Critical Discourse Analysis on Tourism Promotion Media

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ABSTRACT: High occupancy in tourism sector is fruitful for society. To gain it, support from various parties is needed. One of the ways is by promoting tourism spots. This study aims to analyze the grammatical pattern, the relationship pattern, and the social phenomena in promotion media. It applies literature review and field study by implementing descriptive qualitative method to get the data. The data are taken from four tourism spots. They are analyzed and divided into three structures of critical discourse analysis. The analysis shows some results. The first result shows that the diction and the sentence structure of printed and online media are different. The second analysis shows that production, consumption, and distribution of printed and online media are quite different. It could be clearly seen in the absence of various different elements on both of them. The last result shows that both printed and online media hold the main function as information media, but the situational, institutional, and social aspects are different. It can be concluded that conducting critical discourse analysis is beneficial when it comes to promote tourism because it can give clear views for the tourism providers to make their promotion better.

Keywords: Critical Discourse Analysis, Promotion Media, Tourism

Introduction

Tourism is one of crucial sectors affecting economic conditions in a society. In Indonesia, the tourism sector plays as the second biggest sector that supports economic condition in Indonesia. It meets its lowest point during pandemic conditions. The occupancy rate in the tourism sector is drastically lower than the condition before pandemic. It can be seen from decreasing number of foreigner arrival in Indonesia. King and Iba (2021) state "foreign arrivals dropped by 75% from 16.11 million in 2019 to just 4.02 million in 2020. This was a hard blow to a tourism economy that supplied 5.7% of the country's gross domestic product and provided 12.6 million jobs in 2019" (King & Iba, 2021). This condition surely affects tourism providers. Not only that, it also affects society who live nearby. The higher occupancy of a tourism spot, the more prosper the society nearby, and vice versa. Support from the Government to recover

the tourism sector has not met its maximum result. To meet its maximum result, support from other parties is needed.

Pentahelix is one essential party when it comes to tourism sector. It stands for integrated development and focuses on five different stakeholder groups: public authorities (local, regional, national, and international), industry (and businesses such as SMEs, farmers, trade, etc.), academia (research and educational institutes), NGOs (associations, interest organizations, etc.), and citizens (house owners, car owners, commuters, etc.) (*Objectives – PentaHelix*, n.d.). Pentahelix as five society elements plays important and ultimate role in recovering and gaining tourism occupancy. Each element possesses different role. Public authorities are represented by the Government which functions to help tourism sector by reaching out funds, industry is represented by tourism providers, academia is represented by higher education which helps by conducting related research and community service, NGOs are represented by association and interest organization, and citizens are represented by society who play a role as element that help recover the tourism sector. Those five elements work together and make a strategic plan to recover and gain tourism occupancy level.

One of ways that Pentahelix can do is by promoting tourism spots on media. Novak defines promotion as "a communication system or set of methods, forms and shapes that convey information about products, services and general consumers on the activities of enterprises and the wider environment" (Novak, 2011). It can be seen that promotion can be done in various methods, forms, and shapes. Promotion media used in previous time is in printed form only. As technology develops and is used widely, electronic media emerges as important media as printed one. Davidaviciene and Chalfoun mention the importance of electronic media in promotion as "electronic media is considered as a tool in low cost with high use from individuals and companies. It has a big potential to help businesses to increase and considered one of the best platforms that merge between all businesses and the remarkable growth" (Davidavičienė & Chalfoun, 2017). Seeing this importance, applying printed and electronic media in promoting business, moreover promoting tourism business is advisable. Both printed and electronic media contain information needed in displaying the tourism spot.

Tourism providers only used brochures in the previous time as their promotion media to promote the tourism spots in the past years. As time goes by and information technology takes over some aspects in life, tourism providers also apply information technology in doing promotion. The use of electronic media is maximized by tourism providers by shifting the promotion text on brochures into more attractive one. The use of video, audio or even both of them can be applied in electronic promotion media.

The electronic media most used are in forms of social media accounts. Kalpana and Haenlein (2010), in Ghoshal (2019), define social media as "a group of internet-based applications that build on ideological and technological foundation of web 2.0 and allow the creation and exchange of user generation content" (Ghoshal, 2019). While, O. Reilly (2005), in Ghoshal (2019), defines social media as "is a broad term which describes software tools to create user-generated content that can be shared" (Ghoshal, 2019). It can be concluded that social media is an internet platform to create and exchange content of users. Some social media accounts used in Indonesia are Facebook, Twitter, and Instagram.

