**CHAPTER II  
  
LITERATURE REVIEW**

This chapter presents the theoretical foundation and previous research of this study. The theoretical foundation of this research includes previous research, tourism, tourists, Waterboom Lippo Cikarang tourist object, marketing strategy and also semantic.

**2.1 Previous Research of the Study**

Previous researches that writer found about tourism management are related to writer’s topic. Here are some previous researches that writer can provide are. research on social media related to people's decisions to visit tourism destinations is still relatively limited. Some studies show that social media has a fairly large influence on people's decisions to visit tourist destinations. Previous studies have aimed to provide comparative and reference material. Also, to avoid assumptions of similarities with this study. So, in this literature review, the researcher includes the results of previous studies as follows:

1. Ni Sri Rukmiyatya (2016) *The influence of social networks on the behavior of tourists.* Social media is a medium that is widely used by tourists to obtain information about tourist destinations, especially by young tourists. Apart from searching for information about tourist destinations, these young tourists also upload information about their activities while visiting tourist destinations. Social media influences tourists' behavior when selecting and deciding which tourist attractions to visit. Tourists use social networks to communicate while traveling. Tourists share their travel impressions on social networks.

2. Zahrotul Umami (2015) *Social media strategy for promoting tourism in Yogyakarta special region.* Social strategy is used to connect tourism participants with each other to work together and promote together. Strategy influence and social impact on social media are used as a basis for planning a social strategy for tourism promotion in Yogyakarta using social media.

3. Gita Atiko, Ratih Hasana Sudrajat, Charisma Nacionalita (2016) *An analysis of tourism promotion strategies through social media conducted by the Indonesian Ministry of Tourism (descriptive study on Instagram account @Indtravel).* The preparation of a promotion strategy using Instagram social media by the Ministry of Tourism consists of several steps that can make it easier for the Ministry of Tourism to achieve its goals. Steps involved: content creation, platform definition, program planning, program implementation, monitoring and evaluation.

This research paper explains the connection between the world of tourism and social networks is strong. Social media may be related to the attractiveness of a tourist attraction. Public uploading on social media can indirectly increase tourism attractiveness and be used as a source of information for potential tourists to engage in tourism activities. The existence of social media can influence people when choosing tourist destinations to visit. Uploading photos and videos to social media can increase tourists' curiosity and desire to visit tourist attractions. Understanding the use of language meaning in the context of tourism refers to how language and terms are used to facilitate communication and understanding for tourists. This includes ensuring that the information conveyed to tourists, whether in text or spoken form, is clear, easy to understand, and in accordance with their needs and expectations.

**2.2 Tourism**

Tourism is all activities related to travel for recreational and tourism purposes. According to Prayogo (2018), tourism can simply be defined as the journey of a person or a group of people from one place to another, making plans for a certain period of time for the purpose of recreation and entertainment, so that their desires are fulfilled. Tourism is a type of travel that is planned and carried out from one place to another individually or in groups for the purpose of obtaining some form of satisfaction and pleasure. (Sinaga, 2010:12).

Tourism is all tourism activities supported by all means and services provided by the community, business people, government and local authorities. In addition, tourism is everything related to tourism, including the development of tourist facilities and attractions, as well as other activities related to tourism. Anything that is a tourism destination in question is a tourist site and attraction (Marsono, 2016:15).

From the experts above it can be concluded that tourism as one as one of the advantages to support the national income of Indonesia country. The facilities on tourism sector must be paid attention by owner of tourist industry and local government around the object. So, the visitor will be interesting to come the object that have good service and facilities.

**2.2.1 Tourism Based on the Purpose**

According to Sugiarto (2002:5) tourism is an activity carried out by someone that is temporary, including for a short period of time, in places outside of where they live and work, as well as activities they undertake at a point appointments are just for fun. happy and enjoy your tourism activities. The trip he made was only a temporary departure from his place of residence for the purpose of recreation, business or other purposes. Some tourism activity based on the purpose are for business and educational activity.

