INTRODUCTION

CNN is one of the many web based mass media outlets available. According to The Cable News Network website (2021), CNN digital aims to inform, engage, and empower people worldwide as the global leader in online news and information. CNN's digital platforms disseminate news from nearly a thousand journalists worldwide. The author selected CNN after giving it some thought. CNN was listed among the top 5 "Most popular news websites in the United States by unique monthly visitors" as of August 2020. With 95 million unique monthly visitors, the CNN website ranked fourth (CNN Website Travel News). CNN, one of the major players in the electronic media space, is a beacon for thorough news reporting.

The primary segments of the tourism and hospitality sectors. It gives a clear picture of the horizontal and vertical connections between various industries. It makes a distinction between the various components that comprise the tourism product, such as accommodations, activities, attractions, and amenities, as well as accessibility. It implies that a diverse range of travelers with varying requirements and desires are increasingly drawn to tourist places (Camilleri, 2017).

Language varieties have various distinguishing features. Many stylistic approaches recognize four major types of written language, which are Orthographic, Grammatical features, lexical features, and discourse features. The English language style has four aspects of meaning. First, it can apply to part or all of an individual's linguistic habits, such as their speech and writing patterns. Second, a group of people's shared language habits over time, whether partial or

complete, can be referred to as their style. Third, the word "style" is given a more restricted meaning when it is used in an evaluative sense, referring to the effectiveness of a mode of expression. The last aspect of style, which is the widespread use of "style," refers to literary language. Even though the term "style" is well known to us and is commonly used in literary criticism and other disciplines, it can be difficult to define precisely (Crystal and Davy, 2016).

Stylistics is the study of language and its properties in context. It seeks to establish principles that can explain how individuals and groups use language (Crystal, 2006). A branch of linguistics known as stylistics examines the features of situational, distinctive language use, with a focus on literary language. According to Wright and Hope (2002), stylistics examines how people use language in particular situations and aims to explain the traits that distinguish language use among social groups and individuals. As mentioned above, the definition of stylistics is related to style and context. Diverse writing styles result from diverse contexts, and these writing styles then give rise to different kinds of stylistics.

Generally, stylistic analysis focuses on the lexical, grammatical, semantic, and qualitative aspects of pragmatic or discourse features in a text, on how the reader cognitively processes these features, and on the various ways in which these features are combined. While some stylistic approaches focus primarily on the text producer, for example, analyzing an author's style, others focus more on the text itself, which is broadly understood to include all types of discourse. Still, other stylistic approaches focus on the reader and their role in the construction of meaning

Norgaard, Busse, & Montoro (2010). Based on Crystal (2006) written language in this study identifies four primary categories as follows:

Orthographic features: The individual language's writing system is determined by things like the unique way that the alphabet, capital letters, spelling, punctuation, and ways to convey emphasis (*boldface, italic, etc*). The importance of language Orthographic characteristics refers to the properties expressed in written as opposed to spoken language.

Grammatical features: Grammatical features can include elements such as clauses, phrases, modifiers, verb forms, and syntactic structures, which are characterized by elements like the unique usage of sentence structure, word order, and word inflections religious English, for instance, uses a peculiar vocative construction and permits a set of pronouns in the second person singular (*thou, thee, thine*). However,

Lexical features: The Lexical features are those aspects of a sentence that are more interested in the choice of vocabulary, words themselves, particularly content words (nouns, main verb, adjectives, and adverbs). They also include word categories, semantic fields, word formation (morphology), and the use of figurative or descriptive language. These words and phrases are all lexical features because they contain stylistic value. Opposed to function words (prepositions, conjunctions, and auxiliary verbs). The function of these characteristics in tone, style, and register is frequently studied.

Discourse features: It is a text's structural arrangement determined by elements like subordinating conjunction, stance maker, temporal discourse, cognitive stance, discourse elaboration. For instance, a journal article written in scientific English usually has a set order of sections, such as the abstract, methodology, results, discussion, and conclusion. However, it can organize the flow of ideas, show the relationship between clauses, and help the reader or listener understand the text in context. There are three previous studies about language stylistic features described as follows,

Maulidiyah (2020) research employs stylistic analysis theory, which focuses on text features such as lexical, grammar, semantic, pragmatic, and discourse. Using theory David Crystal (2006). The method used included a case study design in which the researcher examined the stylistic features of travel news about Indonesia on the CNN website. There are discrepancies in the discourse surrounding Alfi's research. The research in question on CNN Web includes the lexical, grammatical, semantic, pragmatic, and discursive aspects as the sole constituents. The data sources are CNN website articles that have been analyzed for graphological, syntactic, and semantic features. The study found that the news articles on the CNN website use a consistent font type and size, with headlines in Battersea Slab and body text in Helvetica. The articles also use a variety of punctuation marks, including quotation marks, em dashes, and hyphens. Furthermore, the analysis revealed that the articles use various types of sentences.