The use of social media as promotion media is a form of innovation that the tourism provider takes to promote the tourism spot in the pandemic condition. It goes along with the solution proposed by Kementerian Pariwisata dan Ekonomi Kreatif that saying "one of keywords for tourism and creative economy providers to stand in the midst of pandemic condition like this is by adapting, innovating, and conducting good collaboration" (Kementerian Pariwisata dan Ekonomi Kreatif, 2021). Promotion media as one of ways to

introduce tourism spot should apply attractive language that displays the beauty of the spot and attracts more people to come to visit at the same time.

Analyzing tourism promotion media is fruitful for various parties to boost tourism occupancy rate. Critical discourse analysis (CDA) proposed by Fairclough (1995) is regarded as a suitable analysis type to choose when it comes to analyzing media in details. Critical discourse analysis (CDA) proposed by Fairclough consists of three analyses, i.e., micro analysis, meso analysis, and macro analysis. Micro analysis deals with linguistic structure of a discourse, including vocabulary, grammatical pattern, sentence structure, etc., meso analysis deals with production, consumption, and distribution processes of a discourse, while macro analysis deals with context outside the discourse, such as situation, relationship, location, etc.(Fairclough, 1995).

A few researchers focus on critical discourse analysis. The first research was conducted by Setiawan, et. al. (2016). Their research focuses on analyzing stickers on motorcycle. They use critical discourse analysis in getting deeper study on the stickers. The result of their research are "1) Language patterns used in the stickers are casual type which employ short and incomplete structures, 2) There are three strong relationship patterns among participants: motorcycle rider, social class, and gender, 3) There are three main reflections drawn from social phenomena: social classes; Secondly, socio-politic policy applied for gender equality; phenomena of how *bahasa gaul* influences the use of proper and correct Bahasa Indonesia (Setiawan et al., 2016). The second research is conducted by Alek, et. al. (2020). They focus on macro analysis on song "Look What You Made Me Do" by Taylor Swift. The result of the research shows "there are many repetitions found to emphasize the message delivered which can be considered as something that viewed as highly really matter for the author or the singer of the song then based on the symbolic or semiotic analysis, most of the clues delivered are trying to express the singers' transformation regarding to her new reputation as a more powerful and tough person from her past image as an innocent sweet girl. The clues are delivered through the symbols in the forms of animals such as snakes and raven which belief as the symbols of transformation" (Alek et al., 2020).

Another research on critical discourse analysis is conducted by Oprea (2019). She investigates meso analysis on social media, such as Facebook. Her research comes into result as "the boundary between the producer of the communication/content and its user (to remain within the terminology of the social networks) is erased or reduced in terms of visibility/clarity, because, in the social networks, we are dealing with a mix between emitter and receptor, the writer becoming a writer-reader and the reader becoming in turn the writer. Both functions are interchanged and assumed, not by turns, but even simultaneously" (Oprea, 2019). Rozzaq and Ratnadewi also conducted similar research. They use critical discourse analysis as their focus. The result of their research displays that power emerges in the communication as control and threat to others. It happens because power is used to dominate the conversation in the movie. (Rozzaq & Ratnadewi, 2016). Those previous researches put emphasis on analyzing various kinds of discourse using critical discourse analysis. It is proven that critical discourse analysis is appropriate to use when it comes to analyze discourse in details. But, none of those researches analyzes promotion media, moreover in tourism area. This arouses researchers' curiosity on tourism promotion media. Therefore, this research intends to further analyze three main aspects of critical discourse analysis, i.e., the micro, meso, and macro analysis, of tourism promotion. This research proposes some questions as "How is the critical discourse analysis displayed in tourism promotion media?" The objective of this research is to analyze micro structure in form of grammatical pattern, meso structure in form of the relationship pattern, and macro structure in form of the social phenomena in tourism promotion media.

Method
This research applied a qualitative method with a critical discourse analysis approach. Berg and Howard (2012), in Daniel (2016), characterise qualitative research as "meanings, a concept, a definition, metaphors, symbols and a description of things" (Daniel, 2016). There is another definition of qualitative method as "in general terms, scientific research consists of an investigation that seeks answers to a question, systematically uses a predefined set of procedures to answer the question, collects evidence, produces findings that were not determined in advance, produces findings that are applicable beyond the immediate boundaries of the study" (Mack et al., 2005). It can be concluded that qualitative research method is a research method that describes things through a set of procedures beyond the immediate boundaries of the study.

