

# **Chapter I**

## **Introduction**

This chapter will provide an introduction to the research and emphasizing the significance of the study. It will outline the research problem, objectives, and questions, set the scope and limitations of the study, and highlight its overall significance.

### **1.1 Research Background**

Language is the most important element in social life in the elements of society. Language is used in communicating and interacting in society, namely by individuals with individuals, individuals with groups, or even groups with groups. This is in line with Kridalaksana (2008), which states that language as a communication tool is a sound symbol system used by members of a society to work together, interact, and identify themselves.

Language is considered capable of making a big contribution to the development of human civilization, so that language and humans are two things that cannot be separated. According to Keraf (2004), Language is a communication tool used by the community, such as a sound symbol produced by human speaking. It means that language serves as a communication tool employed by communities, functioning as a symbolic representation produced through human speech. When a human wants to communicate with each other, then they will use a language that is used to convey information. This process involves not only the exchange of information but also the expression of thoughts, emotions,

and ideas. In essence, language is at the heart of how we connect and understand one another in our complex and diverse world.

While English known as the most commonly used language worldwide, plays a significant role in marketing management, facilitating communication with both domestic and international tourists. Crystal, D. (2003) emphasizes that English has become the dominant global language, spreading across different cultures and regions. Language serves as a promotional medium in marketing, enabling the presentation of products and services to potential buyers. Various languages are employed in promotional media, each utilizing distinct linguistic styles that often employ captivating word choices and persuasive techniques. In the realm of tourism, digital posts serve as a crucial medium to reach and engage with a larger customer base or visitor demographic.

The utilization of digital posts in the tourism industry holds great importance, as these posts effectively convey information about destinations and attractions to a wider audience. Language usage, particularly English, must adhere to proper grammatical structures and be selected thoughtfully. When creating digital posts as promotional materials, careful consideration is given to sentence construction and word choice in order to avoid any misconceptions.

According to Lewis (2000), advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence a reader or audience. The language employed in digital posts must be intriguing, informative, and leave a positive impression, enticing potential visitors to explore and experience the destination as a tourist. It's essential to recognize that the words chosen and the way they are structured play a pivotal role in

crafting persuasive messages. Effective use of language in advertising can evoke emotions, create a sense of urgency, and inspire a desire to take action.

In Indonesia, there are so many beautiful islands with each tourist attraction. One of them is Bandung as a region that has a very attractive tourist attraction for tourists. Not only domestic tourists who visit to see the beauty of Indonesian culture in its tourist attraction, but also many foreign tourists who come to see the beauty and the uniqueness of Indonesian culture.

Therefore, language is the most important tool for communicating with foreign tourists. Language plays an important role in getting information from each other. In case, when all foreign tourists who are curious about Indonesian culture, then they create a chat and speak to local residents of certain areas in the tourist attraction of Indonesia in using English as an international language. In tourist destinations, many foreign tourists visit; therefore, English is used as a means of communication to facilitate interaction. The same applies to The Great Asia Afrika, a tourist attraction located in Bandung.

The Great Asia Afrika is among the numerous tourist attractions in Indonesia that attract a significant number of foreign visitors. The data from the Central Statistics Agency indicates that more than 30,000 visitors at the Great Asia Afrika are foreign tourists. This information is based on statistics gathered during the COVID-19 period in 2021, amidst the pandemic. However, in the latest estimate for the year 2023, following the end of the COVID-19 pandemic, there has been a significant increase in foreign tourist visitors, reaching over 100,000 foreign visitors.

The Great Asia Africa in Bandung stands out as a highly recommended destination for an immersive global vacation experience without the need for international travel. Positioned as a miniature theme park, it encapsulates the essence of various Asian and African nations. Each miniature landscape intricately portrays the unique cultural attributes of its respective country. The allure of circumnavigating the globe within the confines of a single location is enhanced by the presence of iconic representations from Indonesia, Japan, Thailand, Korea, India, the Middle East, and Africa.

Within the myriad attractions that Bandung offers, The Great Asia Africa holds a distinctive place. The park provides ample opportunities for engaging activities, making it an enticing locale for exploration. Particularly appealing to enthusiasts of photography, the park boasts numerous thematic spots that cater to various themes inspired by Asian and African countries. Notably, visitors have the opportunity to enrich their experience by donning traditional costumes representative of the diverse cultures found in Asia and Africa, thereby enabling a comprehensive immersion into the journey. The Great Asia Africa provides an ideal setting for analyzing the English language usage in its digital posts.