Rifani (2023) research on linguistic features in business articles on the CNN website using Crystal (2006). It used a qualitative method, involving observation

and descriptive analysis of 15 selected articles published in January 2023. The articles themselves served as data sources, being analyzed for linguistic features such as lexical, orthographic, grammatical, and discourse features. The research findings show that conjunctions are the most common linguistic feature observed, and they play an important role in establishing coherence and clarity in news presentations. Furthermore, the study discovered that the most common linguistic features in these articles are lexical features like abbreviations, orthographic features like capitalization and punctuation, grammatical features like coherence and substitution, and discourse features like relevance, paragraph structure, and the idea's logical progression.

Kang (2011) study looks at "Tourism English," which is a type of English that is only used in the tourism industry. The goal of this study was to find out what makes tourism in England different from other types of tourism. Her carefully put together a large collection of real examples from well-known tourism websites in the UK and the US in order to reach this goal. After that, these examples were put together into a single body of work called the Tourism English Corpus (TEC). Her looked at the TEC and the Freiburg LOB Corpus (FLOB), a collection of British English texts, side by side to see what made them different. The study's results showed that TEC has unique traits. A first look shows that words in TEC are usually a little longer than words in FLOB. The two texts are very similar when it comes to the number of content words (nouns, verbs, adjectives, etc.). When TEC is compared to FLOB, it is clear that TEC has more nouns and adjectives and fewer verbs, proverbs, and pronouns. A significant number of proper nouns, such as geographical names and nouns designating features of the landscape and directions,

are used in TEC. The extensive use of positive and superlative adjectives, like "beautiful" and "best," which contribute to the language's descriptive quality, is another characteristic of the text. Verbs indicating the act of visiting and enjoying particular places are commonly used in these discourses. Lastly, TEC sentences are typically shorter than FLOB sentences. All of these factors work together to give English spoken by tourists its unique personality. The goal of Kang's research is to improve translation and learning processes by enabling a deeper understanding of tourism English. Crystal (2006) says that this type of English has its own style.

The three previous studies use the same theory of Crystal (2006) in analyzing the language's stylistic features, such as longer word length, higher lexical density, and more frequent use of nouns and adjectives. Some conjunctions are the most common linguistic features. The previous studies also found that lexical features like vocabulary, words themselves, particularly content words, orthographic features like capitalization and punctuation, grammatical features like clauses, phrases, modifiers, verb forms, and syntactic structures, and discourse features like subordinating conjunction, stance maker, temporal discourse, cognitive stance, discourse elaboration. These are common in the previous studies. A previous study by Alfi Rizki, based on Crystal theory (2006), defines style as the description and analysis of the variability of linguistic items in actual language use, employing a combination of qualitative and quantitative methods. A previous study by Elisa Rifani, utilizing the Crystal framework (2006), employed qualitative methods and descriptive analysis to delve into aspects that employ a qualitative approach, conducting a thorough examination of linguistic features. A previous

study from Kang and Yu using theory from Crystal and Davy defines that style has four aspects of meaning when investigating English style; the method for doing analysis is quantitative.

This study focus on CNN travel news in Bali, Indonesia. Meanwhile, Alfi Rizki Maulidiyah focused her study on CNN travel news about Indonesia. There are discrepancies in the discourse surrounding Alfi's research. The research in question merely elucidates that on CNN Web, the lexical, grammatical, semantic, pragmatic, and discursive aspects are the sole constituents. Ning Kang & Qiaofeng Yu discussed stylistic tourism English by using corpus-based data. Also, Elisa Rifani focused the investigation on business articles.

The research problem of this study is how can stylistic features be identified by examining the ways language is used. This research discuss the language stylistic features more spesific in travel news on the CNN website in Bali, Indonesia, which is about tourist attractions in Bali with the theme "The best things about Bali: What it's like to go there now." By using Crystal (2006) theory of writing styles, the data will be grouped into Orthographic features, Grammatical features, Lexical features, and Discourse features.

RESEARCH METHOD

This study employ a qualitative method to conduct a comprehensive stylistic analysis of CNN's travel news language with the theme "The best things about Bali: What it's like to go there now". According to qualitative research by Crystal (2006), in his work, Language and the Internet, Crystal employs the term "qualitative" for the most part in the context of examining linguistic practice on the Internet. A