of these, 2 were conceptual, 4 were connotative, 3 were affective, 2 were social, 1 was reflected, 2 were collocative, and 2 were thematic. The most dominant type was connotative with 25%, followed by affective at 18.75%, and then collocative, conceptual, social, and thematic all at 12.75%. The least dominant was reflected with 6.25%. These results show that the reviews from Trans Resort Hotel on TripAdvisor use a variety of meaningful words and phrases that have deep meanings and emotional expressions.
Keywords: Seven Types of Meaning, The Trans Resort, TripAdvisor, Reviews.

INTRODUCTION

Semantic is the study of meaning in language. It explores how words, phrases, and sentences derive meaning, how meaning is constructed, and how it is interpreted. Semantic analysis involves examining the relationship between language and the world it represents. It encompasses various aspects of language, including lexical meaning, sentence meaning, and discourse meaning.

This comprehensive analysis of language's structure and the way meaning is constructed and interpreted aligns with the principles of semantic structuralism. This perspective holds that meaning is not an isolated phenomenon but is derived from the relationships and oppositions between linguistic signs within a system. Building upon this foundational understanding, Geoffrey Leech, in his seminal work Semantic Types of Meaning (1981), provides a more granular framework by identifying seven distinct types of meaning.

Untuk memudahkan penulis, secara teknis penulis dapat menggunakan template ini secara penuh. Penulis Building upon the work of Geoffrey Leech (1981) in his seminal work "Semantic Types of Meaning," It occurs when a word or phrase possesses multiple meanings, and one sense inadvertently triggers associations with another. This interplay of meanings creates a rich tapestry of connotations and implications, often adding layers of nuance and complexity to communication. Leech (1981) identifies seven types of meaning: conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. Types of meaning is particularly relevant to the analysis of language in context. By examing the multiple meanings, it evoked by words and phrases, People able to gain a deeper understanding of how language shapes our perceptions of the world. When applied to the analysis of TripAdvisor reviews, It allows us to delve beyond the literal surface of the text to uncover

the underlying interpretations of the experiences and the perception that shape the reviewer's experience.

Geoffrey Leech's seven types of meaning offer a comprehensive view of how words convey more than just their dictionary definitions. Conceptual meaning is the core, logical meaning, like "woman" referring to an adult female human. Connotative meaning adds emotional or cultural associations; "woman" might connote nurturing or strength depending on context. Social meaning relates to the social context, so "lady" versus "woman" implies different levels of formality. Affective meaning expresses the speaker's feelings, as in "that annoying woman," where "annoying" reveals the speaker's attitude. Reflected meaning occurs when a word evokes another meaning, like "cock" being used in "the cock crew," which might unintentionally evoke its vulgar meaning. Collocative meaning arises from words that frequently occur together, such as "pretty" and "girl," or "rancid" and "butter." Thematic meaning focuses on how a message is organized, as in "John opened the door" versus "The door was opened by John," where the focus shifts from John to the door..

The reason this study focuses on analyzed seven types of meaning within TripAdvisor reviews is for the purpose of uncovering the multifaceted layers of interpretation that extend beyond simple textual descriptions. By applying Geoffrey Leech's framework, the intention is to dissect how reviewers employ language to articulate not only objective observations but also subjective emotions, social judgments, and contextual implications. This approach facilitates the identification of how conceptual meaning is enriched by connotative, stylistic, affective, reflected, collocative, and thematic dimensions. Ultimately, this detailed semantic examination aims to provide a deeper understanding of the reviewer's personal experiences and perceptions, thereby revealing the nuanced ways in which language constructs and communicates opinions within the realm of travel and hospitality.

According to Metro Times Bali, The Trans Resort Bali, a luxurious haven nestled in the heart of Seminyak, Bali that has been consistently recognized for its exceptional service and world-class facilities. This prestigious 5-star resort has earned the coveted title of "Best Resort in Bali" at the Bali Tourism Awards 2019/2020, a testament to its commitment to providing unforgettable experiences.

Analyzing The TripAdvisor reviews the Guests experiences of The Trans Resort Bali through the lens Geoffrey Leech's theory of seven types of meaning. This approach allows us to move beyond the literal meaning of words and phrases, exploring the underlying meaning that shape the reviews.

