

STYLE OF LANGUAGE IN TOURISM HOTEL ADVERTISING

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Submit, 24-08-2021

Accepted, 31-10-2021

Publish, 01-11-2021

ABSTRACT

This study aims to determine the style of language used in tourism hotel advertisements for promoting their hotels. The method used in this study taking samples from tourism hotel advertisements contained in the 2019 edition of the Bali Travel News newspaper and analyze them by the style language they used. The results showed that the language style that appears and is often used by the hotel to attract readers to stay at the hotel are hyperbole, metonymy, personification, and polysemy styles. In conclusion, the use of language style is one of the main factors when making advertisements, changing the meaning and use of figurative language to make sentences more beautiful to read.

Keywords: Discourse, Hotel advertising, Language Style

INTRODUCTION

The hotel often uses advertising as a method of promoting the facilities and advantages of the hotel. Various types of advertisements are used, including television advertisements, radio advertisements and print advertisements distributed both in social media and print media. There is a clear need for advertisers and agencies to adapt to an environment that has dramatically changed overnight (Taylor, 2020). Media can be divided into three types, those are print media, electronic media and online media (Aprinica, 2020).

One example of print media that is currently still in great demand by the public is a magazine. Magazines are not only in need by adults but also teenagers, especially young women. In addition to providing information about gossip artists, magazines are also a field for cosmetic products to advertise their products. Advertisers certainly use this advantage. They are competing to be as creative as possible in making advertisements. This competition is due to their increasing land area to spread their advertisements. According to Turhan & Okan (2017), advertisements are part of our daily lives and convey specific messages. In this way, they deal with values, attitudes, and shared knowledge that compromise a

culture. Relatedly, advertisements gather together so many things such as a person, object, symbol, power, communication, and so forth. In general, every advertisement, especially print media advertisements, consists of several parts, namely headline, illustration, body copy, signature line and standing details (Aprinica, 2020).

As a form of discourse, advertising language has specific characteristics and characteristics. To make advertising's attention value, memory value, readability, and persuasive power, English advertising uses a variety of rhetorical devices to enhance the artistry and appeal of language. It can be said that the success of English advertising is not only related to the words and sentences but also closely related to the clever use of various rhetorical devices such as metaphor, simile, and parallelism (Xueping, 2020).

According to Budiarsa (2021), language use is tied to the socio-cultural values of the speech community where the language is used. The tourism industry is one of the most appropriate approaches to reveal the styles of language. The persuasive power of advertising language can be seen in the choice of a word. So it can be said that advertising language plays a vital role in conveying the meaning contained in the advertisement (Aprinica, 2020). Cendriono (2017) stated that pragmatics is a branch of linguistics that studies the structure of language externally, namely how a language is used in communication. Pragmatics is the use of language in society in a very varied communication context. Language in the study of pragmatics is primarily oriented not towards the absolute truth of linguistic rules but instead leads to communicative means, namely the existence of mutual understanding between the speaker of the language and the person who is the target of language utterance.

Various styles of language certainly influence the writing of words in print media advertisements. Figurative language is a style whose meaning cannot be interpreted according to the purpose of the terms that make it up. The types of figurative language in question are similarity or simile, metaphor, allegory, personification, allusion, eponym, epithet, synecdoche, metonymy, antonym, hypallage, irony, satire, innuendo, antiphrasis, and paronomasia (Wirasari & Karo, 2018). According to Windayanto (2021), language style refers to the selection and use of diction or word choice in various linguistic hierarchies, ranging from words, phrases, clauses, sentences to discourses to describe certain situations.

The use of language style in hotel advertisements is vital to attract the readers to read the advertisement, but sometimes, it's not easy to see the real meaning of the language used. Based on the background, the researcher wants to know the language used in hotel advertisements to promote their hotel.

LITERATUR REVIEW

As a form of discourse, Advertising is considered the most effective medium to promote products. Not infrequently, a product uses sentences that can stick in the public's memory. These sentences, although not similar to literary works that use aesthetic language predominantly, of course, and very likely use language styles that contain ambiguity, association, connotative, expressive, and symbolic Windayanto (2021).

