

ABSTRACT

In today's tourism industry, online platforms such as TripAdvisor play a crucial role in shaping customer perceptions and influencing travel choices. Reviews on these platforms not only share experiences but also construct meanings that reflect cultural values and power relations. However, the application of Critical Discourse Analysis (CDA) in online tourism reviews is still limited. This study investigates how customer perceptions are linguistically constructed in TripAdvisor reviews of The Trans Resort Bali using Norman Fairclough's Three-Dimensional Model of CDA. Employing a qualitative approach, the research aims to analyse the linguistic features of the reviews (Description), explore how interactional and contextual elements influence meaning-making (Interpretation), and explain how broader social and power structures shape customer narratives (Explanation). The data were collected from five English-language reviews published between 2024 and 2025. The result description dimension analysis shows that TripAdvisor reviews of The Trans Resort Bali use emotionally charged vocabulary, evaluative grammar, and cohesive structures to emphasize guest satisfaction and highlight luxury, effectively constructing a persuasive and idealized image of the resort. In the interpretation dimension, reviewers portray themselves as emotionally satisfied guests using promotional, advertising-like language to influence future travelers, in line with online review conventions. In the explanation dimension, the reviews reinforce ideologies of luxury and privilege, maintaining power dynamics in tourism by positioning guests as evaluators and staff as service providers, thus supporting dominant hospitality discourses.

Keywords: *Critical Discourse Analysis, customer perception, The Trans Resort Bali*