To be able to uncover the seven types of meaning in the Guests review, is by examining the words and phrases. Additionally, the data will be analyze the role of linguistic factors in shaping the language used by reviewers including the contextual behinds it that could emerge the interpretations, considering the cultural context in which the reviews were written and the linguistic devices employed to convey specific meanings

Through an analysis of the seven types of meanings in TripAdvisor reviews, People able to gain a deeper understanding of the factors that contribute to guest satisfaction and dissatisfaction interpretations through the words and phrase that based from the contextual. This research will not only provide valuable insights into guest experiences at The Trans Resort Bali, but contribute to a broader understanding of the role of language in shaping tourism experiences and consumer expressions.

One the example of research of analyses TripAdvisor reviews titled "Tripadvisor.com Review Online Analysis on The Interest of Buying Accommodation Services in Hotel Manhattan" likely analysed factors influencing traveler decisions when

booking accommodation in Manhattan, as reflected in TripAdvisor reviews. This study may have analyzed review data to identify patterns and trends, such as the importance of location, price, amenities, and service quality. The current research project, titled "Reflected Meaning Found on The TripAdvisor of The Trans Resort Hotel Reviews: A Semantic Study," extends this analysis by focusing on the deeper layers of meaning within the reviews themselves. Utilizing Leech's (1981) model of semantics, the current research project narrows its scope to specific reflected meaning within TripAdvisor reviews for The Trans Resort hotels. The focused analysis allows for a deeper understanding of how these linguistic phenomena contribute to the underlying meaning conveyed in online reviews. By explicitly considering the contextual factors that influence the interpretation of these reflected meanings, such as the cultural context, and individual experiences, the current research project adds a layer of depth and nuance to the analysis. The previous research contributes to a better understanding of guest expectations and preferences, which can inform hotel operations and marketing strategies.

Analyzing hotel reviews holds significant importance for various people. For the hotels, analyzing reviews allows for proactive reputation management, identifying areas for improvement, and gaining a competitive advantage by understanding customer preferences. In the tourism sector, analyzing reviews provides insights into tourist expectations, helps improve destination marketing strategies, and enables monitoring of tourism trends. From an academic perspective, particularly for English Literature students, analyzing hotel reviews offers valuable opportunities to study real-world language use, develop critical reading and analysis skills, and explore the cultural and social contexts that shape language and communication, specifically on tourism. On a broader societal level, analyzing online reviews contributes to a better understanding of consumer behavior, public opinion, and the impact of online content, fostering digital literacy and enabling informed decision-making.

METHOD

In this study, the data source is the reviews from the guests that are being stayed in The Trans Resort Hotel that provides by the website called Tripadvisor, There are 18 data from period of time, January until May 2025 that will be use to supports the research. The reasons why these period were being used, it's because the research were start from 2024 then continue in 2025 for more valid data, the data source that were qualify for the analysis at the time of start researching, were provided only until December 2024, then to find other data to complete the research is searching & find in the early year of 2025.

Gusfield (1976) supports the use of documents in research, describing them as "windows" that provide insight into actions or facts. The main technique used for data collection was note-taking, which is a part of the analysis process. This involved summarizing content, organizing information, finding recurring patterns, and interpreting the meanings within the reviews. To ensure the accuracy and reliability of the data, only credible sources were used. The researcher collected reviews from the official TripAdvisor website, which helped confirm the authenticity of the information. In short, the processes of gathering, analyzing, and ensuring data accuracy were all applied to get valid and meaningful results. Here is a breakdown of the specific steps taken:
  a) Collection of Data: Reviews of The Trans Resort Hotel were gathered from the official tourism website, TripAdvisor, using Google.
  b) Documentation of Data: The selected reviews were screenshotted and saved to create a permanent record for later analysis.
  c) Identification of Data: Key words and phrases within each review were identified and

marked for further study.

d) Categorization of Data: The data was then sorted into categories based on Leech's (1981) Seven Types of Meaning: conceptual, connotative, social, affective, reflected, collocative, and thematic. All findings were then organized.

The method and technique of collecting the data in this study involved a qualitative approach to analyze the reviews from the guests that had experience stayed at The Trans Resort Hotel Bali. The data will collect from the reviews that provided from website called Tripadvisor from period of January 2024 to May 2025.

