

CHAPTER I

INTRODUCTION

1.1 Background of Study

Indonesia has a large tourism industry. As one of the largest archipelagic countries in the world, Indonesia has the potential to attract foreign tourists with a wide variety of distinctive cultures and extraordinary tourist destinations. For decades, researchers have been conducted in developing and developed countries on the relationship between tourism and economic growth. Government policies that are important to the tourism industry determine the causal relationship between tourism and economic growth (Rahmayani et al, 2022). According to the World Economic Forum (2019) out of the 140 countries listed in the Travel and Tourism Competitiveness Index (TTCI), Indonesia ranked 40th with a score of 4.3 points, which was an improvement from the previous year. According to Dewi (2023), the Indonesian Department of Tourism and Creative Economy targets 7.4 million tourist visits in January 2023. The target was then increased by 1.1 million visitors until it became 8.5 million. This target was added after an evaluation of foreign tourist visits. Tourism branding in Indonesia is needed to achieve this target.

The use of the tourism industry as a means of diplomacy has a great opportunity, especially considering the situation of Indonesia which is trying to build its image in the international world by building Nation Branding (Simanjuntak, 2019). Wonderful Indonesia was inaugurated as the national tourism master brand in 2016. According to Hermawan & Hartati (2022) Indonesia started its country's branding campaign titled "Wonderful Indonesia" in 2011. "Wonderful" or "Pesona" denotes

Indonesia's many man-made and natural wonders that amaze and provide new and thrilling experiences. Indonesia believes that when everyone has the opportunity to experience the “World of Wonderful”, the world will be a better place (Putrawandi et al., 2023). By capitalizing on Indonesia's natural beauty, cultural diversity and renowned hospitality industry, this national brand works to promote Indonesia as a great place to visit. Actions by the government and developments in infrastructure serve to further the goal of "Wonderful Indonesia." Improving infrastructure and service quality through investments makes traveling easier and more pleasurable, which reinforces Indonesia's appeal as a tourist destination.

According to Simanjuntak (2019) Wonderful Indonesia significantly contributes to the growth of Indonesia's tourism industry as a nation branding strategy to create a national identity in the era of modernity. This branding approach seeks to establish Indonesia as a unique and attractive place to visit for travelers from across the globe, using its rich natural beauty, welcoming and friendly people, and diverse culture. The Wonderful Indonesia advertising has changed throughout the years. According to Chotijah (2020) during the COVID-19 pandemic, the tourism industry has been the most negatively impacted both in Indonesia and globally. It is imperative to maintain the brand and reputation to sustain the tourism business during this epidemic. As a result, a policy was set by the Ministry of Tourism and Creative Economy (Kemenparekraf) to use the contextual logo “Thoughtful Indonesia”. The main “Wonderful Indonesia” logo was replaced at official agencies with this contextual logo, which was used as the main logo for communications. The use of this contextual logo naturally enhanced Wonderful Indonesia's reputation and brand recognition. According to the branding policy, the contextual logo should complement

the main identity and not imitate it. This policy is intended to protect and enhance Indonesia's tourism reputation during the pandemic.

According to Fahrudin et al. (2020), the emergence of the tourism 4.0 trend has caused significant changes to the tourism ecosystem, including modifications to the cyberculture of tourists. One such example shows how people make decisions these days, with social media serving as a source of information when choosing where to travel. According to (Fahrudin et al. 2020, as cited in Magill, 2017), almost 85% of tourists worldwide acknowledge that social media evaluations affect their decision to travel. Under the “Wonderful Indonesia” (WI) brand, Indonesia's tourism sector uses a multi sector marketing approach that combines the DOT (Destination, Original, and Time) and BAS (Branding, Advertising, and Selling) approaches. Wonderful Indonesia uses social media and its website extensively in its branding initiatives. The Ministry of Tourism has a presence on a number of social media sites, including Facebook, Instagram, Twitter, YouTube and the Wonderful Indonesia website. Wonderful Indonesia creates engaging content to attract overseas visitors. The hashtag #WonderfulIndonesia is regularly used in the content to enhance the brand reputation. The Ministry also collects a variety of up-to-date information, including news, events, suggestions of places to visit, and motivational images or films highlighting various locations in Indonesia.

A strong marketing plan is required to try to draw visitors to a tourist destination. Promotion is a crucial instrument in international marketing that has to be planned to support and deliver timely, correct information, particularly in times of crisis. If advertisers do not pay attention to the design of their advertisements, this can lead to unwanted attention and potentially lose customers (Nasution et al., 2023, as

cited in Kotler and Keller, 2016). Paid communication aimed at promoting something is called advertising. These messages can be seen on television, radio, newspapers, the internet, and billboards. The purpose of advertising is to make people aware of a company, buy more of its products or services, and change their behavior (Podobed & Alexandrovna, 2024). The main purpose of advertising is to make people buy more goods. Advertising is an effective way to communicate with people of all ages, from children to adults. In this way, the creative use of language makes media advertising more appealing and effective. Media advertising not only provides information but also uses persuasive language to make people watch and engage.