Alfiyani (2019) stated that each individual has a unique way of expressing their thoughts and feelings. It is through self-expression that a language style is created. A person uses the language style to express his thoughts and feelings by using beautiful language. Magazine advertising is a ubiquitous phenomenon in most modern societies. Magazine advertising works by seeking to structure a cultural context of empathy with the customer (e.g., "we understand you", we have been there") (Wong, 2019).

Various styles of language certainly influence the writing of words in print media advertisements. With the use of language styles, or more specifically stylistics, it turns out that new problems arise related to the use of language styles or stylistics for speech communities. The issue of how much language is used only revolves around understanding which aspects need to be highlighted in advertisements, images, or verbal language. Advertising language influences people in determining their views, ideas and behavior (Tutik et al., 2020).

The problem of using language style or stylistics then causes misunderstandings, so that sometimes the messages conveyed and the purpose of the advertisements tend to be biased and poorly understood by the speech community, so in this case, research is needed to describe the meaning and forms of language style in advertisements (Purwono, 2021). The types of figurative language in question are similarity or simile, metaphor, allegory, personification, allusion, eponym, epithet, synecdoche, metonymy, antonym, hypallage, irony, satire, innuendo, antiphrasis, and paronomasia (Wirasari & Karo, 2018).

RESEARCH METHOD

The research approach used in this study is qualitative research by taking samples from tourism hotel advertisements contained in the 2019 edition of the Bali Travel News newspaper. The types and sources of data used are tourism hotel advertisements in Bali that appear in the print media of the Bali Travel newspaper, News edition 2019. Data collected from newspaper print media was then analyzed based on the language style contained in the advertisement. The research time is from 2020 to 2021. Researchers use the documentation method as a data collection method. The researcher also uses the listening method with the basic

tapping technique and advanced techniques in free listening, conversational involvement and note-taking strategies.

FINDING

The language styles contained in tourism hotel advertisements include:

Hyperbole

As the name suggests, hyperbole is a type of language style that exaggerates an element. Still, in advertising, hyperbole is essential and often appears to make a strong impression on the reader. The hyperbole language style found in the Bali Palm Resort advertisement is:

- (A1) “overlooks a magnificent clear blue sea”
- (A2) “enjoy the stunning views”
- (A3) “They offer spectacular views of the pool”.

The words magnificent, stunning, and spectacular are examples of hyperbole, which means amazing, stunning/unbelievable and extraordinary. The choice of words is intended to attract the reader's attention to be interested in staying at the resort.

Personification

In writing words in advertisements, sentences often appear to animate inanimate objects. The language style is called personification language style. Personification language style appears in Alaya Ubud hotel advertisement in the phrase:

- (A4) “The culture heart of ubud”

This phrase means the cultural heart of Ubud, but the real meaning that you want to convey to the reader is the cultural city of Ubud or a hotel located in the middle of the cultural town of Ubud. In addition to these phrases, Alaya also uses the term:

- (A5) “Heart of Hospitality”

The statement above has the meaning of the heart of hospitality, but similar to the previous phrase, what I want to convey is the center of hospitality or a hotel that prioritizes the best service for guests.

Metonymy

The use of metonymy language style can be found in the Furama Villas&Spa hotel advertisement, namely:

- (A6) “Soak into breath-taking views”

The breath-taking phrase in the ad shows the use of a partial-whole metonymy style. The use of the term breath-taking means breath-taking, but in the advertisement, the meaning conveyed is a view that is so beautiful that it makes one's breath-hold. The hotel wants readers to be interested in staying at the hotel because the hotel has a very fantastic view.

Polysemy

Polysemy is a form of language that has various meanings. The difference between one meaning and another can be traced to conclude that the meaning comes from the same source. A shift in meaning usually causes the use of polysemy language style in hotel advertisements. The use of the polysemy language style can be seen in the Alaya Ubud hotel advertisement, which is shown in the sentence:

(A7) "The cultural Heart of Ubud as part of our tranquillity escape"

The word escape in the sentence means running away, but in this case, the real purpose of the advertisement is to find peace in the middle of Ubud.

