

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Research

According to Camilleri (2018) tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work. It is a phenomenon that includes cultural, social, and economic aspects and includes individuals visiting various countries or regions. The geographical definition of tourism, as stated by Salehi & Farahbakhsh (2014), is the travel for recreational, leisure, family, or business purposes, usually of a limited period of time. From this definition, tourism can be defined as the act of traveling to another place for leisure or work, either individually or as a family, for a limited period of time. Moreover, the definition of tourism economically, as specified by Song, H., Dwyer, L., Li, G., & Cao, Z. (2012), is that tourism is a significant economic driver that is widely acknowledged as an activity by people that influences the supply and demand for its services and products, as well as how it utilizes resources can have either positive or negative socioeconomic effects on a national and worldwide scale.

Additionally, based on the study by Šimková, E. (2014), the psychological definition of tourism is that it is an act of traveling for the purpose of escaping everyday routine and stress to find new dimensions of life, new experiences, and uniqueness or unconventional situations. Summarizing all three definitions, it can be concluded that tourism is the act of traveling to another location either globally or locally, to do an activity outside of one's everyday routine in order to relieve stress,

which in turn benefits the tourism industry economically. This multifaceted activity benefits the tourism industry economically by creating demand for services and products while also offering geographical exploration and psychological relief. Visitors are individuals who are visiting a country not from their motherland (they might be tourists or excursionists, locals or foreigners). These activities span from participating in local events and savoring the local cuisine to discovering historical sites and natural wonders (United Nations World Tourism Organization [UNWTO], n.d.). Not only are there many definitions of tourism, but also many types.

One of the several forms of tourism that includes traveling to a place to enjoy its culture and history is cultural tourism (Clooper, 2024). It is a means of learning about a location's history, culture, and artistic expression. Travel done for business-related reasons is referred to as business tourism, often called corporate travel. It is a subset of regular tourism that includes people who continue to work and get compensation while traveling away from their place of employment and residence. Traveling to remote and exotic places outside of one's comfort zone is known as adventure tourism. It is characterized by mentally and physically taxing activities that frequently involve some degree of risk. Traveling to natural regions while preserving the environment and enhancing the quality of life for locals is known as eco-tourism. Health tourism is the practice of visiting another country for medical care or to enhance one's overall health and wellbeing. A form of tourism known as sports tourism is travel for the purpose of competing in or watching sports. Traveling for religious reasons or to explore locations of religious significance is referred to as religious tourism. Educational tourism is known as traveling to a place primarily with the intention of learning something new. Cruise tourism is a subset of tourism that

consists of leisurely cruise ship travel. Dark tourism is a kind of travel when travelers visit locations connected to sorrow, tragedy, and death. Other names for it include thanatourism, black tourism, and mourning tourism. Space tourism is a relatively new form of tourism that entails recreational commercial space travel.

There are many types of tourism. First of all, according to Stončikaitė (2022), there is senior leisure tourism, in which it involves people aged 55 and older engaging in leisure activities and travel for at least 24 hours, focusing on personal enrichment and well-being (Stončikaitė, 2022). This demographic, often educated and tech-savvy, prefers shorter, well-planned trips prioritizing comfort, relaxation, and social connections. Business tourism involves travel for professional, business, or educational purposes, with leisure as a secondary goal (Tichaawa, 2017). It includes event tourism, corporate travel, and conference tourism, with MICE tourism covering meetings, incentives, conferences, and exhibitions. This segment has grown due to expanding international trade and relationships. Adventure tourism involves activities characterized by risk, excitement, and exploration, such as mountaineering, scuba diving, and paragliding (Huddart, D., & Stott, T.A., 2019). These activities take place in unique environments like mountains and water bodies, offering thrilling experiences.

Educational tourism focuses on learning through visits to historically significant sites, universities, and educational institutions (Iastremska, 2020). It includes guided tours, workshops, and hands-on experiences that promote cultural exchange and community involvement (Nurhuda, 2023). Ecotourism focuses on the natural environment, aiming to combine environmental sustainability with economic growth. It involves travel that minimizes negative impacts on ecosystems while

benefiting local communities and biodiversity. Creative tourism involves travel that enhances tourists' creative potential through participation in local courses, workshops, and cultural activities, fostering interaction between visitors and locals (Richards & Wilson, 2007). It focuses on skill acquisition related to the destination's culture and collaborative experiences.

