Chapter II
Theoretical Foundation

In this Chapter will provides the theoretical foundation for the study, delving into existing literature that forms the framework for analyzing English usage on tourist digital posts. This chapter explores key concepts related to english as international language, tourism promoting media, terminology of digital post and more about The Great Asia Africa. By reviewing relevant theoretical frameworks, this section aims to establish a solid foundation for understanding the nuances of language utilization in the digital post of tourist destinations, with a specific focus on The Great Asia Africa in Bandung.

2.1 English

It is indisputable that English holds paramount significance as a global language, and its dominance has escalated worldwide. In several nations, English is utilized as a native language, and the reasons behind its escalating prevalence are multifarious. One of the principal reasons is its efficacy in communicating with people from diverse cultural backgrounds worldwide. Moreover, English has emerged as a predominant language of science and technology.

According to Jones (2010) English is viewed as an important tool for communication in the tourism industry. The author focuses on the specific English language skills and knowledge needed by tourist guides in order to effectively communicate with tourists and provide engaging and informative tours. This includes aspects of pronunciation, vocabulary, grammar, and other key elements of effective communication.

In conclusion, the global prevalence of English as a native language is indisputable, owing to its effectiveness in cross-cultural communication and its pivotal role in science and technology. Within the tourism industry, language skills play a critical role in ensuring effective communication between tourist guides and visitors, contributing to a more engaging and informative tour experience.

2.1.1 English as international language

The emergence of a language as an international language is intricately linked to the sheer number of its speakers. The recognition and necessity for a global language are notably emphasized within international academic and business communities. As of the early 19th century, Britain had solidified its position as the foremost industrial and trading nation globally. This historical context underscores the historical trajectory wherein the English language, owing to Britain's economic and industrial dominance, gradually evolved into a language of international significance, meetingre m the communicative needs of diverse communities on a global scale.

The language has penetrated deeply into international domains of political life, business, safety, communication, entertainment, media and education. Crystal (2003) said,

> "To achieve such as status, a language has taken up by other countries around the world. There are two main ways in which this can be done. Firstly, language can be made the official language of a country to be used as medium communication in such domains like government, law courts, media and educational system. Secondly, a language can be made as priority in country's foreign teaching even though it has no official status. English is now the language most widely taught a foreign language – in over 100 countries such as China, Russia, Germany, Spain, Egypt and Brazil."

It means the attainment of a language's status as a global means of communication involves its adoption by countries worldwide. This adoption can occur through two primary avenues. Firstly, a language can be officially designated as the primary means of communication in various domains, including government, law courts, media, and educational systems. Secondly, a language can achieve global prominence by being prioritized in foreign language education, even if it lacks official status within a country. The prevalence of English as the most widely taught foreign language in over 100 countries, such as China, Russia, Germany, Spain, Egypt, and Brazil, exemplifies the latter approach. This expansive global reach underscores the multifaceted strategies through which languages attain international significance, impacting various facets of society and fostering cross-cultural communication.

2.2 Professional English

According to Crystal (2003) Professional English refers to the use of the English language in a manner that meets the communication needs and standards of a specific professional or occupational context. It involves the strategic and purposeful application of linguistic skills, vocabulary, and discourse conventions to facilitate effective communication within a particular industry, discipline, or workplace setting. Professional English is characterized by clarity, precision, formality, and adherence to the specialized terminology and communication norms of a given professional field.

It explain that Professional English is a refined mode of communication specifically crafted to meet the unique needs of various professional contexts. It involves a strategic application of linguistic skills, vocabulary, and discourse

conventions to ensure clear and precise communication within specific industries or disciplines. Marked by formality and adherence to specialized terminology, Professional English goes beyond general language proficiency, requiring individuals to navigate their discourse with an acute awareness of the norms and expectations inherent to their professional field. In essence, it serves as a tailored linguistic tool, facilitating effective communication within the nuanced environments of diverse professional landscapes.

Moreover, Crystal (2003) explain more about professional english in three parts, they are:

1. Contextual Relevance:

Professional English is tailored to the specific requirements of a professional setting, adapting to the unique needs of industries or workplaces rather than using language in a generic manner.