The object of the research covered the grammatical pattern and other linguistic elements in micro analysis, the relationship pattern between elements in meso analysis, and the social phenomena displayed on the promotion media in macro analysis. The data used were in forms of printed and electronic or online promotion media covering natural and artificial tourism spots. The printed media was in form of brochure and the online media was gathered from Instagram account of each tourism spot. There were four tourism spots used in this research. They are The Village Purwokerto, Baturraden, Palawi Risorsis, and New Small World. They were chosen purposively as they are located in the same region.

In getting the data, observation came as the first step. The researchers visited the tourism spots to get the brochure and compiled electronic or online media in the social media account of each tourism spot. After getting the data, they were then analyzed by using Fairclough (1995) analysis model, covering micro, meso, and macro analysis of critical discourse analysis. Microstructure analysis dealt with linguistic analysis which studied vocabulary, grammatical pattern, semantics, cohesion and coherence, and combination pattern to make a discourse. Mesostructure analysis dealt with the production, consumption, and distribution processes of a discourse. Macrostructure analysis dealt with the context outside the discourse, i.e., social relationship and social context.

Findings and Discussion
There were four tourism spots used in this research. They are The Village Purwokerto, Baturraden, Palawi Risorsis, and New Small World. The Village Purwokerto and New Small World are private-owned spots, while Baturraden and Palawi Risorsis are state-owned spots. The data were analyzed in three structure of critical discourse analysis. Each analysis was explained as follows.

Microstructure Analysis
Fairclough (1995) relates microstructure analysis with text analysis. It means that microstructure analysis deals with linguistic aspects of the discourse, starting from vocabulary, pronoun, sentence structure, relation, and identity.

Vocabulary
The first analysis in microstructure is vocabulary. In writing, the use of vocabulary is important and crucial. Viera supports this by stating "the pedagogic intervention with vocabulary activities strengthened learners' performance production since they can integrate precise vocabulary terms in the production of written texts" (Viera, n.d.). Regarding the importance of vocabulary in writing or written text, the analysis of vocabulary in tourism promotion media was also needed. It was not only used to maximize the use of promotion media, but also to analyze the microstructure analysis

of the media. The analysis from both printed and online promotion media showed that all media chose various diction or vocabularies in promoting their tourism spot. It could be seen in the various use of nouns, such as Waterpark Swimming pool, Slides Swimming pool, Water Bicycle, Natural Cascade, Indoor Playground, Bird dome, Happy Train, Rabbit Feeding, Mini Farm, Paddle Boar, Antique Vehicle, Fish Hunter, Meeting Room, Lock Love, Food Court, Costume Rental, Free Facilities, Paid Facilities, Mini Train, Glass Bridge, Hanging Bicycle, Fish Therapy, 4D Theatre Studio, Entrance Ticket. Regarding the result, it could be concluded that the tourism provider chose various vocabularies in promoting their business to attract customers' attention to come and visit the spot.

Pronoun Reference
Pronoun reference relates with the use of pronoun to replace noun in a sentence. Grammar Wiz explains pronoun reference as "replacing a noun or noun phrase with a pronoun. It is called 'reference' because the pronoun 'refers' back (but sometimes forward) to a noun or noun phrase previously stated" (Grammar Wiz, 2021). The use of pronoun reference in the analysis of both printed and online promotion media came in some statements and was shown in table 1.

Table 1
Pronoun Reference Analysis

No	Statement	Analysis
1	*The Village juga menawarkan kesempatan untuk bertamasya dengan rancangan bangunan**nya** yang memadukan karakteristik Barat dan Nusantara, alam, dan kota.* (The Village also offers chance to go on tour with **its** building design that combines Western and Indonesian, and nature and city characteristics.)	The use of "**-nya***" or "**its**" in the statement was a third person pronoun. The use of "**-nya***" or "**its**" was used to refer to "The Village". The use of "**-nya***" or "**its**" was regarded as anaphora reference since it referred to the previous lingual unit.
2	*Selain dapat menikmati keindahan taman bunga, **kita** juga dapat menikmati taman bermain untuk anak-anak.* (Besides enjoying the beauty of flower garden, **we** can also enjoy children playground).	The use of "**kita**" or "**we**" in the statement was a plural first pronoun. The use of "**kita**" or "**we**" was used to replace the writer and the visitors. The use of "**kita**" or "**we**" was regarded as anaphora reference since it referred to the previous lingual unit.

