

## **Abstract**

The title of this research is "*An Analysis of Professional English on Tourist Digital Post of The Great Asia Africa*". This research explores how The Great Asia Africa in Bandung uses English in its digital posters to attract tourists. By looking closely at the words and phrases used, the study uncovers how the right choice of language can make a big difference in engaging people and encouraging them to visit. Terms like "Stay Safe" and "Book Your Slot Now" are not just informative they create a sense of urgency and excitement. Using Bowker and Pearson's terminology theory and Saeed semantics analysis, the study highlights how well-crafted English helps connect with audiences, ensuring the promotional messages are clear, professional, and persuasive. The results offer valuable insights for improving tourism marketing by making communication both effective and appealing.

**Keyword:** *English, Digital Poster, The Great Asia Africa*