2. Strategic Application:

Its usage is intentional, involving a purposeful application of linguistic skills and conventions by professionals who strategically choose their language for effective communication within their specific field.

3. Facilitation of Effective Communication:

The primary goal is to enable clear and precise communication within professional environments, emphasizing the importance of conveying ideas effectively in both written and spoken forms.

2.3 Language Skills

Language skills are ability in mastering the language. The four language skills are basically an entity that cannot be separated. It means that one component have a close connection and mutual support with others. Brown (2001) stated that there are four skills in English, as follows:

a. Listening skill

Listening comprehension, considered a receptive skill in the oral mode, entails the ability to understand spoken language. In essence, when we refer to listening, we are emphasizing the capacity to comprehend and make sense of the information conveyed through spoken communication.

b. Speaking skill

Speaking is the productive skill in oral mode. It is like the other skills, more complicated than at first and involves more pronouncing words. Interactive speaking situations included face-to-face conversations and telephone calls in which have a chance to ask for clarification, repetition or slower speech from our partner.

c. Reading skill

Reading is the receptive skill in written mode. It can develop independently of listening and speaking skill but often along with them especially in societies with a literary tradition. Reading can help build vocabulary that listening comprehension at the later stages particularly.

d. Writing skill

Writing is the productive skill in written mode. It is more complicated than at first and often seems to be the hardest skill even for native speakers since involves not only a graphic representation of speech, but also development presentation of thoughts in structured way. Alwasilah (2005) also said that writing has been proved as language activity that help students to create logical competence, that is the ability to solve problem through complex linguistic and cognitive ability such as organizing, structuring, and revising.

Writing is a major part of good communication. Even at work time, wiriting is spent as a communication platform. By writing you can communicate your ideas through blogs and also be able to minimize errors when writing CV so that there are no errors in spelling or grammar. According to Tarigan (2000) states that writing can be interpreted as an activity to express ideas, using written language as a medium of delivery.

According to Pierce (2000) there are 3 goals in writing based on English learning, there are:

1. Persuasive

The purpose of persuasion is to allow the reader to do something after reading the paper. This type includes evaluation of books, films or controversial issues.

2. Narrative

The purpose of narrative is to divide personal and imaginative expressions, which are usually used in writing a story or essay, poetry and short drama.

3. Informative

The purpose of informative is to provide knowledge and information and express an idea to the reader. Informative writing relates to analyzing a concept, defining experience, or developing ideas.

2.4 Tourism

Tourism according to Kodhyat (2003) is a trip made from a place to another place and is temporary, carried out individually or in group, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimension. Tourism itself is an important economic sector in Indonesia. Natural wealth and cultural is an important component in tourism Indonesia. As well as the case with other sector, tourism also affect the economy in an area or a tourist destination country.

Based on the description of the experts above, it can be concluded that tourism is an activity carried out by individuals or groups consciously and temporarily, as an effort to find balance and happiness with the environment in social, cultural, natural and scientific dimension In Constitution Number 90 of 1990 concerning Tourism explained that Tourism is a travel activity or part of the activity which is carried out voluntarily and is temporary to enjoy tourist object and attractiveness. While tourism is everything related to tourism, including the exploitation of tourist object and attractiveness and related business in the field.

2.3.1 Type of tourism

In the development of tourism there are several thing that need to be reviewed as a potential that need to be developed in a tourist destination. This potential affect the tourist who will carry out an activity to several tourist objects

that will be visited. Beside that, there are some people who travel with activities in the form of business affair to a certain area. As for the various types of tourism are based on travel motives according to Ismayanti (2010). There are based on the Object:

a. Cultural Tourism

Cultural Tourism is a kind of tourism in which the motivation of people to do the journey is caused by the fascination of cultural art in that area.

b. Commercial Tourism

Commercial Tourism is also called trade tourism because this journey is related to the national or international commercial activities like Expo, Fair, Exhibition, and the others.

c. Recuperational Tourism

Recuperational Tourism is usually referred to as Health Tourism. The purpose of this journey is to cure a disease.

d. Sport Tourism

Sport Tourism is a journey where people aim at seeing or witnessing the sport fair in an area, such as Olympiad.

e. Political Tourism

Political Tourism is a journey in which the aims of people who do this journey are to see or to witness an event or occurrence which is connected with the activity of a state.

f. Social Tourism

Social Tourism is a kind of journey, representing one kind of tourism which do not emphasize to get an advantage, like study tour.

g. Religion Tourism

Religion Tourism is a kind of tourism where the purpose of this journey is to witness the religious activities, such as visits to Hajj and Umrah for Muslims or Balinese Hindu religious ceremonies in Sekenan.