Tourism benefits both the traveler and the country of destination significantly. From an economic standpoint, it lowers unemployment, benefits international exchange, and boosts revenue in the host country. Additionally, it strengthens international contacts, encourages better infrastructure, and promotes respect for culture. Tourism helps a country earn foreign exchange, which can be used to import goods and services, invest in infrastructure, and support other sectors of the economy. Numerous work opportunities are also created by tourism, ranging from maintenance and construction to hospitality and services. This lowers unemployment while simultaneously fostering the growth of skills and knowledge across a range of industries. By generating additional revenue streams and lowering reliance on a single industry, tourism can contribute to a country's economic diversification. Furthermore, tourism brings in money to the country as well as improves living conditions for the host community (Goodman, 2023). Indonesia is one of those countries that benefits from tourism.

Indonesia's growing and rising tourist industry highlights the country's significant potential in tourism, which has gained international recognition. There were 16.10 million international visitors entering Indonesia in 2019, which is an increase of 1.9% over the previous year, with Singapore, Malaysia, China, Australia, and Japan as the top five sources of visitors to Indonesia (Akhlas, 2020). The

country's appeal to international tourists is emphasized by its beautiful nature and hospitable locals. The large islands of Indonesia provide travelers with a wide range of attractions and activities, such as adventure and sports, culture, nature like Bali, wellness tourism, romantic beach vacations, and world-class diving locations like Raja (Ministry of Tourism and Creative Economy [MTCE], 2023). The combination of the welcoming locals, who enhance tourists' sense of belonging, and the awe-inspiring natural wonders in Indonesia contribute to the country's well-deserved reputation as one of the nicest in the world, with greetings and smiles deeply embedded in its culture. Advertisements also play a part in the success of Indonesian tourism, in addition to the country's natural beauty and friendly locals.

A public communication that promotes a good, service, brand, or event is commonly referred to as an advertisement, also known as an advert or ad (Square, 2022). It is a communication tool used to promote a business, sell a product, service, or ideas. Advertisements come in different media, such as television, smartphones, the Internet, magazines, brochures, and billboards, and are usually shown wherever a viewer can quickly or regularly assess textual, visual, and auditory information (Burde, 2008). Advertisements are usually used by businesses or organizations that want to promote or sell their products and services. The objective of advertisements is to gain interest from consumers or potential consumers to purchase or make use of specific products or services (Cook, 2008). Advertisement is important for a number of reasons, including increasing consumer awareness of a brand, product, or service, educating them about how it might benefit them, enhancing a company's reputation, bringing in new business, keeping hold of current customers, and staying one step ahead of the competition (Yelp for Business, 2022).

As mentioned previously, advertisements can come in different types of media, and one of them is brochures. The idea of advertising originated in prehistoric societies, when traders yell out their wares in crowded marketplaces and drew signs on walls to draw in clients. The ways that advertising is done have changed significantly throughout time, particularly since the printing press was invented in the fifteenth century and allowed for the large-scale printing of fliers and posters. The emergence of radio and television in the 20th century gave advertisers new avenues to reach wider audiences, leading to a notable growth in advertising. Today's digital era has brought new techniques to advertising, like email campaigns, social media marketing, and customized internet advertisements (Gallegos, 2016).

According to Andereck (2005), a brochure is defined as a printed document that provides information about a product, service, or destination, and is commonly used in marketing and tourism. Its main purpose is to introduce a company, organization, or service and explain its advantages to potential customers or the general public (Modern Litho, 2023). Electronic brochures, or e-pamphlets, are brochures that are available online. In comparison to conventional paper brochures, this format offers further advantages of unrestricted transmission and lower costs (Soegotto & Istiqomah, 2019). The use of e-brochures is expected to help tourists who want to visit Indonesia have a clear view of what activities they are going to choose and spend in Indonesia. An effective brochure should contain a headline, brand elements, contact information, a call to action, text, and visuals (Jjennings, 2022). Travel brochures are advertising documents that highlight certain tourist destinations, hotels, excursions, getaways, or packages. They are made by businesses, agencies, hoteliers, tour guides, and anybody else who offers the general public services

connected to travel and tourism (Joomag, 2022). A travel brochure should include images and videos that highlight the property's or destination's best features, a thorough description of the destination, images or comments from previous visitors or well-known accounts, a map indicating the location, and information about the place's culture and people (Jjennings, 2022). What makes a brochure effective is the use of language.