The conclusion is that Tourism is essentially is travel for the purpose of entertainment, carried out outside the daily activities and carried out for the purpose of obtaining permanent or temporary benefit. But if you look at it from a tourism perspective, you will see that its purpose is to entertain as well as educate tourists.

1. **Business Tourism.**

This is a type of tourism where visitors come for official purposes, business or work related, congresses, seminars, congresses, symposiums, work meetings. This a form of tourism undertaken by a businessman or industrialist, but the trip is only to see a show or exhibition and often takes and uses the time to enjoy the attractions of the country being visited.

**2. Recreational Tourism.**

Recreational tourism is tourism for recreation. This type of tourism is a tourist trip carried out by a group of people with the aim of taking advantage of a vacation and visiting certain tourist attractions in accordance with the desire to regain physical and spiritual freshness after engaging in activities such as beach holidays, water nature concepts. parks and visiting places with natural views, such as mountains.

**3. Cultural Tourism.**

Cultural tourism is tourism for the sake of culture. This type of tourism involves getting to know the culture of each region or another country, for example, visiting a historical monument, artistic and religious center, studying customs. characterized by a number of motives for wanting to study educational and research centers dedicated to the customs, culture, history and way of life of the surrounding community.

We can understand what tourism is in general based on the explanation above. Every tourism-related activity is typically driven by the traveler's own need to relax from the hustle and bustle of everyday life. Tourism has many different forms, kinds, and objectives in addition to providing a way for people to replenish their bodies and souls while traveling. In fact a list of other types of tourism could be added here, depending on the conditions and situation of the development of the world of tourism in a region or country that really wants its tourism industry to develop. Basically, it all depends on the taste or creativity of professional experts working in the tourism sector. The more creative and numerous ideas are possessed by those who have dedicated their lives to the development of tourism in this world, the more forms and types of tourism can be created for the progress of this industry, because the tourism industry at its core, If it is treated sincerely, it has great prospects , and the possibilities are very wide, as wide as the horizons of human thought, which from time to time give birth to new ideas. Including, of course, ideas for creating new forms and types of tourism.

**2.3 Water Recreation**

Water recreation is a recreational activity in the social, physical and mental aspects. Waterpark is a form of recreational facility that is dominated by water attractions with the application of a designed water entertainment scheme. In general, a water park can be interpreted as a water recreation park or an amusement park that has water playgrounds such as water slides, therapeutic water playgrounds, lazy rivers, and various other types of water recreation. Several water parks are now equipped with various new attractions such as surfing or bodyboarding, such as a wave pool or wave pool, a beach-like pool (Achmad Maksum, 2008).

Swimming pool is an enterprise for the population that provides a place for swimming, recreation, sports, and other services using clean purified water. The swimming pool is a swimming pool building and an auxiliary building for water sports while Waterboom is a 40 feet water slide. Waterboom Lippo Cikarang features a large swimming pool with all facilities and attractive water attractions.

**2.3.1 Classification of water recreation**

This classification, based on the location of the water park, is included in recreational or marine water tourism parks located on the seashore, where the beauty of the sea is given priority as an attractive view. Based on the type of activity, recreational parks or water parks (Hendra, 2009:4) are divided into;

**2.3.1.1 Recreation Park or Active Tourism.**

Recreational park or water tourism, which involves active activities and the nature of the activity, places more emphasis on the dynamic nature of water. For example, swimming pools, flowing pools, rafting, etc.

**2.3.1.2 Recreational Park or Passive Tourism.**

Recreational park or water tourism with passive activities, that is, a recreational park or water tourism that relies on the static properties of water as an attraction. For example, a quiet pond or a fishing pond.

Water parks have several classifications depending on needs, location and type of activity. The classification based on needs can be divided into drives, refreshment, experience and means of socialization. However, most people use this water park arena as a place to cool off.