Based on the description of the experts above, it can be concluded that there are various types of tourism. Various types of tourism can develop in the future, as changing desire and interest of tourist. This thing certainly can open a tourism business that must consider the desires and need of interest by tourist. The more creative and many ideas that have, then more form and type of tourism can be created for the progress of the tourism industry (Pratiwi, 2015).

2.5 Tourism promoting

The purpose of the promotion is to increase sales results or for consumers to become familiar with products or services that have not previously known. In a website it is explained that the purpose of promotion by Boon and Kurtz (2002), the purpose of promotion is: providing information, deferring a product, increasing sales, stabilizing sales, and highlighting the value of the product.

According to Kusmono (2001), the definition of promotion is a business conducted by the market to influence other parties to participate in exchange activities. Promotion activities undertaken function to disseminate information and get attention, create and cultivate desire, and develop consumer desire to buy products offered. A number of promotional try to build primary demand. While

most promotional strategies attempt to stimulate selective demand is the desire to get a certain brand.

The purpose of promotion leads to the desire of consumers to buy products or services produced. Therefore, it should be attempted how to affect the endconsumer thinking to convince the buyer. While the word promotion should be good and interesting, so it gives the impression that the buyer does not want other products other than the goods offered to buyer.

2.6 Promotional Media

The tourism industry is heavily dependent on promotional activities to attract and retain customers. In the modern era, media promotion has become an integral part of tourism marketing strategies, and digital posts have emerged as an effective medium for advertising various tourism products and services. A digital post is a visual communication tool that can be used to convey information about events, products, or services through digital channels, such as social media platforms, websites, and email marketing.

The role of digital posts in media promotion has been widely recognized in the tourism industry. According to Buhalis and Law (2008), digital marketing tools, such as digital posts, have revolutionized tourism marketing and have become a key component in promoting tourism destinations and products. Digital posts are cost-effective, easily customizable, and provide a range of features, such as animations, videos, and interactive elements that can enhance user engagement and experience.

2.7 Digital Posts

Digital posts are becoming increasingly important in tourism industries as they offer an effective and efficient way of promoting tourist destinations, products, and services. According to Chalkiti (2014), the tourism industry has been undergoing significant changes in recent years with the advent of new technologies, which have transformed the way in which tourists plan, book, and experience their trips. In this context, digital posts have emerged as an essential tool for tourism promotion, as they allow for the delivery of targeted and engaging messages to potential visitors.

Digital posts can provide a variety of benefits for tourism industries, such as cost-effectiveness, ease of distribution, and flexibility in terms of design and content (Choi and Qu, 2018:20). Moreover, they can also contribute to enhancing the image and reputation of tourist destinations and their products, by conveying messages that are aligned with the values and expectations of different target audiences (Chalkiti, 2014).

Digital post on social media is considered an essential part of media promoting in the tourism industry. According to Buhalis and Law (2008), social media is a powerful tool for destination marketing and promotion, as it allows tourism organizations to reach a large number of potential tourists through various online platforms. Digital posts on social media, therefore, serve as a cost-effective and efficient method for promoting tourism events and destinations, especially among younger and tech-savvy tourists

Moreover, studies have shown that digital posts on social media can significantly influence tourists' decision-making processes. For example, a study

by Wang and Fesenmaier (2003:531) found that tourists rely on online information to make travel decisions, and social media plays a crucial role in their information-seeking behavior.

In conclusion, digital posts on social media are an essential part of promoting tourism destinations, including cultural performances such as The Great Asia Afica in Bandung. As a result, understanding the terminology and professional use of language in these digital posts can significantly impact the success of attracting guests to visit and experience the cultural performance. Therefore, this research aims to provide insights into the importance of analyzing the language used in digital posts for tourism promotion purposes.

