

Chapter I

Introduction

1.1 Background of the Study

As social beings, a human must interact with a fellow human. This is done so that our existence on this earth can be recognized, also because human is social beings who need each other. This process requires interaction for understanding. To be able to interact, human need media or tools in the form of the language. But language is not only a tool for communication but also a necessary condition for the survival of human beings; it is a major part of our daily life because we use the language every day. Also, language is one of the most important from characteristic forms of human behavior, and a type of human activity also a system interacting with personality, society or culture play a central role in the arts or the social/management sciences.

In addition, as explained in an article (*maxmanroe.com*) the meaning of language is an ability possessed by a human to communicate with one another by using signs or symbols, such as words and body movements¹. While according to Oyewo (in Dada, 2013:19) intimates that “communication is the process of transmitting, receiving and acting upon message/information, thoughts, ideas, attitudes and feelings through mutually agreed understandable/determined codes/symbols”. In this definition, there are keywords such as *transmitting, receiving, acting upon and codes/symbols*. This term refers to the source, receivers of the message, response, and language that contained in each communication. And it shows that every communication is a process.

¹ Maxmanroe: Pengertian Bahasa: Sejarah, Fungsi, dan Manfaat Bahasa, accessed in Feb 25, 2019

Language consists of a collection of words where each of these words has an abstract meaning and relationship with a concept or object represented by these words. The use of language is generally based on various rules so that words that are spoken or written follow certain rules. In the language, there are also styles that are used to describe a story in a different way. Like using a unique or beautiful language to create certain impressions. Keraf (2010:113), “language style is a way of expressing thoughts through distinctive language which shows the soul and personality of the writer”.

And in rhetoric, Keraf (2010:112) also stated that “language style is known as the etymological derived from the Latin ‘*stylus*’, which is a kind of writing instrument used for wax plates. In the next development, the word ‘*style*’ then changes to the ability and expertise to write or use words beautifully”. Language style is usually used by poets or writers to deliver to certain impressions that are used to create beauty in the wording.

The language style is part of the words or diction choices that question the suitability of a particular use of words, phrases or clauses, to deal with certain situations. Then the scope of the language style covers all linguistic hierarchies; individually the choice of words, phrases, clauses, and sentences or includes the whole discourse, is Stylistic. Being abroad and multidimensional study in linguistics, stylistics has many definitions from various experts. But basically, Stylistics is a branch of linguistics that studies the language of literature and language habits (styles) from several authors and their writing patterns. According to Verdonk (2002:6), “conceptualizes stylistics as the techniques of explication which allow us to define objectively

what an author has done, (linguistic or non-linguistic), in their use of language”. Verdonk’s definition is quite relevant because it does not attempt to narrow the meaning of stylistics into a rigid method of linguistic analysis.

Stylistics try to understand why the authors tend to choose special words or phrases. Although this study is given various definitions, in principle, it always examines the use of special languages which can be shown to various types of language usage, not limited to literature. And this is the focus of the writer’s study, analyzing a language style -stylistics- in the tourism advertising text at Traveloka website.

Advertising can be interpreted literally as a potential way to bring the product (or service) to the attention of customers at this time. The purpose of this study is to analyze the use of language (stylistics) in tourism advertising text and try to identify the functions of a particular stylistic approach in advertising. The ultimate aim of this research is to explore the way in which language is embedded in advertising. Stylistic elements such as graphology, phonology, and lexical choice will be discussed in this study.

In her book, *The Language of Advertising*, Goddard (2001:5) defines advertising as;

A system of language whereby on a daily basis, readers have fleeting conversation with the writers of countless texts. One often wonders why people and companies indulge in advertising. Advertising is a way of securing one’s brand but the success of advertising is linked to the language used in the advertisement.

Therefore, the writer chose to conduct research with the object of tourism advertising. As stated earlier that a successful advertisement is related to the language used in it. And the tourism sector is a promising government/non-

government business at this time, especially in Indonesia. It is conceivable if a tourism advertisement uses an improper language style “stylistics”, it will cause a disadvantage for many parties, one of them is a tourism spot business developer. And at this time tourism in Indonesia has turned a megabusiness. Millions of people spend billions of money, leave home or work for pleasure or leisure. This has become a lifestyle in developing countries. Nevertheless, positioning tourism as an essential part of everyday life is a new phenomenon.