The linguistic features of brochures include a variety of aspects that improve the communication's effectiveness. These consist of text characteristics, grammar, vocabulary, and persuasive language characteristics. Text features such as headings, subheadings, and bullet points help with clear and straightforward information presentation and organization (Elements of a Brochure, 2013). Moreover, the choice of vocabulary and grammar should be relevant to the target audience. This involves using descriptive language and attractive adjectives, such as "picturesque" and "top-notch", which help readers visualize the destination or describe the services that are being promoted according to their subjective preference (UKEssays, 2018). Persuasive language characteristics such as alliteration, positive emotive language, rhetorical questions, personal pronouns, and repetition are used to appeal and persuade the readers reading the brochures (Printwand, 2012). According to Cappelli (2006), hyperbolic language, also used in brochures, uses the euphoria technique, also referred to as a "hyperbolic element," which uses positive and glowing adjectives to overstate or exaggerate certain qualities or features of the place to appeal to readers (Persson, 2012). Therefore, hyperbolic languages are one of the linguistic features used in brochures.

Hyperbolic language, according to Carston & Wearing (2015), is a distinctive figure of speech that is characterized by the use of exaggeration or overstatement for emphasis, effect, or persuasion. Carston and Wearing explained that hyperbolic language is used to describe destinations or experiences in an exaggerated manner, creating a sense of excitement and anticipation for the readers. It can be said that hyperbolic language is a figure of speech used to describe qualities or features in advertisements, with the aim of exaggerating or creating an emphasis to attract or fascinate readers. The forms of hyperbolic language that the researcher analyzes in this paper are based on a theory by Claridge (2011), which are single-word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition. Previous studies delved more into the use of linguistic features and persuasive language in brochures and online advertisements.

A study by Phongphon, Chumpavan, and Kardkarnklai (2019) analyzes various linguistic features in English tourism brochures published by a tourism organization in Thailand. The study aimed to identify the linguistic features and rhetorical devices used by brochure writers to describe tourist attractions in brochures produced by the target organization in Thailand. There were 25 English tourism brochures in the top five regions of Thailand that were chosen for detailed analysis and were analyzed using Leech (1966) and Yui Ling Ip (2008). Linguistic features in this study were divided into six categories: (a) imperatives, (b) modal verbs, (c) noun phrases, (d) quality adjectives, (e) personal pronouns, and (f) verbs. The text was analyzed in order to find out which linguistic features were considered most persuasive by the brochure writers. The results of the research revealed a variety of

uses of linguistic features in tourism brochures, but noun phrases are found most often in the section of descriptive attraction.

An analysis by Voltadewi (2014) aims to identify the forms and understand the purpose of hyperbolic expressions in online perfume advertisements. The data analyzed were several different brands of perfumes from their official websites. The data analyzed were language expressions in the form of words, phrases, and sentences in perfume advertisements, according to Claridge (2011) hyperbole theory. The researcher used a descriptive qualitative approach, collecting data from perfume websites and analyzing them using identity and distributional methods. The findings reveal that hyperbolic language is prevalent in online perfume advertisements, with single word hyperbole being the most common form due to its economic and persuasive nature, which increases consumer interest in the products.

A study by Sari et al., (2023) analyzed the types of themes used in the e-brochure, such as textual, topical, and interpersonal themes. The research approach and method used in this paper is descriptive qualitative research. The analysis was conducted using the thematic development proposed by Gerot and Wignell. The e-brochures of seven tourism spots in Malaysia were collected and separated into clauses. The researchers analyzed 183 clauses from the e-brochures of seven tourism spots in Malaysia. The three types of themes analyzed were ideational, interpersonal, and textual themes. The analysis revealed that textual themes were the most prevalent, contributing to the cohesion and relevance of the clauses. This study sheds light on the linguistic strategies employed in Malaysia's e-brochures, providing valuable insights for tourism providers in creating compelling promotional materials.