**2.3.2 Classification according to the purpose of use**

A swimming pool is a public place and facility in the form of a pool structure containing clean, purified water, equipped with comfort and safety features located both inside and outside the building, which is used for swimming, recreation or other water sports (Permenkes, 2017).

1. A private pool or a private pool is a swimming pool used by people who usually stay behind other people's homes.
2. A semi-public swimming pool or a semi-public swimming pool is a swimming pool usually located in a hotel, school or residential area so that many people can use the pool but is limited in the segment.
3. A public pool or a community pool is a pool for everyone. These public swimming pools are usually located in the city center.

**2.3.3 Water entertainment requirements**

According to the Republic of Indonesia Minister of Health Regulation no. 32 of 2017 requirements for swimming pool water sanitation on water quality standards for cleaning swimming pools and public baths.

**2.3.3.1 Water is protected from pollution sources, disease-carrying animals and breeding grounds for disease-transmitters.**

* Do not become a breeding ground for disease vectors and animals.

Pool water is changed before the water quality exceeds the environmental quality standards for swimming pool water.

**2.3.3.2 Safe from possible contamination.**

* There is a small pool next to the pool where you can wash/disinfect your feet before swimming.
* Periodic testing of pH and residual chlorine is carried out in accordance with environmental quality standards for swimming pool water, and the results can be viewed by visitors.
* Information available on the prohibition of swimming pool access in the presence of infectious diseases.
* The pool water is full and the water needs to be recirculated.

Environmental and health quality standards for the swimming pool water environment include physical, biological and chemical parameters. The physical parameters specified in the Aquatic Environmental Quality Standard for swimming pools include odor, turbidity, temperature, clarity and density.

**2.3.4 Water Game Attractions**

According to GN Technologies (Fikri, F. 2015; 70), a flowing pool is defined as a water play facility designed in such a way that it resembles the flow of a river. Flow pools are very popular and have become a common means of transport in waterbooms.

1. **Streaming Pool**

A flowing pool is a pool of flowing water that usually follows a planned path. To enjoy the flow of the pool, use floating tires.

1. **Wave Pool**

A wave pool is a pool with waves that are designed to resemble the sea. A wave pool is one of the main components that a water park should have. A wave pool is usually larger than other water pools, since this wave pool is usually placed next to a park or open area.

1. **Water Slide**

Water slide is the typeit's bitter Designed for hot weather or indoor lounge use inaquapark. Water slides vary in style and size. Some slides require the user to sit upright while riding, or to ride on a float or tube designed for use on the slide.

**2.3.5 Park**

Water parks should have green areas, namely by creating open parks whose functions are to create shade, greenery and absorption. The garden that will be provided can be customized to the theme you want, such as tropical gardens, flower gardens, and so on.

**2.3.5.1 Theme park**

Theme parks Theme parks are outdoor or indoor amusement parks that feature rides or rides that are decoratively designed to reflect one particular theme as a primary basis, such as a particular period in history or a world in the future that may permanently reflect topic. Certainly with resources that can be managed and managed for an amusement or educational park where fantasy and imagination can be emphasized. Created with special care, since theme parks are more complex than city parks or simple playgrounds, theme parks must provide rides or rides specifically for children, teens and adults, such as Disneyland (large scale), water park (small scale).

**2.4 Tourism Marketing Strategy**

Marketing Strategy A marketing strategy or marketing strategy is the overall business planning activity for the purpose of promoting a product or service using specific tactics or models to increase sales. According to Kotler and Armstrong (2008), many theories about marketing strategy have been put forward by experts. The definition of a marketing strategy is "the marketing logic in which business units hope to create value and benefit from everything related to consumers." Meanwhile, according to Tjiptono (2008), a marketing strategy is a fundamental tool designed to achieve company goals through the development of a sustainable competitive advantage through market entry, as well as marketing programs used to serve the target market.

From the theory put forward above, researchers can conclude that a marketing strategy has many functions for each company implementing it. The functions of a marketing strategy include determining target markets and satisfying consumers, increasing the competitiveness of a company, determining and planning prices, promoting and supplying products, consumers.