The use of polysemy is also found in The Patra Bali hotel advertisements.

(A8) "Energizing floating Breakfast"

The word Energizing comes from the word energize, which means to work hard. Still, in the advertisement, the real meaning that the advertiser wants to convey is to get energy from a nutritious breakfast, where the hotel wants to promote breakfast that guests in the swimming pool can enjoy.

DISCUSSION

Language style can be likened to the packaging of an idea (dress of thought). With packaging (language style) that is as attractive as possible and distinctive, one person can attract the attention of others. Even though the ideas conveyed are relatively simple, a presentation will feel more prosperous, more complete, and draw attention if packaged in an attractive "package" (Andriyanto, 2017). Wrote language style can occur in every conversation and dialogue. There are five language styles: frozen, formal, consultative, intimate, and casual (Dewi et al., 2020).

Febriani & Emidar (2020) stated distinguishing language style based on the direct or indirect meaning into two groups, namely rhetorical style and figurative language style. The rhetorical language style is a language whose purpose must be interpreted according to its birth value, namely language that contains elements of continuity of meaning. At the same time, figurative language is a style whose purpose cannot be interpreted according to the importance of the

words that make it up (Sardani, 2018). Advertising is a creative business. It is an idea-driven business that will attract people to buy its product. They are content creators who build strategic communication campaigns. Developing an advertising campaign is a collaborative process and requires creative content with writers and art directors. It is essential to make exciting advertising in the tourism industry, especially when the hotel wants the readers to stay (Fransiska & Yuliana, 2020).

Advertising discourse, especially discourse on tourism hotel advertisements, uses a lot of language styles. This style of language is intended so that readers are interested in seeing the ad. This study looks at the language style used in advertising discourse based on the continuity or not of meaning. At the heart of Halliday's systematic-functional theory of language is his view of language, or any semiotic mode, as a system of choice, allowing users to select one particular way of realizing meaning over other potential realizations (Wong, 2019).

Korenkova et al., (2020) stated that according to respondents, advertising on social networks has a more significant influence than most other types of advertising. To increase the sustainability a company in the market, it is essential to use a suitable form or combination of forms of advertising considering the product and the target group. On the other hand, Yunita & Pratiwi (2021) discussed how social media had become the most common application people use in sharing their advertising. They found that in the advertisements, KEMENKES used it to educate people about COVID-19 and in their advertisement, they used pictures and words to share the information they wanted.

In the journal written by Fitriyani et al., (2020), they discussed what is the figurative meaning of the advertisement "Max Coffee", on those advertisements, the figurative language found is simile and personification, which used to inform the readers that "Max Coffee" could give them the energy when they do the activity. While Belanche et al., (2019) stated that advertising effectiveness varies depending on the social media format, differences between the platforms are better understood by analyzing the differential perceptions and reactions toward the ads based on these features. On the other hand, in this research, hotel advertisement usually uses language style that has another meaning. The hotel uses it to make the customer curious about the facilities and the location of the hotel. They also want the readers to know about the facilities at that hotel. As it stated that the customers' needs and wants change and as a result, marketing practices also change to reflect and accommodate new customer demands.

The language style that has been used in almost all hotel advertisements was hyperbola which is found in Bali Palm advertisement. The hotel uses this style because they want to encourage the customer to stay in their hotel. As the

style personification found in Alaya Ubud hotel advertisement, they used Ubud as their center point to mention so the customer is interested in staying in their hotel. While metonymy and polysemy language are used in the advertisement by hotels cause they want to make the customer curious about their hotel. From that language style, the most style that is found in the advertisement is a hyperbola. It could be because the hotel wants the reader interested in the advertisement and wish them to stay in their hotel.

CONCLUSION

The language styles that appear and are often used by the hotel to attract readers to stay include hyperbole, metonymy, personification, and polysemy. Often the use of language style is one of the main factors when making advertisements, changing the meaning and use of figurative language to make sentences more beautiful to read.

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