

Abstract

The paper entitled “**An Analysis of Stylistics in Tourism Advertising Texts on the Traveloka Website**” aims to find out the various linguistic features contained in tourism advertising text, and to obtain the possible functions of using linguistic features in the tourism advertising text on the Traveloka website. According to Simpson (2004), in stylistic analysis, linguistic features play an important role as a basis for research into language interpretation that can explain "why", and can determine a possible meaning. The focus of this research focuses on three linguistic features, such as Graphology, Phonology, and Lexical Choice. There are two research questions in this study, there are: “*What are the linguistic features embedded in selected advertisement texts on the Traveloka website?*” and “*What are the possible functions of using those features in tourism advertising text on the Traveloka website?*”. In this study, the writer used the Qualitative method, by conducting observations and documentation studies to collect various data. Also, the writer analyzed fifteen tourism advertising texts on the Traveloka website. From the results of this study, it was found in fifteen advertising text the percentage of graphological features appeared 406 times in 29,0%. Phonological features appeared 842 times in 60,1%. And the Lexical Choice feature appeared 153 in 10,9%.

The findings of this study contribute to the research on the use of stylistic features in advertising languages and the function of using these features.

KEYWORDS: *Langugae, advertising, linguistic, and stylistics.*