Tourism is a tourist activity of a person with the aim of enjoying the services provided by tour managers. Tourism has its own problems, namely the improvement of the quality of personnel, it is very important to create a tourist network with a constant population that can promote the uniqueness of the region. Tourism marketing is important to increase the balance between company profits, tourist satisfaction, environmental sustainability and community empowerment. To achieve all this, it is necessary to get help from the government by passing rules with harsh sanctions for companies or investors that do not pay attention to the environmental problems of tourism resources, but provide services only to those who pay, only think about short-term profits and do not pay attention to long-term consequences. Duration of activity. Tourism marketing activities require cooperation and a good system between elements of the tourism business and destination managers.

tourist. Cooper states that there are seven travel marketing mixes, often referred to as the 7P, which are described as follows:

1. **Product**

A product is something that can be directly sensed by the tourists' five senses so that the tourists can get the desired satisfaction. The key to success in tourism is the ability to provide a unique attraction that is not easily imitated or surpassed by competitors, thus creating a product that meets the needs of tourists.

1. **Price**

Prices in the tourism industry are something indefinite. Because the price is determined by the uniqueness of the destination and various management considerations. If consumers are offered unique, high-quality and modern destinations, they usually do not pay attention to the prices offered.

1. **Place (distribution)**

In distribution, it is important to choose a good and correct location, as it will become a manufacturing center and a major trading point or often referred to as a tourist destination. When consumers are offered something unique, high-quality and exclusive, consumers usually do not take into account the volume of output and demand.

1. **Promotion**

Promotion is communication carried out by managers directly or through tools. Currently, effective promotion can be based on digital technologies. Promotion is an essential activity that plays an active role in presenting, informing and re-emphasizing the benefits of a product in order to encourage consumers to buy the promoted product. For promotions, every company must be able to quickly determine which promotional tools to use in order to succeed in sales.

1. **People**

The human resources in question are tourism managers. Managers play a very important role in tourism marketing. If the manager provides good service, tourists will feel comfortable and will influence their desire to come here again.

1. **Evidence**

Physical evidence is the object of representation, including the environment, space, location, atmosphere, and all things that are directly experienced by tourists. If physical evidence can satisfy tourists, then a tourist destination can gain more value.

1. **Process**

This process plays an important role here from a marketing point of view, as tourists can directly evaluate the destination. Managers must create a calm and friendly atmosphere in order to get good ratings from tourists.

**2.4.1 Conventional Marketing**

Conventional marketing is marketing activities carried out directly and using conventional methods. Kotler (2008) defines traditional marketing as a process by which businesses establish relationships with clients and add value for them in an effort to get value in return. To reach their target audience during marketing campaigns, marketers typically employ conventional marketing techniques. Different strategies are employed to sway marketing.

Conventional marketing strategies are marketing methods implemented through the media directly. For example, such as television, radio, advertising. print in newspapers, magazines, flyers, brochures and billboards. The goal is to promote the brand, product or service of the company among the target audience. Conventional marketing strategies have been used for many years and are a proven form of marketing that has proven to be effective.

**2.4.2 Online Marketing**

Online marketing is a marketing strategy that use unwritten media and the Internet to implement it. Digital Marketing can reach a wider market thanks to technological developments, most of which are already using the Internet. The price of smartphones also range from the cheapest to the most expensive, which means that most people have access to digital media.

**2.5 Social Media**

Social media is actually a means of socializing and interacting and getting other people to view and visit links containing information about products and so on. Therefore, it is only natural that its existence is used by companies as the simplest and cheapest (inexpensive) marketing tool. This is what ultimately motivates business people to make social media their primary means of promotion supported by a company website/blog where the complete profile of the company can be displayed. In fact, business representatives often have only social networks, but at the same time exist in a competitive environment. (Siswanto, 2013). Social media, as a networking site, plays an important role in marketing. Things that can connect customers and prospects to a brand or company's products or services are potential future communication channels.