The data analysis in this study was guided by the framework of Miles and Huberman (1992), which outlines an interactive process involving key activities:

a) Data Collection: This is the initial stage where all relevant information is gathered. In this research, it involved systematically collecting guest reviews from the TripAdvisor website to find specific words and phrases.

b) Data Reduction: This phase focuses on simplifying and organizing the raw data. It involved selecting, summarizing, and coding the guest reviews to identify important information and classify the different types of meaning according to Leech's (1981) Seven Types of Meaning. After data being analysed and organized based on Leech's theory, a formula $[p=f/n \times 100\%]$ was used to calculate the percentage of each of the seven types of meaning found. This was done to determine which type was the most dominant and to rank them from most to least frequent.

c) Data Presentation: The reduced data and the calculated percentages are then organized into a clear format, such as tables or narratives. This display of information makes it easier to analyze, identify patterns, and understand the relationships between the data points.

d) Conclusion or Verification: In this final stage, the researcher draws interpretations and conclusions from the presented data. The verification process involves checking the validity and credibility of these conclusions, for instance, by looking for supporting evidence or cross-referencing findings The methods employed to analyse the data are as follows.

RESULT AND DISCUSSION
The Seven Types of Meaning Found in Trans Resort Hotel Reviews
1. Conceptual Meaning :

Phrase : "Positives" & "Negatives"

Context : " Positives Rooms are lovely and spacious, pillow menu is a treat, lovely views to

pool..... Negatives Pool was lovely but not enough seating. No pool bar...."

Explanation : Conceptually, "positives" and "negatives" serve as fundamental categorizers of information, providing a clear and objective distinction between favorable and unfavorable aspects of the reviewer's experience. "Positives" denotes the inherent quality of being beneficial or advantageous, signifying elements that contribute positively to the overall assessment. Conversely, "negatives" denotes the inherent quality of being detrimental or disadvantageous, highlighting elements that detract from a positive experience. These terms function as neutral labels, establishing a logical framework for the reviewer's feedback and allowing readers to easily distinguish between the strengths and weaknesses of the resort without necessarily relying on subjective interpretations. They provide a basic, denotative understanding of the review's structure, signaling that the following content will be divided into clearly defined, opposing categories.

Word : "Royalty"

Context : "... stay at Trans Resort has outdone any other

holiday we've had! From the moment we stepped foot into the resort we were welcomed like royalty and not a day or moment went by where we weren't greeted by a staff member.... "

Explanation : Conceptually, "royalty" denotes a social class characterized by sovereign power and hereditary privilege, traditionally associated with kings, queens, and their families. In this context, however, its conceptual meaning shifts from a literal designation of social status to a figurative representation of exceptional treatment. It signifies a level of service and respect that exceeds ordinary expectations, implying that guests were treated with the same level of deference and care typically reserved for those of royal lineage. Thus, "royalty" functions as a conceptual metaphor, transferring the idea of supreme privilege and honor to the realm of hospitality, indicating a standard of service that is both elevated and extraordinar

2. Connotative Meaning :

Word : "Home"

Context : " I would highly recommend to my fellow country mates, Malaysians, as the hotel serves pork-free foods and it really feels like our home country."

Explanation : The word "home" in the review carries powerful connotations that extend far beyond its literal meaning. It suggests a deep sense of comfort and familiarity, evoking feelings of belonging and security. For the Malaysian reviewer, it implies that the Trans Resort successfully recreated a culturally resonant experience, particularly through its pork-free food offerings, which provided a taste of their home country. This evokes a sense of warmth and emotional connection, suggesting that the resort went beyond basic hospitality to create an environment where the reviewer felt truly at ease and accepted. "Home" also implies a safe haven, a place where one can relax and be themselves, free from the anxieties of unfamiliar surroundings. Ultimately, its use conveys a profound sense of satisfaction and appreciation, highlighting the resort's ability to provide a truly personalized and culturally sensitive experience that resonated deeply with the reviewer.

Phrase : "Walking distance"

Context : " The resort location is great. Walking distance to restaurants and shops."