Khan (2024) states that effective advertising uses stories, social proof, scarcity, and digital media. Ads that use these characteristics are more likely to attract attention and encourage action. Successful advertising strategies consider visual elements, audience psychology, environment, and emotional conditions. These ideas are more likely to engage viewers and encourage them to take action.

Advertisements are sponsored public statements in print, broadcast, or electronic media that use persuasive language to attract the attention of the target audience to a product or service. The purpose of using persuasive language, as explained by Losi and Rosida (2022), is to influence the opinions or behavior of the audience. By utilizing all available linguistic resources, persuasive language often employs engaging sentences, emotional words, informal expressions, as well as strong analogies and metaphors to evoke readers' emotions (Labrador et al., 2014).

A study by Zakharova (2020) found tourism persuasive language strategies based on theories, such as structured communication, storytelling, copywriting,

neuromarketing; Cialdini's (2001) mentioned that persuasion techniques to influence people, namely reciprocity, commitment and consistency, social, evidence, liking, authority, and scarcity. Both analysis corpuses analyzed have shown how they rely heavily on several text elements that are able to influence readers. However, the resort site “Solva” shows a limited use of some of these techniques.

Phongphon et al. (2019) studied the linguistic aspects of English-language tourist brochures for Thailand. The main objective of this study was to analyze the rhetorical and linguistic elements used to describe tourist destinations in Thailand in brochures. The researchers selected five of the most popular tourist destinations in Thailand and collected 25 brochures written in English, then evaluated them using research conducted by Yui Ling Ip (2008) and Leech (1966). The linguistic aspects studied included (a) imperatives, (b) modal verbs, (c) quality adjectives, (d) descriptive terms, (e) noun phrases, (f) pronouns, and (g) verbs. Furthermore, the content of the brochures was analyzed to determine which linguistic features were considered most appealing by the brochure writers. This study found that the section describing tourist destinations contained the most noun phrases, even though the brochure combined various linguistic components.

Research by Wirawan et al. (2021) showed that persuasive techniques namely rationalization, identification, advising, confirmation, compensation, projection, and replacement can be found in hotels and resorts in Kenderan Village. These techniques are very useful for attracting customers or foreign tourists to visit this village. These techniques must be maintained to be used in websites especially in the tourism industry in order to attract more customers, it is recommended that all websites in the tourism industry use these techniques because these techniques have been proven effective.

The gap in this study refers to several persuasive techniques used in the tourism and travel sector. Zakharnova analyzes the elements of persuasive tourism marketing, which include structured communication, storytelling, copywriting, neuromarketing, and applying Cialdini's (2001) principles of persuasion include reciprocity, commitment and consistency, social proof, liking, authority, and scarcity. This paper emphasizes that gender targeting characteristics are important elements in selecting effective persuasive strategies for creating tourism advertising materials. Phongphon et al (2019) conducted a study to analyze the language elements used in English language tourism brochures by tourism organizations in Thailand. This study uses the theories of Leech (1966) and Yui Ling Ip (2008). It focuses on linguistic characteristics such as commands, words, modal verbs, qualitative adjectives, descriptive terms, noun phrases, pronouns, and verbs. Meanwhile, Wirawan et al. (2021) used Keraf's (2001) persuasive language theory to identify seven main strategies: identification, compensation, projection, rationalization, suggestion, confirmation, and substitution. The use of persuasive language is very important, especially in attracting clients for any business. For companies in the tourism industry, understanding methods to attract customers is very important. This research is very important for professionals in the tourism sector to understand the right way to engage clients using persuasive language on their websites. The gap in this research exists because a comprehensive study is needed that combines findings from various studies and analyzes how persuasive marketing strategies are used in the tourism industry across various platforms and media, as well as how these strategies can be improved to attract more visitors.

The main differences between this study and those conducted by Zakharova (2020), Phongphon et al. (2019), and Wirawan et al. (2021) lie in the theories used, the

types of media studied, and the aspects examined. Zakharova (2020) used Cialdini's theory to study ways of encouraging people to visit tourist attractions. Phongphon et al. (2019) analyzed language performance in Thai tourism brochures using Leech and Yui Ling Ip's methodology. Wirawan et al. (2021) analyzed hotel and resort marketing in Kenderan Village using Keraf's persuasive methodology. This study analyzed 12 digital tourism contents from the Wonderful Indonesia website through the lens of Lamb's (2019) theory on persuasive language techniques.

This study examines persuasive language techniques used in the tourism industry through Lamb's (2019) theoretical framework. Lamb argues that persuasive language uses various techniques by writers to change the emotions and reasoning of readers. These techniques utilize specific terms, analogies, stories, and emotional appeal to shape the subject's understanding of the audience. By studying persuasive language, researchers can investigate how language can help people connect emotionally or make arguments that seem reasonable and logical. This study relates to the ideas researched by Lamb (2019). It shows how Wonderful Indonesia uses these techniques to attract people from all over the world to visit its website.

