

# DATA APPENDIX 1

No.	Upload Date	Content Type	Text Excerpt or Caption	Language Function	Linguistic realization
1.	07-01-2025	Photo Promotion	<p>1. &lt;Experience tranquility in this stunning 1-bedroom villa, perfect for couples or families... =</p> <p>2. &lt;Enjoy your private 10x4 meter infinity pool, a gazebo for lounging, and incredible sunsets over the volcanoes... =</p> <p>3. &lt;The villa features a fully equipped kitchen, open lounge with AC, and a peaceful TV corner for quiet relaxation. =</p>	Informative	The caption uses declarative sentences to provide clear and factual descriptions of the villa's facilities, such as the pool, kitchen, and lounge. Adjectives like <i>stunning</i> and <i>peaceful</i> serve to strengthen the informative aspect while also adding persuasive nuances. This combination makes the information both accurate and appealing to potential visitors.
2.	07-02-2025	Promotional Video	<p>4. "Step into Basuki, a beautifully crafted Javanese wooden house designed for couples seeking peace, beauty, and a touch of history. From the charming old verandah...</p> <p>5. "every corner of this house invites you to relax and reconnect. Wake up to the sounds of nature...</p>	Informative	The use of imperatives such as <i>Step into...</i> and <i>Book now!</i> shows the regulative function by directing audience actions. At the same time, metaphoric and narrative phrases like <i>sweep you into an unforgettable escape</i> create imaginative imagery. Informative details about the house's design and facilities

			6. <i>"Let Basuki sweep you into an unforgettable escape. Book your romantic retreat now!"=</i>		complement the persuasive tone, making the message balanced and engaging.
3.	06-03-2025	Promotional Video	7. <i>&lt;Did you know you can see dolphins in Bali? ...</i> 8. <i>We were lucky to see around 30 dolphins ...</i> 9. <i>A huge thanks to @visit.northbali for this unforgettable experience! Would you wake up before sunrise for this?="</i>	Personal,	Rhetorical questions are used to stimulate the audience's curiosity and guide them to reflect, which reflects the heuristic function. The caption also expresses gratitude ( <i>A huge thanks...</i> ) to build social interaction and rapport with the audience. The use of personal tone makes the message more relatable and emotionally engaging.
4.	13-03-2025	Reels-Promotional Video	10. <i>&lt;Morning magic at Lake Tamblingan! Witness the stunning hues of soft red skies=...</i> 11. <i>&lt;A perfect escape into nature's embrace, where every sunrise tells a story=.</i> 12. <i>&lt;Come experience the serenity and beauty of this hidden gem!"=</i>	Imaginative	The expression <i>morning magic</i> and <i>every sunrise tells a story</i> employ metaphor and personification to create vivid imagery, realizing the imaginative function. Imperatives like <i>Come experience...</i> are regulative, inviting the audience to take action. Meanwhile, the

					descriptive parts about the lake and its surroundings ensure that informative value is still maintained.
5.	14-03-2025	Reels-Promotional Video	<p>13. <i>&lt;I want to stay at Villa Semadhi and dive into its serene beauty.=</i></p> <p>14. <i>&lt;I want to experience extraordinary moments.=</i></p> <p>15. <i>&lt;I want to reach out to you to start my Bali adventure.=</i></p>	Instrumental	The repeated phrase <i>I want...</i> directly conveys personal needs and desires, which fulfills the instrumental function. This expression communicates intentions to the audience in a clear and personal way. By using first-person voice, the caption becomes more persuasive and relatable for viewers who may share the same wants.
6.	24-04-2025	Promotion Photo	<p>16. <i>"Perched on the edge of Barat National Park, this romantic villa offers sweeping views of Menjangan Island and the distant volcanoes of Java..."</i></p> <p>17. <i>"Take a dip in your private infinity pool... The floating king-size bed is a dream in itself, and the bathroom is pure magic..."</i></p>	Imaginative	Declarative descriptions provide factual information about location and facilities such as the infinity pool and open-air bathroom. Metaphors like <i>a dream</i> and <i>pure magic</i> show imaginative function by evoking vivid mental images. Imperatives like <i>Relax on the terrace...</i> guide readers toward an

			<p>18. <i>"Relax on the terrace under the frangipani trees..."</i></p> <p>19. <i>&lt;And don't forget to spot the magpies...=</i></p>		<p>experiential action, while adjectives such as <i>romantic</i> add a personal and emotional tone.</p>
7.	30-05-2025	Promotion Photo	<p>20. <i>"Metamorfosa Bali has become home to an incredible collection of coral structures each one a gift to the reef and a symbol of hope. This heart-shaped piece was donated by a villa owner up the hill..."</i></p> <p>21. <i>"We're currently putting the finishing touches on our most ambitious creation yet: a 20-meter-long dragon..."</i></p> <p>22. <i>Want to be part of this living art project? Visit metamorfosa.org and join the movement.=</i></p>	Instrumental	<p>The caption uses declaratives to present factual information about coral projects, which reflects the informative function. Metaphors like <i>a gift to the reef</i> and <i>a symbol of hope</i> create imaginative and symbolic meaning. A rhetorical question (<i>Want to be part...?</i>) engages the audience cognitively, while the imperative <i>join the movement</i> clearly directs them to act, fulfilling the instrumental function.</p>
8.	11-06-2025	Promotion Photo	<p>23. <i>&lt;Every coral planted helps restore the reef.=</i></p> <p>24. <i>&lt;Every dive supports Metamorfosa's mission.=</i></p>	Interactional	<p>The repetition of declarative sentences emphasizes collective responsibility and shared values, strengthening interactional ties. The use of the quantifier <i>every</i> conveys inclusivity and</p>