As English serves as a widely used language in the global tourism industry, understanding how it is employed in promoting tourist destinations is crucial. By examining the language features, vocabulary choices, and grammatical structures utilized in the digital posts, this research aims to shed light on the effectiveness and impact of English language usage in conveying the desired messages to the target audience. The study further seeks to identify how The Great Asia Africa strategically employs English to attract and engage potential

visitors. Through this analysis, valuable insights can be gained to enhance the marketing strategies of The Great Asia Africa and contribute to the broader understanding of the role of English in tourism digital communication.

A digital post is a visual representation of a message or event that is shared online media. It is designed to capture the attention of potential viewers and persuade them to take a specific action, such as buying a product, attending an event, or visiting a tourist attraction. In the context of the tourism industry, digital posts are used to promote destinations, events, and cultural experiences to potential tourists.

Analyzing the terminology used in digital posts is important in the tourism industry because it can affect how potential tourists perceive a particular destination or event. Terminology refers to the specialized language and jargon used within a specific field or industry. In the case of tourism, terminology includes words and phrases that are commonly used to describe cultural experiences, attractions, and events. Understanding the terminology used in digital posts can help tourism professionals to effectively communicate their message to potential tourists, and also to differentiate their destination or event from competitors.

According to a study by the World Tourism Organization (UNWTO), effective use of terminology is important for creating a positive and memorable tourism experience for visitors (UNWTO, 2019). The study emphasizes the need for tourism professionals to use clear and concise language that is tailored to the needs and interests of potential tourists. By analyzing the terminology used in

digital posts, tourism professionals can gain a better understanding of their target audience and effectively communicate their message to them.

### **1.2 Identification of Problem**

The research try to find out language related in digital post of The Great Asia Africa. It assesses the presentation of tourism terminology in digital posts, examining clarity, appropriateness, and cultural relevance. This analysis is crucial for gauging the effective communication of key concepts to the target audience. Additionally, the study explores the use of professional English in digital posts to attract guests, analyzing language and their impact on guest engagement and attraction

### **1.3 Limitation of Study**

Limitation of the study is needed to be the base of everything which is related to the solution of the problem itself. Mahdiyah (2016) states that limitation needs to be set in a study, so that research has a focus on a particular condition. The limitation of the study makes it more specific and only focusing in particular object. The analysis will focus on the language features, vocabulary choices, grammatical structures, and overall effectiveness of the words utilized in these digital posts. It aims to examine how the words employed in these posts contribute to conveying the intended messages, promoting The Great Asia Africa as a tourist destination, and engaging with the target audience.

### **1.4 Research Question**

According research background above, the writer will focus on this research smaller in order to make easy in reaching objective of a study. In this study, it will be developed on research of the problems, as follows:

1. How is tourism terminology semantically analyzed in The Great Asia Africa digital posts?
2. How is professional English used in digital posts to attract guests to The Great Asia Africa?

### **1.5 Objective of the Study**

In order to make this research appropriate with target, it needs to be clear.

Based on the problem statements, the objectivities of the study is as follows:

1. To find the tourism terminology presented in The Great Asia Africa's digital posts.
2. To examine the use of professional English in digital posts to attract guests to The Great Asia Africa.

### **1.6 Significance of the Study**

Generally, the significances of the study are to expand the knowledge of the readers. From statement above, the writer thought that significances are important to improve her works. Then there are some significances of the study, as follows:

#### **1. Theoretically**

The study holds theoretical significance by contributing to the evolving landscape of language in tourism literature. Analyzing the English usage in the digital posts of The Great Asia Africa provides nuanced insights into how language functions as a communicative tool in conveying cultural and touristic information. This exploration deepens our theoretical understanding of the intricate interplay between language and the tourist experience, offering valuable insights for scholars and researchers in the fields of tourism studies and

communication. The study's findings may pave the way for the development of more nuanced theories on the role of language in shaping perceptions and experiences within the tourism context.

## **2. Practically**

On a practical level, the study offers significant implications for tourism marketing strategies. The insights gained from analyzing tourism related language in digital posts can directly inform destination managers and marketers in refining their communication approaches. This practical knowledge can lead to the creation of more culturally resonant content, enhancing the effectiveness of promotional efforts for The Great Asia Africa. Ultimately, this improved alignment between language usage and audience expectations has the potential to positively influence the decision-making process of potential visitors, thereby contributing to the practical success and sustainability of the tourist destination.