1.2 Statement of Problem

What persuasive language techniques are used on the Wonderful Indonesia website?

1.3 Research Objective

The objective of this study is to identify the techniques of persuasive language used on the Wonderful Indonesia website.

1.4 Research Methodology

This research also quotes Tarjo (2019) statement that descriptive qualitative research seeks to uncover factual information through appropriate interpretation.

Qualitative techniques are used to examine the persuasive technique used in the article on Wonderful Indonesia page as an inherent subject by investigating and understanding its meanings.

This study uses a qualitative research approach, specifically using descriptive methods. Denzin and Lincoln (2005) state that a descriptive qualitative approach seeks to offer a comprehensive and careful depiction of a particular event, without modification or interference. This research focuses on analyzing the persuasive language techniques used in the Wonderful Indonesia website. This research uses qualitative methodology because this research is centered on researching the linguistic aspects of advertising.

This study aims to identify at the persuasive techniques and meanings used in four tourism advertisements on the Wonderful Indonesia website. The official website of Wonderful Indonesia provides data in the form of advertising articles. The data utilized in this research was obtained through direct download, the data was accessed between 15 June 2024 and 08 May 2025, the selected advertisements contain attractive language and persuasive sentences that correspond to identifiable persuasive features. The researcher selected twelve advertisements for further research. From these twelve advertisements, twenty-five persuasive data units were identified for analysis. The advertisement was selected because it has interesting content, uses English, and promotes Indonesian tourism. The small and manageable data set allowed for more effective and focused analysis. The researcher selected twelve ads to examine more closely: One highlighted the enriching experiences available in Yogyakarta; another emphasized the joy of cooking with friends; a third showcased Indonesia's stunning natural scenery; a fourth promoted various destinations across the archipelago; a fifth

spotlighted the cultural depth of award-winning tourist villages; a sixth revealed the breathtaking beauty of Labuan Bajo; a seventh underscored the serene atmosphere of Bromo Tengger Semeru National Park; an eighth captured the rural charm of Pandanrejo, the “New Zealand of Java”; a ninth brought attention to the sensory delights of Melawai Beach in Balikpapan; a tenth featured the unique seaside dining experience at Tepi Laut Sorong; an eleventh presented a collection of destinations promising stunning and immersive travel experiences across Indonesia; and yet another celebrated the awe-inspiring natural splendors of Banyuwangi.

Note-taking and observation techniques were used in the data collection process. A persuasive language approach was used to capture data after the articles on the Wonderful Indonesia website were viewed and read. The use of persuasive language was the main subject of the in-depth research on the Wonderful Indonesia website, looking at how these strategies were applied in the website's headline, creativity, subheadings and main paragraphs.

The “The “Wonderful Indonesia” website serves as the main source of data. The website content includes main paragraphs, titles, and subtitles. The choice of website content depends on the language used and how the message is conveyed to the audience. In this study, data from each article was collected differently, depending on where the persuasive techniques appeared. Some data was collected from the title, some from the subheadings, and the rest from the main paragraphs. This method ensures an in-depth analysis of the stylistic elements that enhance the persuasive effectiveness of the advertisements.

This research employs Lamb's (2019) persuasive language theory to assess the effectiveness of 25 persuasive language methods applied on the Wonderful Indonesia

website. The techniques include: alliteration, analogy, anecdote, appeal, assonance, attack, cliché, connotation, emotive language, euphemism, colloquialisms, evidence, exaggeration/hyperbole, expert opinion, generalization, inclusive language, imagery, jargon, logic/reasoning, metaphor, pun, repetition, rhetorical question, sarcasm, and simile.

1.5 Scope and Limitation

The purpose of this study is to examine the persuasive strategies utilized in 12 advertising on the Wonderful Indonesia website. Lamb (2019) defines persuasive language as alliteration, analogy, anecdote, appeal, assonance, attack, cliché, connotation, emotive language, euphemism, colloquialisms, evidence, exaggeration/hyperbole, expert opinion, generalization, inclusive language, imagery, jargon, logic/reasoning, metaphor, pun, repetition, rhetorical question, sarcasm, and simile. The researchers employed qualitative and descriptive methods to assess the importance of articles on the Wonderful Indonesia website. Data were collected through observation and note-taking of persuasive language techniques that stood out on the website. This study did not analyze the visual element and the Indonesian language article; instead, it focused on persuasive language patterns found in the content of the Wonderful Indonesia website.

1.6 Organization of Writing

The research is organized systematically with a careful and logical framework. The introduction section provides a synopsis of the background of the research and emphasizes the importance of persuasive language techniques in the travel and tourism sector. This section mainly highlights the Wonderful Indonesia website. The research clearly conveys the research objectives and provides a broad overview of the research

methodology. The research provides a thorough overview and understanding by clearly describing the scope and limitations of the research. The topic is discussed effectively and clearly by emphasizing on the Wonderful Indonesia website and using interesting language patterns.