**2.5.1 Social Media Marketing**

There are many types of social media, the most popular of which are Facebook, Twitter, Instagram, Tik Tok, You Tube, etc. Each site has its own unique features, but they all allow you to connect with other people around the world in new ways.

Social media is a tool for messaging between individuals, people with groups, and between groups. The two theories above can also be related to various phenomena that are constantly happening on social media nowadays. Nowadays, it is very common to see people uploading photos and/or videos on various types of social networks. In this case, the uploaded photos or videos are uploads related to the beauty of the place, both tourist attractions and places that people have never visited. These downloads indirectly provide information about a place, and this phenomenon will gradually change the way people find information that used to rely on print media in the form of brochures, banners, billboards, and so on. This is in line with the theory put forward by Daly (2009) which states that social media will change the way people search for information. Social networks are now often used by business entities for promotions, including tourism business entities. According to Setiawan (2015), social networks are a tool for promoting an effective product. this is because social media can be accessed by different groups, so the promotion network becomes very wide.

The use of social networks by various institutions, companies, organizations and society is not just for existence, but for receiving various kinds of the latest information happening around us or around the world, as some large institutions or companies using social networks may be able to demonstrate their mastery and arouse the interest of the public to learn about it and become one of the media to form branding and carry out promotions. Social media seems to have become an opium for people who will continue to see and use it. Social networking sites include social networking sites that provide users with great opportunities to stay in touch with old friends, colleagues and partners. Social networks also help people all over the world to make new friends, share content or content like images and so on.

According to Philip and Kevin Keller, the concept of social networking is a means that allows consumers to exchange text, images, video and audio information between individuals, groups or companies, and vice versa.

Social media channels are a digital communication method used by companies to promote products through online media, namely websites, in order to attract customers and influence them to make purchases. Social media platforms used by business people for promotion include:

1. **Instagram**

Instagram is an application that is used to share photos and videos, which makes many users start an online business by promoting their products through Instagram (Nisrina, 2015). The system on Instagram is to become a follower of another user's account or have followers on Instagram. So that communication between Instagram users can be established by liking and commenting on photos uploaded by other users. Instagram also offers dedicated business tools that help businesses better understand their followers in growing their business. Through business functions, the company obtains information about followers and posts, and promotes posts to achieve business goals in the Instagram app. In this way, customers can see important information in the profile of the company's Instagram account. In addition, Instagram has a lot of advantages, one of which is advertising through Instagram.

1. **Facebook**

Facebook is a big phenomenon affecting the life of the world, especially in the social sphere. Facebook makes it easier for people to connect and interact with each other without being limited by time or place. Facebook is the social network it has more than one billion active users, and more than half of them use mobile phones to access it. Here users can create personal profiles, add friends, exchange messages and share information. Any information uploaded to Facebook does not just disappear at the change of day, month or year. The information will continue to be stored and will even be readily available. This Facebook is a kind of old memory book that your friends usually fill out along with their biographies and photos.

1. **TikTok**

Tiktok is an application that provides special, unique and interesting effects that users of this application can easily use to create cool short videos that can capture the attention of many people who watch them. This application is an application for creating short videos with music, which is very popular with many people, including adults and young children. This TikTok app is an app that can also view short videos with different expressions for each creator. The users of this app can also imitate other users' videos, such as making videos with two finger shake music, which is also done by many people. Currently, the social network Tiktok is one of the most popular platforms. Tiktok provides a means of sharing content that varies greatly in terms of creativity, songs, singing, dancing, tasks, lip sync, etc. Since many people use it, Tiktok provides opportunities as a means of promotion.

Promotion is the activity of a company to inform, deliver and exchange offers of value to consumers or society. Although the Internet is a medium created in digital format. In life on the Internet, it is very easy to find the necessary information, buy goods and many other things that can be done through online media. So, now the Internet has become an important means of exchanging offers for companies and business people.