One of the previous studies used e-brochures of seven tourism spots in Malaysia and the analysis was conducted using thematic development proposed by Gerot and Wignell. While the other two used web sites of shops and English tourism brochures. The one that used web sites used a theory by Swales' move-step model, which analyzed linguistic features of persuasive language on those web sites. The one that used English tourism brochures was then analyzed using Leech (1966) and Yui Ling Ip (2008). While the previous studies delved into the use of various linguistic features, thematic elements, and persuasive language, none of them specifically explored the use of hyperbolic language. The theories that the earlier studies explored did not address or analyze hyperbolic features. Therefore, the aim of this research paper is to examine the forms of hyperbolic language used in e-brochures available on the official website of the Ministry of Tourism, Republic of Indonesia which is [Indonesia.travel](http://Indonesia.travel). By using content analysis, the types of hyperbolic languages were analyzed based on Claridge's theory (2011), which are single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, superlative, comparison, and repetition.

## **1.2 Statement of Problems**

What forms of hyperbolic language are used in e-brochures promoting Indonesian tourist destinations?

### **1.3 Research Objective**

The aim of this research paper is to conduct a qualitative research approach and descriptive case study, using content analysis to analyze hyperbolic language in tourist advertisement e-brochures of Indonesian tourist destinations. By using content analysis, the researcher identifies the forms of hyperbolic language that are evident in the e-brochures and knows the frequency of hyperbolic language in different e-brochures of tourist destinations in Indonesia, as well as to deepen the understanding of hyperbolic language usage in e-brochures of Indonesian tourist destinations.

### **1.4 Scope and Limitation**

This research was focused on identifying the forms and frequency of hyperbolic language in e-brochures of Indonesian tourist destinations. The object of this research is e-brochure of Indonesian tourist destinations. The types of hyperbolic language are based on Claridge's theory (2011), which are single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, superlative, comparison, and repetition. The data were collected from indonesia.travel, which is an official website of the Ministry of Tourism, Republic of Indonesia, where e-brochures of Indonesian tourist destinations are provided.

### **1.5 Research Methodology**

#### **1.5.1 Research Method**

Creswell & Creswell (2018) explained that qualitative research aims to understand and explore the meaning individuals or groups attribute to social or human problems (p. 41). Accordingly, a qualitative research approach is used in this research

to understand and explore what forms of hyperbole there are and how many are used to appeal to readers of e-brochures in Indonesian tourist destinations. Moreover, Veal (2017) stated that a case study is a study that involves the detailed research of a single case or a small number of cases to understand the phenomenon by studying one or more single examples of cases to understand it (p. 398). Furthermore, according to Aggarwal and Ranganathan (2019), a descriptive study is one that is designed to describe the distribution of one or more variables without regard to any causal or other hypothesis. Thus, this research uses descriptive case study to find out and describe the use and forms of hyperbolic languages that are present in e-brochures of Indonesian tourist destinations.

### **1.5.2 Data Collection Technique**

The e-brochures used in this study was based in 2018 and was collected by the researcher in 2023. The data are collected from indonesia.travel, which is an official website of the Ministry of Tourism, Republic of Indonesia, where Indonesian tourist destinations e-brochures are provided. The data are twelve e-brochures of destinations such as Borobudur, Labuan Bajo, Bali, Bandung, Raja Ampat, Lombok, Banyuwangi, Tanjung Kelayang, Bunaken, Makassar, Kepulauan Seribu, and Tanjung Lesung. The collection of the twelve data is based on the variation of location and by the frequent use of hyperbolic language.

### **1.5.3 Data Analysis Technique**

Using content analysis, each form of hyperbolic language from Claridge's theory is categorized, which the researcher explains in detail for each hyperbole form found, which deepens the understanding of the usage of the hyperbolic language.

Then, a coding scheme for each hyperbole form is developed, for example, phrasal hyperbole turns into PH, and the frequency of the hyperbolic forms are written for each e-brochure to determine how many hyperboles are used in each e-brochure. Following this, the number of hyperbolic Hyperbolic language found in the e-brochures is totaled and stated, which explains the frequency of hyperbolic language in the e-brochures of Indonesian tourist destinations. Furthermore, to deepen the understanding of the usage of hyperbolic language, one sentence from each e-brochure is collected and analyzed.

## **1.6 The Organization of Writing**

The first part of this paper is chapter one, which covers the background of research, statement of problems, research objectives, scope and limitations, and research methodology, whereas the second part of this paper is chapter two, which conducts a comprehensive literature review. The third part of this paper is the analysis and discussion of the data. The fourth part of the paper which is conclusion, following it with the last part of the paper which is the references.