2.7.1 Terminology of Digital Posts

Terminology theory is an essential aspect of language studies that emphasizes the importance of specific vocabulary in specialized fields. According to Hassan (2012) In the tourism industry, terminology plays a significant role in communication and promotion, especially in digital posts. The analysis of terminology in digital posts enables tourism stakeholders to understand the language and concepts presented to their target audience. The terminology theory provides a theoretical framework for identifying and analyzing specialized terms used in different fields, such as tourism.

In the context of digital posts, terminology theory can be used to analyze the language used in promoting tourism products. This analysis can help to identify specific terminology used in promoting the unique features and cultural values of the performance. By analyzing the terminology used in digital posts,

tourism stakeholders can create a more effective marketing strategy that appeals to their target audience and highlights the cultural value of the performance.

The terminology theory is a field of study that deals with the systematic study of specialized language used in different domains, such as tourism, medicine, law, and engineering. It focuses on the analysis of terms, concepts, and relationships that are specific to a particular field or industry, and aims to provide a better understanding of the language used within that domain.

According to Bowker and Pearson (2002), terminology theory involves the study of terminology from both a linguistic and a cognitive perspective, and aims to identify the basic principles and methods that can be used to develop effective terminological systems. In addition, the theory emphasizes the importance of developing clear and precise definitions for technical terms, as well as understanding the relationships between different terms and concepts.

In the context of tourism, terminology theory can be applied to analyze the language used in promotional materials, such as digital posts, to identify the specific terms and concepts that are used to describe tourism products and services. This analysis can provide insights into how tourism destinations are marketed and how tourists perceive and understand these destinations.

Overall, Bowker and Pearson's theory provides a framework for understanding the social and contextual nature of terminology development and use. It highlights the importance of understanding the needs and perspectives of the community of terminology users, and emphasizes the dynamic and evolving nature of terminology.

2.8 Semantics

Semantics is the branch of linguistics that studies the meaning of words, phrases, sentences, and text. Saeed (2016) explains that semantics involves the relationship between signifiers, such as words or symbols, and what they stand for in the real world. Semantics explores how meaning is constructed and interpreted in various contexts, considering both literal (denotative) meanings and implied (connotative) meanings. For example, a word like "event" may have a straightforward meaning, but in a specific tourism context, it could imply something more special or exclusive, depending on its use in promotional materials.

Geeraerts (2010), who focuses on lexical semantics, highlights the cognitive processes that influence how words and their meanings evolve over time. His approach considers how cultural and social contexts impact the way words are understood by audiences. This is particularly relevant in tourism marketing, where the language used in digital posts must resonate with diverse groups of potential tourists. By understanding the cognitive and cultural aspects of meaning, marketers can craft language that aligns with the audience's perceptions and expectations.

Kearns (2011) expands on this by discussing how semantics also examines context-dependent meanings. She notes that words do not exist in isolation; their meanings shift depending on how they are used in different settings. For instance, the phrase "Enjoy these weekend event" might suggest a fun, casual experience to one group, while to another, it might imply exclusivity or sophistication, depending on the imagery and accompanying text in the digital post. This shifting

of meaning based on context is key to effective communication in tourism promotion, where subtle shifts in tone and wording can attract different kinds of tourists.

In the context of this research, which analyzes *professional English* in *The Great Asia Africa's digital posts*, semantics provides a critical framework for understanding how language is used to create meaning and convey persuasive messages. The research will explore how specific words and phrases in *digital posts* are selected and structured to influence potential visitors.

By using Saeed's (2016) approach to examine the construction of meaning, this research will analyze how literal and implied meanings in *The Great Asia Africa's* promotional language work together to create compelling narratives for visitors. Meanwhile, Geeraerts' (2010) emphasis on the cognitive aspects of lexical semantics will help uncover how *digital posts* use culturally resonant words to engage with international audiences, tailoring language to appeal to different cultural backgrounds. Finally, Kearns' (2011) insights on the context- dependent nature of meaning will be essential for examining how *digital posts* adjust language to align with different promotional strategies or events.

2.8.1 Connotative Meaning

Connotative meaning refers to the additional, often emotional or cultural, associations that a word or phrase evokes beyond its literal definition. According to Saeed (2016), connotation involves the subjective and associative meanings that arise from a word in a particular social or cultural context. These meanings are often influenced by personal experiences, societal norms, or cultural

background, which add layers of interpretation to a word's basic meaning. For example, the word "home" denotes a place where one lives, but its connotation may evoke feelings of warmth, comfort, or safety depending on the individual or cultural context.