Tourism promotion is associated with communication and publication activities aimed at creating the image of tourism. Tourism products are what can be offered to both local and foreign tourists. In tourism promotion activities, Moricka explained the role of promotion in the tourism sector, namely to stimulate the purchase of tourism products by buyers and improve sales efficiency in a short time, and the company is able to attract new potential customers.

**2.6 Caption**

A caption on social media is a brief description that accompanies a photo or video to explain, attract attention, and encourage user interaction. A good caption should be relevant to the content, use language appropriate for the target audience, and include keywords that improve visibility on search engines and social media platforms. Additionally, captions should be informative, clear, and reflect the brand identity to build trust and maintain consistency. Caption writers need to understand the audience’s needs and behavior so the message can effectively convey information and encourage actions such as sharing or visiting a linked website.

A caption on social media is a text that accompanies an image, video, or other visual content published on platforms such as Instagram, Facebook, TikTok, and others. Captions serve to provide explanations, context, or additional narrative to the visual content being presented. In today’s digital world, captions are not merely complementary elements but play an essential role in capturing the audience’s attention, delivering messages, building engagement, and even encouraging user actions such as commenting, liking, or sharing the content.

According to experts, captions have various definitions and strategic roles. Zarrella (2010) states that a caption is an essential element in social media communication because it can deliver messages and build interaction with the audience. Meanwhile, Kotler and Keller (2016) regard captions as part of a digital communication strategy that can be used to shape perception and build relationships with consumers. Additionally, from a linguistic perspective, Leech (1981) explains that captions can be analyzed through seven types of meaning: conceptual, affective, social, reflected, collocative, thematic, and stylistic—each offering a different dimension of meaning to the caption used.

The main functions of captions on social media are diverse. In general, captions are used to explain content, convey a narrative, evoke emotions, and prompt users to take specific actions. An effective caption is typically brief, concise, yet communicative. Gunelius (2011) states that a good caption should be relevant, clear, creative, and capable of encouraging audience engagement. On the other hand, Luttrell (2016) emphasizes the importance of brand communication elements in a caption to ensure that promotional messages are received effectively.

There are various types of captions commonly used on social media, including informative captions that provide data or brief explanations; persuasive captions that aim to encourage the audience to take action; narrative captions that tell a story; humorous captions designed to entertain; and inspirational captions that present quotes or motivational phrases. The choice of caption type is usually tailored to the communication goals and the characteristics of the intended audience.

In the context of promotion, captions play a strategic role. Tuten and Solomon (2017) assert that the success of digital promotion does not solely depend on visuals but also on how the caption is crafted to build interest, influence emotions, and drive action. Thus, a caption is not merely a complementary text but a crucial part of communication and marketing strategy in today’s social media era.

**2.7 Semantics**

Advertising text with elements of "language games" has an impact on tourism objects. The main purpose of tourist presence is at tourist sites, so the presence of advertising texts is associated with efforts to attract potential tourists to visit. Therefore, the existence of advertising texts is strategic and functional. How to present an advertising text in packaging: visual (text), audio and audiovisual; therefore, it goes without saying that the existence of mass media: print media, radio and television is an ideal means of promotion. Because the existence of language in human life as a means of communication (Rulli, 2017: 11).

Semantics is an integral part of the structure of the language, directly related to the meaning of speech and the structure of the meaning of colloquial speech. Meaning is intended to convey meaning in certain conversations, influence the understanding of responses, and the actions of an individual or group (Kridalaksana, 1993:199). Every utterance, either in the form of words or in the form of a sentence, has a meaning, which is studied in the field of semantics. Data analysis is in the realm of semantics, since data from text can be packed figuratively, i.e. there are engineering/masked elements that can lead to a feeling of "curious: interesting and intriguing".