From the analysis in the table 1, it could be concluded that the promotion media used anaphora pronoun reference to refer to the meaningful previous lingual unit.

.   Sentence Structure
Sentence is a main component in writing. Preston Ridge Campus defines a sentence as "one or more independent clauses, sometimes connected to dependent clauses and sometimes not, that express a complete thought" (Writing Center Preston Ridge Campus, n.d.). This definition implies that a sentence possesses a specific structure, in which the minimum structure to create a meaningful sentence consists of a subject, a predicate, and a complete meaning. In the analysis, full complete sentence came up as the dominant sentence structure in the printed media or brochure. It was elaborated in the table 2.

Table 2
Sentence Structure Analysis on Printed Promotion Media

No	Sentence	Analysis
1	*Lokawisata Baturraden berada di lereng Gunung Slamet pada ketinggian sekitar 14 km ke arah utara dari kota Purwokerto* (Baturraden is located in the slope of Slamet Mountain in the height of 14 km in the northern of Purwokerto.)	The sentence used complete sentence structure and a complete thought. Subject: Baturraden Verb: is located Object: in the slope of Slamet Mountain in the height of 14 km in the northern of Purwokerto
2	*Taman Miniatur Dunia dan Small Garden berlokasi di desa Wisata Ketenger, Baturraden, Purwokerto.* (World Miniature Garden and Small Garden are located in Ketenger Tourism Village, Baturraden, Purwokerto.)	The sentence used complete sentence structure and a complete thought. Subject: World Miniature Garden and Small Garden Verb: are located Object: in Ketenger Tourism Village, Baturraden, Purwokerto
3	*The Village juga menawarkan kesempatan untuk bertamasya dengan rancangan bangunannya yang memadukan karakteristik Barat dan Nusantara, alam, dan kota.* (The Village also offers chance to go on tour with its building design that combines Western and Indonesian, and nature and city characteristics.)	The sentence used complete sentence structure and a complete thought. Subject: The Village Verb: offers Object: offers chance to go on tour with its building design that combines Western and Indonesian, and nature and city characteristics
4	*Selain dapat menikmati keindahan taman bunga, kita juga dapat menikmati taman bermain untuk anak-anak.* (Besides enjoying the beauty of flower garden, we can also enjoy children playground.)	The sentence used complete sentence structure and a complete thought. Subject: We Verb: enjoy Object: children playground

From the analysis, it could be concluded that almost all sentences in printed promotion media used complete sentence structure. It might happen because the printed media provided much space to promote and elaborate the condition.

The analysis of online promotion media showed quite different result. The online promotion media did not employ full sentence structure, in which some of them possessed complete structure but not a complete meaning and others did not use complete sentence structure.

Table 3
Sentence Structure Analysis on Online Promotion Media

No	Sentence	Analysis
1	*Hello gengssss, sebentar lagi udah mau weekend ni* (Hello guys, it's almost weekend)	The sentence used complete sentence structure but it did not give a complete thought.
2	*Hallo Bosque.. minta dibantu share ya untuk informasi terkini dari New Small World* (Hello my boss, help us to share the latest update of New Small World)	The sentence did not use complete sentence structure but it gave a complete thought.
3	*Gas gak nih? Gaslah masa engga.* (Let's go, shall we? Yes, let's go.)	The sentence used complete sentence structure but it did not give a complete thought.
4	*Tak Perlu bingung weekend mau kemana?* (No need to feel confused to spend the weekend)	The sentence did not use complete sentence structure and did not give a complete thought.

From table 3, it could be seen that sentence structure did not come into first consideration when promoting on online media. The word choice used in online promotion media sounded as slang and more casual. It might happen because the

tourism providers wanted to feel close and casual with the visitors through their word choice. It was expected to attract more visitors by choosing slang and casual words, moreover to youth visitors.

Mesostructure Analysis

Mesosctructure analysis deals with the production, consumption, and distribution processes of a discourse (Fairclough, 1995). This part was going to elaborate the result of mesostructure analysis of promotion media in both printed and online media.

Production Process

Production process was the initial step in creating promotion media. This process involved tourism provider to produce a text to promote their business. The result of the analysis was elaborated in the table 4.