Explanations : The phrase "Walking doistancet" in the review strongly connotes convenience and accessibility, painting a picture of a resort perfectly situated for leisure and exploration. It suggests an effortless experience, free from the constraints of transportation, where guests can easily access restaurants and shops, fostering a sense of relaxe freedom and encouraging spontaneous discovery within a pedestrian-friendly environment, ultimately contributing to the overall positive and desirable impression of the resort's location.

Phrase : "Thumbs up"

Context : " The best resort in Bali A big thumbs up to all the resort employees and basically

a big thumbs up to the great and wonderful chef Satu!!

Thanks a lot…………………."

Explanation: "Thumbs up" carries strong connotations of immediate and unequivocal

approval, acting as a concise symbol of positive judgment and satisfaction. It suggests an enthusiastic endorsement, implying that the reviewer is not merely satisfied, but genuinely delighted with the resort and its staff. This informal gesture translates to a sense of warm appreciation and encouragement, conveying a feeling of personal approval

beyond simple satisfaction. It signifies a friendly and accessible form of commendation, suggesting a genuine connection between the reviewer and the positive experience they had, and acts as a clear signal of high regard.

Word : "Mince" & "Tired"

Context : "I won't mince my words this hotel is not for couples or anyone wanting a little bit

of peace and quiet. The hotel is tired...."

Explanations : "Mince" (in "I won't mince my words") Connotations "Mince" in this context carries connotations of deliberate bluntness and a refusal to soften criticism. It suggests that the reviewer intends to be unsparing and direct, signaling a lack of concern for politeness or diplomatic language. The phrase implies a readiness to deliver harsh truths, conveying a sense of unfiltered honesty and a rejection of euphemisms. It connotes a determination to be candid, even if it might be perceived as confrontational or impolite, thereby setting a tone of forthrightness and directness for the review. "Tired" (in "The hotel is tired... in fact it's exhausted") - Connotations "Tired," when used to describe a hotel, carries connotations of neglect, deterioration, and a general decline in quality. It suggests a lack of proper maintenance, evoking images of worn-out furnishings and a general sense of staleness. The escalation to "exhausted" amplifies these connotations, implying a severe state of disrepair and a lack of vitality. It evokes feelings of disappointment and dissatisfaction, suggesting that the hotel has fallen short of expected standards. The word connotes a sense of being worn down and lacking the freshness and vibrancy expected of a hospitality establishment.

3. Social Meaning :

Word : "General Manager" & "F&B Manager"

Context : "We were also fortunate to meet ALEXANDER JOVANOVIC (General Manager)

in the Club Rooms..... We also want to mention DIMAS (F&B Manager) who

personally came up to us on our last day for a chat at breakfast"

Explanation : In the context provided, "General Manager" immediately establishes Alexander Jovanovic's social role and hierarchical status within the organization, aligning with Leech's theory. His act of initiating a chat and introducing himself, despite being "on business," further emphasizes social meaning by demonstrating a level of approachability and engagement that transcends his formal position. This interaction highlights the interplay of social roles, formality, and politeness, showcasing how language and actions are used to navigate and communicate within a social context, ultimately reinforcing the social dynamic between the reviewer and the General Manager. Also about The phrase "F&B Manager" immediately establishes Dimas's job status, a significant social marker according to Leech's theory, indicating his position of authority and responsibility within the Food and Beverage department. His action of personally approaching guests for a chat at breakfast, especially on their last day, demonstrates a level of hospitality and personal engagement that transcends his formal duties, conveying social values like attentiveness and connection. This interaction highlights how Dimas's job status shapes the social dynamic, allowing his gesture to carry more weight and leave a positive impression, all within the framework of Leech's social meaning.

Word : "Value"

Context : " Great value for money..."

Explanation : " In hotel reviews, "value" functions as a marker of social meaning by signaling the reviewer's economic awareness and participation in the social act of evaluating a service based on its cost. Phrases like "budget value" or "great value for

money" indicate the reviewer's alignment with social groups that prioritize affordability, while the general use of "value" expresses a social judgment about the hotel's worth in relation to its price, reflecting an understanding of market norms and expectations. Ultimately, "value" conveys the social expectation that a hotel should be worth the money asked.