Based on data from the Central Bureau of Statistics, eleven provinces that are most frequently visited by tourists are Bali, which is more than 3.7 million, followed by DKI Jakarta, Special Region of Yogyakarta, East Java, West Java, North Sumatra, Lampung, South Sulawesi, South Sumatra, Banten and West Sumatra². And in West Java area, Bandung is one of the most visited tourist destinations by domestic and foreign tourists. There are lots of very interesting and beautiful tourist destinations, such as nature, art, spiritual tourism, and others. So from that, the writer chose the city of Bandung to be the location of this study.

Nowadays, the method of advertising has become a trendsetter. Many companies introduce their products by using advertisements. Advertising can change one's mindset. Without advertising, companies find it difficult to introduce their products to the entire society. There are many tourism products offered to tourists in various media, such as online media or known as e-commerce. Tourism products include tourist attractions, flights, hotels, transportation, and travel agents.

² (UK) Time for N. Maluku to become a tourist destination. Antara News. May 8, 2011. Accessed on December 17, 2018.

One of the most popular e-commerce tours is Traveloka. Based on their website (*Traveloka.com*), traveloka is a leading Southeast Asia online travel company that provides a wide range of travel needs in one platform, enabling customers to create moments together with their loved ones. Traveloka offers flights, hotels, trains, flight, packages, attractions & activities, connectivity products, airport transports, and buses³.

The Traveloka company has established partnerships with more than 100 domestic and international airlines, serving more than 200,000 routes worldwide. They also have the largest direct inventory of accommodation, which varies greatly from hotels, apartments, guesthouses, homestays, to villas and resorts. Traveloka provides more than 40 payment options that are available for consumers in Indonesia, Singapore, Malaysia, Thailand, Vietnam, and Philippine, with 24/7 customer service assistance using their native language. The Traveloka mobile app has been downloaded more than 30 million times, making it the most popular travel booking application in the region.

Therefore, the writer is interested in analyzing linguistic features in the tourism advertising text, because a study that uses stylistics is still uncommon, the writer also feels challenged to do this research. Moreover, tourism is everyone's favorite thing, and at the moment the tourism sector is growing fast in Indonesia.

There is a lot of the previous studies by using stylistic topics, one of them was '*Stylistics Analysis of Beauty Cosmetic Advertising Posts in Instagram*

³ Only available in Indonesia

Caption' by Joy Samantha Suwondo. In her study, Suwondo more focused on conducting stylistic comparisons between five brands of beauty cosmetics. While the writer is more focused on the linguistic features found in tourism advertising text on Traveloka and the function of using the linguistic features in it. And in this study, the writer took 15 examples of tourism spot advertisements in Bandung. Hence, the writer conducted a study entitled '*An Analysis of Stylistics in Tourism Advertising Text At Traveloka Website*'.

1.2 Research Problems

1. What are the linguistic features embedded in selected advertisement texts on Traveloka website?
2. What are the possible function of using those features in tourism advertising text on Traveloka website?

1.3 Objectives of the Study

Related to the research problems above, there are two objectives of the study want to be achieved by the writer. The first is to comprehend the features used in the tourism advertising text that appear as a source of data for this study. The writer identifies each text from fifteen tourism advertising texts in Traveloka especially at Bandung area to find out linguistic features used in the advertising language.

The results of the first objective affect the analysis of the second problem. The second objective is to find a function from the results of using linguistic features in tourism advertising text. And then, what the copywriter wants to

disclose and convey to all consumers through linguistic features. Therefore, the most suitable theory in supporting this analysis is using the theory of advertising.

1.4 Limitation of the Study

This study focuses on the use of language in the tourism advertisement text. The areas to be covered in the analysis are graphology, phonology, and lexical choice as stated previously. For the data to be used in this study, about 15 advertising texts are on the official Traveloka website.

The topic that will be used in this study is descriptive tourism advertising texts in Traveloka website, which is located on Bandung city. The writer estimate that the implementation of this study will last around two until three months.

1.5 The Significances of the Study

This study is expected to provide benefits, both theoretically and practically;

1.5.1 Theoretical benefits

This study is theoretically expected to be able to provide more detailed scientific information about stylistic analysis in non-literary writing.

1.5.2 Practical benefits

Analyzing the use of stylistics in descriptive text on an advertisement, is expected to be useful:

- a. For readers, the results of the analysis are expected to be able to inform clearly about stylistic analysis and the possible function of using the linguistic features in non-literary writing;
- b. For students, the results of the analysis are expected to be able to understand and assess an advertisement based on its language style, especially the use of stylistics in descriptive text on advertisements; and
- c. For the next researcher, as reference material for researchers who want to examine the topics that are relevant to this study.