Chaer (2013: 4), the semantics under discussion are the relationships between words and the meaning of those words, as well as objects or things that refer to meanings outside of language. The meaning of a word, discourse or expression is determined by the context. Semantic coverage concerns only language as a means of verbal communication, since it discusses aspects and structures of the semantic functions of language that can be correlated with other sciences.

**2.7.1 Types of Meaning**

Meaning (meaning type) is the study of meaning based on its type. A type is a grouping of things based on the similarity of items, similar characteristics, or characteristics of items, things, events, or other activities. There are different opinions regarding value types. The term “meaning type” is often translated into different terms in some translation works, some are translated using meaning type (Chaer, 2002:59) and meaning type (Djajasudarma, 1999:17). If you look in the Oxford Advanced Learner's Dictionary I, the word "type" in Indonesian can be translated as type and type. In this study, the term "type" will be used as a type of English loan word.

The term “meaning” can also be defined in two ways: meaning and signification. Kridalaksana (1984) gives a different definition of meaning and significance. Meaning is a concept that includes the sense of understanding (Kridalaksana, 1984: 16), Meaning (meaning the linguistic sense of meaning) (1) the intention of the speaker, (2) the influence of linguistic units on understanding the perceptions or behavior of people or groups. people, (3) the relationship in the sense of equivalence or incommensurability between language and nature outside language, or speech and all the things to which it relates, (4) how to use linguistic symbols. Of these two definitions, the term "meaning" includes the term "meaning", in other words, the meaning contains the meaning. Therefore, the term meaning is used in this sense. Thus, the term "meaning type" is translated into "meaning types" in Indonesian.

The study of meaning types is almost always presented in semantic books. Many experts have put forward ideas regarding the classification of meanings, but there is still no consensus regarding the classification of types of meaning. Prominent concepts regarding types of meaning include ideational (Halliday), descriptive (Lyons), referential-logical or proportional, and many others (Cruze, 2000:46). About the various criteria used to classify types of meaning.

According to Leech (1997: 104), word meaning analysis is often seen as the process of sorting the meaning of a word according to specific characteristics. These special characteristics are used to distinguish each meaning of a word through semantic component analysis.

The meanings of language in tourism promotion plays an important role in influencing how audiences understand and respond to tourism offerings. When creating advertising captions for tourist attractions, the language used must effectively attract attention and attract visitors. Advertising captions for tourist attractions are usually designed to attract attention and encourage people to visit the place. By using effective language in tourism promotion, you can attract the attention of your audience, arouse their interest and emotions, provide the necessary information and motivate them to take the desired actions. This is the key to creating successful promotions and increasing the appeal of your destination.

Leech (1981) proposed a grand theory of meaning. Leech divides meaning into seven types of meaning:

1. Conceptual or Denotative Meaning

Leech (1981:9) emphasizes that this classification must be based on logical or conceptual meaning (also called “denotative” or “cognitive”). The reason for this is his statement that conceptual meaning is "widely regarded as a central factor in linguistic communication."

1. Connotative Meaning

Leech (1981:12) emphasizes that “Connotative meaning is the communicative value that an expression has in virtue of what it refers to, other than its pure conceptual content.” As the definition suggests, connotative meaning inevitably overlaps with certain aspects of conceptual meaning. In this context, it is necessary to compare language (conceptual or logical) and the "real world" as connotations. It appears that connotative meaning is an open or unstable category compared to conceptual meaning.

1. Social Meaning

Leech (1981:14) emphasizes that types of social meaning include all social circumstances associated with language use. Depending on the situation, the social meaning may also include the so-called illocutionary force of the utterance, which can then be interpreted as a request, an apology, a threat, etc., as Leach argues. In terms of social meaning, the use of language can motivate the performance of an action.

Crystal and Davy (Leech, 1981: 14) put forward the following aspects of socio-stylistic variation in English:

1. Dialect (The language of a geographic region or social class) Dialect (the use of a language in a particular area or a particular environment)

2. Time (Eighteenth century language, etc.)

3. Province (Language of law, science, advertising, etc.) Region (Language of law, scientific language, advertising language, etc.)