Table 4
Analysis of Production Process

Characteristic	Palawi Risorsis		Baturraden		New Small World		The Village	
	Printed	Online	Printed	Online	Printed	Online	Printed	Online
Headline	V	V	V	V	V	V	V	V
Slogan	-	-	V	-	V	-	-	-
Product Description	V	-	V	-	V	-	V	-
Address	V	V	V	V	V	-	V	V
Images	V	V	V	V	V	V	V	v
Map	-	-	V	-	V	-	-	-
Price	V	-	V	-	V	V	-	-
Logo	V	V	V	V	V	V	V	V
Facilities	-	-	-	-	-	V	-	V

From the analysis on table 4, it could be seen that all promotion media highlighted the headline, address, images, and logo of tourism spots. Some of the media did not show their slogan, map, and facilities. It could also be seen that the printed media covered more detailed information of a tourism spot.

Consumption Process

The consumption process dealt with the target market of the discourse. The target market for promotion media was everyone without limitation of age. The thing that caused printed and online promotion media was the area or scope of the target market. The printed media could only cover visitors that visited the spot, while the online version covered potential customers who never or once ever visited the tourism spot to come and visit. It could be concluded that discourse consumption was affected by the types of media and the social contexts.

Distribution Process

The distribution process of promotion media started by selecting the text and the media and sharing the text as the final step. In distributing the media, the treatment given was different for the printed and online versions. The printed media distributed only to visitors that visited the tourism spot. It could add additional target viewers since the printed media were only put in the ticket office or entrance gate of the tourism spot.

The online media distributed to various range of visitors or customers. Tourism providers could make most of social media to promote their business through live interaction with the customer on Insta stories, live streaming, and others. This version also let tourism providers added various potential visitors and target viewers. It could be concluded that discourse distribution was influenced by the production pattern and type of discourse.

Macrostrcuture Analysis

Macrostructure analysis dealt the with context outside the discourse. It could be in form of social relationship and social context of the discourse. The social relationship and social context of discourse were analyzed in the function, situational aspect, institutional aspect, and social aspect of both printed and online promotion media. The analysis was elaborated in the table 5.

Table 5. Macrostructure Analysis

No	Analysis	Printed Media	Online Media
1	Function	Information	Information, invitation, communication
2	Situational aspect	Well-structured in formal situation	Casual situation
3	Institutional aspect	Limited to specific visitors	Unlimited to vast range of visitors
4	Social aspect	The content was general	The content regarded the event on the day

From table 5, it could be concluded that both printed and online media had the same main function to give information to customers. The situational, institutional, and social aspects of printed and online media were different because they possessed different situation, organization effect and socio-economic aspects. The difference caused positive and negative effect of each promotion media

The result of the analysis is in line with the result of another research. Yunianti's research shows that language has big power to shape one's representation (Yunianti, 2016). In this research, language also plays big power in constructing representation of tourism spot. In other word, language choice is crucial when tourism providers want to present the tourism spots to public. On the other hand, the result of this research is in contrary with other researches. Rachman and Yunianti (2017), Rahmah, et. al. (2021), and Awwaliyah and Ratnadewi (2015) display their research by pointing out that power relation emerges in the communication by highlighting topic with power content. It aims to control people. The ideology of the utterances in the communication can be seen from the statement. (Awwaliyah & Ratnadewi, 2015; Rachman & Yunianti, 2017; Rahmah et al., 2021). To sum up, critical discourse analysis is useful when it comes to show power relation and share ideology.

Conclusion

Critical discourse analysis (CDA) is a study regarding the discourse and its social context. CDA also sees causal relationship between discourse and social structure through three-dimension aspects, i.e., microstructure (text dimension), mesostructed (discourse practice), and macrostructure (sociocultural practice). The microstructure analysis shows that the use of

noun phrase, pronoun reference, and various sentence structure are used in both printed and online promotion media. Besides that, the influence of text and images on promotion media also affect customers to become potential visitors. The process of production, consumption, and distribution of promotion media need to consider in creating good media to promote tourism spot. Lastly, conducting situational and social aspects of the discourse can give good effect in the process of making promotion media. The research ends the discussion by stating that conducting critical discourse analysis is beneficial when it comes to promote tourism because it can give clear views for the tourism providers to make their promotion better.

Acknowledgement

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