

CHAPTER I INTRODUCTION

1.1 Background of the Study

Language is the most important part of communication that plays many roles in interpersonal, cultural and information exchange (Mailani et al, 2022). With the help of language, people express their thoughts, feelings and enable the sharing and exchange of information and ideas. Language is a communication tool that allows humans to convey messages, opinions, and experiences to others.

According to Salim & Purwaningtyas (2023), language style is the ability and skill to write and use words beautifully. In the era of globalization, language plays an important role in the delivery of information and communication. Most importantly, humans communicate through language, and without language, humans would not be able to interact or socialize. To conclude, language is the most important means of communication to convey the messages and intentions of one person to another.

Language has literal and non-literal use of language. Non-literal uses of language are traditionally called figurative (Saeed, 2009). According to Farichah et al., (2020), figurative language is the use of words and expressions that deviate from their true meaning and are intended to evoke vivid images, emotions, or experiences in the audience. In the context of promotion, the strategic use of figurative language can effectively convey the unique qualities, attractions, and experiences associated with a destination. (Pathumratanathan et al., 1996)

Figurative language plays a role in attracting attention, especially in tourism promotional advertisement. Advertisement is a form of information or message made by a person, institution, or company on a product or service aimed at the general public with the aim of persuading them to buy or use the advertised service/product (Atmaja, 2022). In this regard, tourism advertisement plays an important role in promoting destinations and attracting tourists to new places. To attract the attention of potential tourists and leave a lasting impression, advertisers often use various persuasion techniques and semantic, including the use of figurative language.

According to Putri et al (2015), advertisement language is one type of language that is interesting to listen to. The language used in advertising is very convincing. The choice of words, fonts and language styles used in advertising have the ability to attract the attention of potential consumers and indirectly "persuade" them to use the advertised product.

According to Oyesomi & Salawu, (2019), in the world of advertising, figurative language is used to help advertisers achieve the common goal of convincing people to buy products. Figurative language uses words in a way other than their commonly known meaning to convey a more complex meaning. To convey a more complex meaning. Figurative language is often formed by presenting words in such a way that they are related, connected, or related to different meanings. In advertising texts, figurative language is very often used to attract consumers.

This is a crucial issue because in creating poetry, figurative language is required to enhance the beauty of the poem. In addition to the lack of familiarity of students with figurative language in writing poetry, they also need to use critical thinking because critical thinking is very useful in analyzing a poem. Ennis (in Ramadhana, 2022) states "critical thinking is a process that expresses goals that are equipped with firm reasons for a belief and activities that have been carried out". Paul and Elder (Aisyah et al., 2019) states "add that critical thinking is actually self-directed, self-disciplined, self-monitored, and self-corrective thinking which requires standards of mindful thinking involving effective communication abilities in solving problems". It means critical thinking is a systematic process that involves setting clear goals based on solid reasons for a belief, and then carrying out activities in line with those objectives. It is a self-directed and self-disciplined approach that requires individuals to constantly monitor and correct their thinking patterns.

There have been several studies examining the use of figurative language in advertisements. First research, in a study entitled "An analysis of Types of Figurative Language Used in Internet Advertisement", the purpose of this research is to find out the types of figurative language which are most widely used by advertisers to promote their products, and the similarities and differences of use of

figures of speech in men's and women's products (Ratna & Rosa, 2013). The second study entitled "Analysis of Figurative Language Used in English Slogans on Commercial Drink Products." (Yuvita & Susongko, 2019). The purpose of this study is to know the figurative language and the frequency of adjectives that build the slogans of commercial soft drink products. The third study is about "The Use of Figurative Language in Maybelline New York Slogan Advertisements". (Elfiera & Ramadhan, (2022).

This research will analyze figurative languages to identify figurative languages found in tourism promotion advertisements. And to describe the meanings of the figurative languages found in tourism promotion advertisements.

1.2 Statements of the Problem

Figurative language plays a role in attracting attention in advertisements. There have been several previous studies on this subject, but little attention has been paid to the figurative language in tourism advertisements. This research specifically focuses on the use of figurative language in tourism promotional advertisements contained in the Tour East booklet and the Taman Safari Talang Gajah website. In the context of the use of figurative language in tourism advertisements, there are several things that need to be understood and researched further:

1. What are the figurative languages found in Tour East booklet and Mason Elephant Park & Lodge Taro-Bali Website?
2. What are the meanings of the figurative languages found in Tour East booklet and Mason Elephant Park & Lodge Taro-Bali Website?

1.3 Purposes of Study

Based on the statements of the problem above, this study is intended to:

1. To identify figurative languages found in tourism promotion advertisements.
2. To describe the meanings of the figurative languages found in tourism promotion advertisements.

1.4 Significance of the Study

The significance of the study gives benefits theoretically and practically. These significances are discussed in the following section below:

1.4.1. Theoretical

This research is expected to be an additional theory regarding the use of figurative language in tourism promotional media advertisements. This research can also provide additional knowledge in the tourism media industry.

1.4.2. Practical

The practical significance of this research is for students, lecturers, and researchers.

A. For students

From this research, it is expected that students of English can make this research as a reference to find out the use of figurative language used in advertisements.



B. For lecturers

In educational needs, lecturers can make this research as supplementary materials regarding the use of figurative language in advertisements.

C. For other researchers

This research can be an additional reference and a comparison for other researchers who are interested in examining the use of figurative language in tourism promotional media advertisements.

1.5 Scope of the Study

This study aims to investigate the use of figurative language in tourism promotion advertisements. Specifically, this study focuses on the use of figurative language found in advertisements to create persuasive content and attract tourists. This research seeks to explore the impact of figurative language on the effectiveness of tourism advertisements in attracting potential tourists published in 2023-2024

1.6 Definition of key terms

To provide a clear picture and avoid misunderstandings about this research related to figurative language in advertisements, the key terms are explained below:

1.6.1 Figurative language

Figurative language is the use of non-literal expressions in communication. According to Fussell and Mallie (2014), figurative language refers to the use of words or expressions that deviate from their literal meaning to create vivid and imaginative descriptions. Figurative language includes various literary devices such as metaphor, personification, simile, hyperbole, metonymy, synecdoche, rhetorical question, and anaphora. In the context of this research, figurative language relates to the use of these devices in tourism promotional advertisements. Dancygier (2014 : 4) states “that figurative means that a usage is motivated by a metaphoric or metonymic relationship to some other usage, a usage that might be labeled literal”. It means Figurative language involves using words in a non-literal way to convey a deeper meaning or

create a specific effect. This can be done through metaphors, similes, personification, and other figurative devices that help to paint vivid imagery, evoke emotions, or add layers of complexity to language. By drawing comparisons, making associations, or using symbolic language, figurative language allows writers and speakers to communicate in a more creative and impactful manner, appealing to the senses and emotions of the audience. It adds depth and nuance to communication, making it more engaging and memorable. (Rauuf et al., 2018)

1.6.2 Tourism promotion advertisements

Based on Kasni and Budiarta (2018), tourism advertising is a form of communication that uses certain language and structure to attract the attention of readers and convey messages that aim to promote a place. From this statement, it can be inferred that tourism promotional advertisements are marketing materials designed to attract tourists and promote destinations through various media. These advertisements showcase unique features, attractions, and experiences to create interest and encourage visitor arrivals, as well as evoke emotions and leave a lasting impression on travellers.