4. Status (polite, colloquial, slang, etc.) Status (polite, colloquial, slang, etc.)

5. Modality (Language used in memoranda, lectures, jokes, etc.) Modality (Language used in letters, lectures, jokes, etc.)

6. Unusuality (Dickens style, Hemingway style, etc.) Individuality (Dickens style, Hemingway style, etc.).

1. Affective Meaning

Affective meaning is closely related to social meaning, which Leach believes is related to the way language can reflect the speaker's personal feelings, which may include attitudes toward the listener or something he is talking about (1981:15). Affective meaning can be expressed directly or indirectly. It depends on the context.

Affective meaning is the meaning that accompanies speech, expressed in the form of the speaker's feelings towards the speaker. For example, the speaker pronounces different sentences to the listener, although the meaning is the same, since it is based on his attitude towards the interlocutor.

For example as follows.

(a) Diam.

(b) Maafkan saya, bisakah Anda berbicara tidak terlalu keras?

These two sentences mean the same thing, but the expressions used are different. This is what is meant by affective meaning. This affective meaning may be accompanied by tone, intonation, and interjections to express feelings. Another example is as follows.

(a) I'm terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voices a little.

(b) Will you belt up.

In example (a), the speaker is seen using polite and gentle language, asking the people speaking around him to lower their voices while speaking.

In example (b), it is clear that the speaker uses strong language in a connotative form when asking people talking around him to shut up. One of the important things related to affective meaning is how the interlocutor reacts to the speaker's feelings or emotions in the utterance.

1. Reflected Meaning

Reflected meaning, as proposed by Leach, is known as the meaning that arises in a situation of multiple conceptual meanings, where one meaning of a word influences our response to another meaning (1981:16). This means that there is a stimulus-response effect from language use.

1. Collocative Meaning

Leech (1981:17) states that “Collocative meaning consists of the associations that a word acquires due to the meanings of words that tend to occur in its environment.” To clarify his definition, he uses examples of the adjectives "beautiful" and "beautiful" and the words that typically surround them. Thus, when looking for collocative meaning in texts, this cannot be applied because lyric analysis is examined by texts, not by the context or relationship of the text to previous or ongoing texts.

1. Thematic Meaning

The thematic type of meaning provides an answer to the question: “What does the author’s way of forming and organizing a message convey?”, i.e., it can be considered as part of the semantics of the sentence (Leech, 1981:19). Leach argues that thematic meaning is “a matter of choosing between alternative grammatical constructions (1981). In addition, when dealing with this type of meaning, emphasis can also be very important by replacing one element with another or by stress and intonation (1981). Thus, thematic meaning relates to focus, use of words, or sentence construction. Changing the design can change the meaning.

Another example: in the following sentences (a, b and c), the speaker emphasizes different elements of the sentence, so the communication effect will also be different. Marks the emphasis of a sentence element by placing the emphasized element at the beginning of the sentence.

For example as follows.

a. Kami baru saja kencan kemarin.

b. Baru saja kami kencan kemarin.

c. Kemarin kami baru saja kencan.

Chaer (2013: 7) argues that “semantics are elements of the structure of a language related to the meaning of expressions and the structure of meaning. There are four types of semantics, namely lexical semantics, grammatical semantics, syntactic semantics, and intent semantics. Cognition of the meaning of words and sentences in relation to subtleties and shifts in the meanings of meanings.

Encourage readers to do something, such as visit a website, book tickets, or follow a social media account. Use language that is easy to understand and avoid confusing jargon. Adapt your language style to the platform you are using (Instagram, Facebook, Twitter, etc.) and your target audience. For example, more relaxed language on Instagram. In general, tourism advertising captions should be able to combine linguistic meanings in an interesting and informative way, as well as motivate potential visitors to take action. To ensure that visitors understand and are interested in tourism offerings, it is important to convey their meaning and message clearly. Evoke emotions by describing the experience your visitors will have