4. Affective Meaning :

Word : "Poor"

Context : "The pool staff are poor..."

Explanation : Affectively, "poor" in this review is charged with disappointment, frustration, and anxiety, stemming from the reviewer's direct experience of staff negligence and the perceived

to guest safety. This word is not merely a descriptive term, but a vehicle for expressing deep dissatisfaction and concern, highlighting the reviewer's anger and resentment at being ignored, and their resulting distrust and disillusionment with the resort's service, ultimately conveying a strong emotional plea for urgent attention to the staff's inadequate performance.

Word : "Loved"

Context : "We loved our stay at the Trans Resort. Great location, pool

was great, food choices at the breakfast buffet was excellent."

Explanation : Affectively, the word "loved" in this review is a powerful expression of deep satisfaction and enjoyment, conveying a strong sense of positive emotional response. It signifies a profound level of pleasure and contentment, indicating that the reviewer experienced the Trans Resort as a source of genuine delight. This single word encapsulates a feeling of warmth, fondness, and overall happiness, highlighting the reviewer's intensely positive emotional connection to their stay and emphasizing the memorable and enjoyable nature of their experience.

Word : "Lucky"

Context : "Having breakfast this morning with my hubby I can't help but think how lucky we

are to be able to experience holidays like this."

Explanation : Affectively, "lucky" in "how lucky we are" expresses a profound sense of gratitude and contentment. It conveys a feeling of being fortunate and privileged to experience such a fulfilling holiday. This word evokes a sense of joy and appreciation, reflecting the reviewer's emotional response to the positive circumstances of their vacation. It signifies a deep-seated feeling of satisfaction and a recognition of the positive aspects of their experience, creating a warm and appreciative emotional tone for the review.

5. Reflected Meaning :

Word : "Artificial"

Context : "the artificial beach is perfect for relaxing or for the kids to play".

Explanation : The word "artificial" literally means something made or produced by human beings rather than occurring naturally. In the context of the TripAdvisor review, however, and considering Leech's theory of reflected meaning, "artificial" takes on a more nuanced interpretation. While the literal meaning simply describes the beach's construction, the reflected meaning is more complex. It doesn't necessarily carry a negative connotation in this particular context. Instead, it seems to be used neutrally, almost as a descriptor. The reviewer doesn't express disappointment or dissatisfaction with the beach being artificial;

6. Collocative Meaning :

    Phrase : "What a place"

    Context : "What a place. The villa we had was amazing, very luxurious
and well appointed. The food was the best I've ever had on a holiday and
there was so much."

    Explantion : The collocative meaning of "what a place" hinges on its established pattern as an exclamation of positive surprise, where the phrase acts as a semantic trigger for subsequent positive descriptions. This structure, "what a [noun]," is a readily recognized linguistic pattern, immediately signaling a strong, often spontaneous, positive reaction. Within the review, it sets the stage for the detailed praise that follows, creating an expectation of positive attributes like "amazing," "luxurious," and "best." This habitual association reinforces the reviewer's overall message, creating a strong semantic link between the initial exclamation and the detailed positive evaluations, ultimately solidifying the reviewer's emphatic endorsement of the location.

    Phrase : "Looking Forward"

    Context : " Great job The Trans Resort Bali, looking forward to stay here
again!"

    Explanation : The collocative meaning of "looking forward" is strongly defined by its typical association with expressions of anticipation and positive expectation, specifically within the grammatical structure "looking forward to [verb/noun phrase]." This structure creates a predictable pattern, where "looking forward" signals an upcoming event or experience that is eagerly awaited. In the review, "looking forward to stay here again" exemplifies this, linking the phrase directly to the reviewer's desire for a future visit. This habitual co-occurrence with phrases indicating future events reinforces the phrase's core meaning of anticipation. Furthermore, the positioning of "looking forward" at the end of the review aligns with its common use in concluding positive statements, solidifying its role as a marker of anticipated future enjoyment and reinforcing the reviewer's intent to return.

7. Thematic Meaning :

    Word : "But"

    Context : " The resort may be 10+yr old but its still very well
maintain...."