In tourism marketing, connotative meanings are crucial because they tap into the emotions and desires of the audience. Words like "luxury" or "adventure" not only provide basic information but also evoke specific feelings that can attract different types of tourists. By using connotative meanings, marketers can create an emotional connection with potential visitors, making the destination more appealing through the positive or aspirational associations linked with certain words.

2.8.2 Denotative Meaning

Denotative meaning, on the other hand, refers to the direct, explicit meaning of a word, often found in a dictionary. As explained by Kearns (2011), denotation is the objective meaning of a word, devoid of any emotional, cultural, or subjective associations. It is the literal definition that is universally understood regardless of individual experiences or cultural differences. For instance, the word "tree" denotes a tall plant with a trunk and branches, which is a clear and factual description without any additional emotional or cultural layers.

In the context of marketing or promotional materials, the denotative meaning provides clear and unambiguous information. For example, when a tourism campaign uses the phrase "free entry," it is a straightforward statement that informs the audience that no payment is required to visit a location.

Denotative meanings ensure that the essential information is communicated effectively, leaving little room for misinterpretation.

Through a semantic analysis, this research will reveal how *The Great Asia Africa* uses *professional English* to communicate effectively with its audience, ensuring that the language in their *digital posts* is not only clear and professional but also persuasive and culturally relevant. Understanding these semantic nuances will contribute to better marketing strategies, as it ensures that the message reaches the intended audience with the desired impact.

2.9 The Great Asia Africa.

Located in the scenic Lembang area of Bandung, West Java, Indonesia, The Great Asia Africa is a renowned tourist destination spanning 5 hectares. Offering an immersive experience, the theme park attracts a diverse array of visitors, both local and international. Each pavilion represents the unique essence of its respective country, from the iconic landmarks of Indonesia to the tranquility of Japan and the vivid colors of Thailand. The Great Asia Africa unfolds as a vibrant mosaic, celebrating global heritage in a captivating and compact space.

Beyond the visual spectacle of miniature replicas, the park beckons visitors to engage in interactive activities that reflect the distinctive traditions of each country. Whether donning traditional costumes or exploring thematic spots mirroring the essence of Asian and African cultures, guests have the opportunity to fully immerse themselves in the rich tapestry of the exhibited civilizations. The park distinguishes itself by its commitment to providing an educational and entertaining experience for visitors of all ages. In addition to the visual splendor of miniature landscapes, The Great Asia Africa hosts diverse events and activities

that offer insights into the customs, traditions, and histories of the represented nations.

For photography enthusiasts, The Great Asia Africa is a treasure trove of picturesque scenes, with each pavilion offering Instagram-worthy backdrops. The option to wear traditional costumes enhances the experience, allowing guests to actively participate in the living narrative within the park. More than a tourist destination, The Great Asia Africa celebrates global unity and cultural appreciation. As visitors navigate the meticulously crafted landscapes, they not only witness the beauty of diverse civilizations but also cultivate a heightened sense of interconnectedness that transcends geographical boundaries.

Setting itself apart, the park embraces inclusivity through a bilingual approach to digital communication. Recognizing the diverse linguistic backgrounds of its audience, The Great Asia Africa regularly crafts digital posts in both Bahasa Indonesia and English. This deliberate effort not only facilitates engagement with local visitors but also extends an invitation to an international audience, fostering a sense of global community.

These digital posts serve as a dynamic extension of the on-site experience, allowing followers to stay connected and informed about upcoming events, exhibitions, and special activities. The interactive nature of social media enables The Great Asia Africa to create a virtual space where visitors, whether on-site or online, can share experiences, exchange cultural insights, and collectively celebrate the beauty of diversity.

Through its active and multilingual digital presence, The Great Asia Africa transcends physical boundaries, embodying the spirit of a global cultural ambassador. As visitors engage with the park's digital narrative, they not only witness the splendor of Asia and Africa but also become integral members of a larger, interconnected community that deeply appreciates and celebrates the rich tapestry of cultures showcased within the park.