    Explanation : In the provided review, "The resort may be 10+yr old but its still very well maintained," the word "but" serves as a crucial thematic marker. While conceptually indicating contrast, its primary function is to manipulate the sentence's focus. According to Leech's theory of thematic meaning, "but" strategically shifts attention from a potential negative (the resort's age) to a strong positive (its maintenance). It creates thematic tension, resolving it by emphasizing the "well maintained" aspect, thus guiding the reader to prioritize the resort's excellent upkeep over its age. This single word effectively shapes the narrative, ensuring the reviewer's key message—that the maintenance negates any age-related concerns—is prominently conveyed.

    Phrase : "Major part"

    Context : "All in all the trans resort plays a major part in our returns to
Bali seminyak"

    Explanation: Thematically, "major part" serves as a powerful concluding statement, emphasizing the Trans Resort's central role in the reviewer's decision to repeatedly visit Bali Seminyak. By placing this phrase at the end of the sentence, the reviewer strategically highlights the resort's significance, making it the focal point of their positive experience. This placement reinforces the idea that the resort is not just a component of

their trip, but a primary motivator for their return, effectively structuring the review to prioritize the resort's impact and leave a lasting impression of its crucial contribution to their travel plans.

The Most Dominant of Types in The Trans Resort Reviews on TripAdvisor

1. Connotative Meaning :
   Frequency (f)=4 Data
   Calculation : p=4/16 x 100%=25%
   Result : The Connotative meaning makes up 25% of the data.
2. Affective Meaning :
   Frequency (f)=2 Data
   Calculation : p=3/16 x 100%=18.75%
   : The Affective meaning makes up 18.75% of the data.
3. Collocative Meaning :
   Frequency (f)=2 Data
   Calculation : p=2/16 x 100%=12.5%
   Result : The Collocative meaning makes up 12.5% of the data.
4. Conceptual Meaning :
   Frequency (f)=2 Data
   Calculation : p=2/16 x 100%=12.5%
   Result : The Conceptual meaning makes up 12.5% of the data.
5. Social Meaning :
   Frequency (f)=2 Data
   Calculation : p=2/16 x 100%=12.5%
   Result : The Social meaning makes up 12.5% of the data.
6. Thematic Meaning :
   Frequency (f)=2 Data
   Calculation : p=2/16 x 100%=12.5%
   Result : The Thematic meaning makes up 12.5% of the data.
7. Reflected Meaning
   Frequency (f)=1 Data
   Calculation : p=1/16 x 100%=6.25%
   Result : The Reflected meaning makes up 6.25% of the data..

CONCLUSION

This research aimed to identify and analyze the seven types of semantic meaning, as theorized by Geoffrey Leech (1981), within TripAdvisor reviews of The Trans Resort Hotel. Using 16 collected reviews, the study sought to determine the presence and interpret the function of conceptual, connotative, affective, social, reflected, collocative, and thematic meanings. The analysis yielded 18 instances across these categories, revealing a diverse semantic landscape. Notably, the findings showed 2 conceptual meanings, 4 connotative meanings, 3 affective meanings, 2 social meanings, 1 reflected meanings, 3 collocative meanings, and 2 thematic meanings. This distribution underscores the multifaceted nature of online reviews, where reviewers employ language to not only convey factual information (conceptual meaning) but also to express subjective emotions (affective meaning), social perceptions (social meaning), and nuanced interpretations (connotative, reflected, collocative, and thematic meanings).

Based on Geoffrey Leech's theory (1981), the most dominant of the seven types of meaning in the TripAdvisor reviews using the calculations of , to find the most percentage then ordered from most to least, are: Connotative Meaning with 4 data (25%),

Affective Meaning with 3 data (18.75%). Following these are Collocative Meaning, Conceptual Meaning, Social

Meaning, and Thematic Meaning, each with 2 data (12.75), then come to the least dominant type found was Reflected Meaning with 1 data (6.25%), so it makes all of them in total 16 data (100%). This distribution underscores the multifaceted nature of online reviews, where reviewers employ language to not only convey factual information but also to express subjective expressions, evoke deeper meanings, and allow context to shape meaning. Ultimately, this study demonstrates that TripAdvisor reviews of The Trans Resort Hotel are rich in semantic depth, providing valuable insights into how language shapes and communicates the complex experience of hospitality within the digital sphere.

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