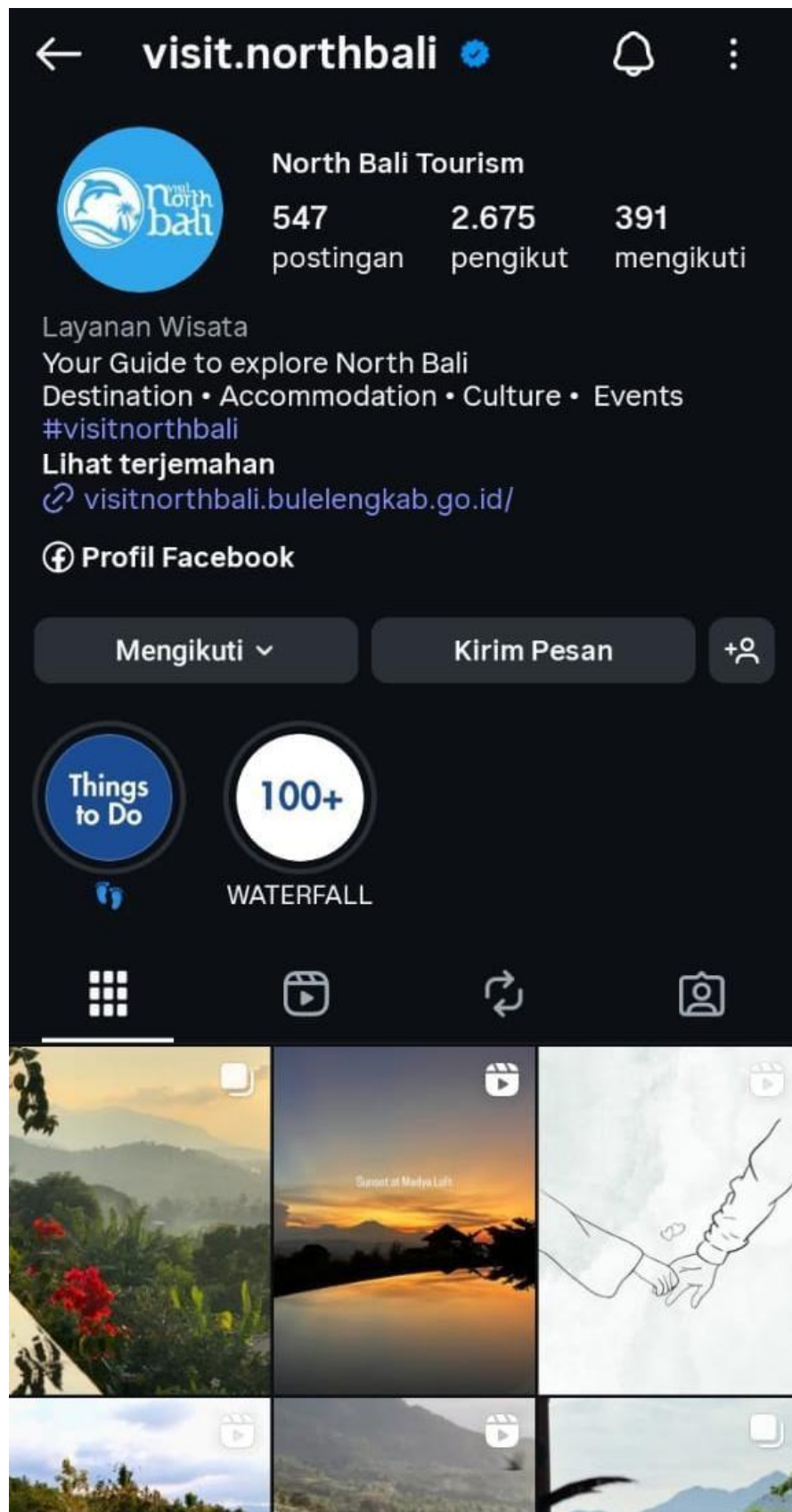
					universality, inviting the audience to feel part of the movement. This strategy positions the audience not only as observers but also as active participants.
9.	23-06-2025	Reels-Promotional Video	<p>25. &lt;Save this post &amp; follow @Visit.northbali for more bucket list places in north Bali.=</p> 	Regulatory	The caption employs direct imperatives like <i>Save this post</i> and <i>Follow @Visit.northbali</i> to guide audience behavior. This reflects the regulative function while also fulfilling the instrumental function by prompting concrete digital actions. The concise form of the message makes the instruction clear, easy to follow, and persuasive.
10.	17-07-2025	Reels-Promotional Video	<p>26. &lt;Do you know that this isn't the famous one on Lake Beratan, but her quiet, underrated sister: Pura Ulun Danu Tamblingan?=&gt;</p> <p>27. &lt;Do you know the name of this temple tucked in the jungle near Munduk that</p>	Heuristic	The use of interrogatives invites the audience to think and discover new knowledge, reflecting the heuristic function. Questions such as <i>Do you know...?</i> encourage curiosity and exploration of less-known destinations. This linguistic strategy

			<i>looks like something out of a dream? =</i>		effectively transforms the caption into a guide for inquiry.
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## DATA APPENDIX 2





## Postingan



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🎵 Lysander • Quiet Moments

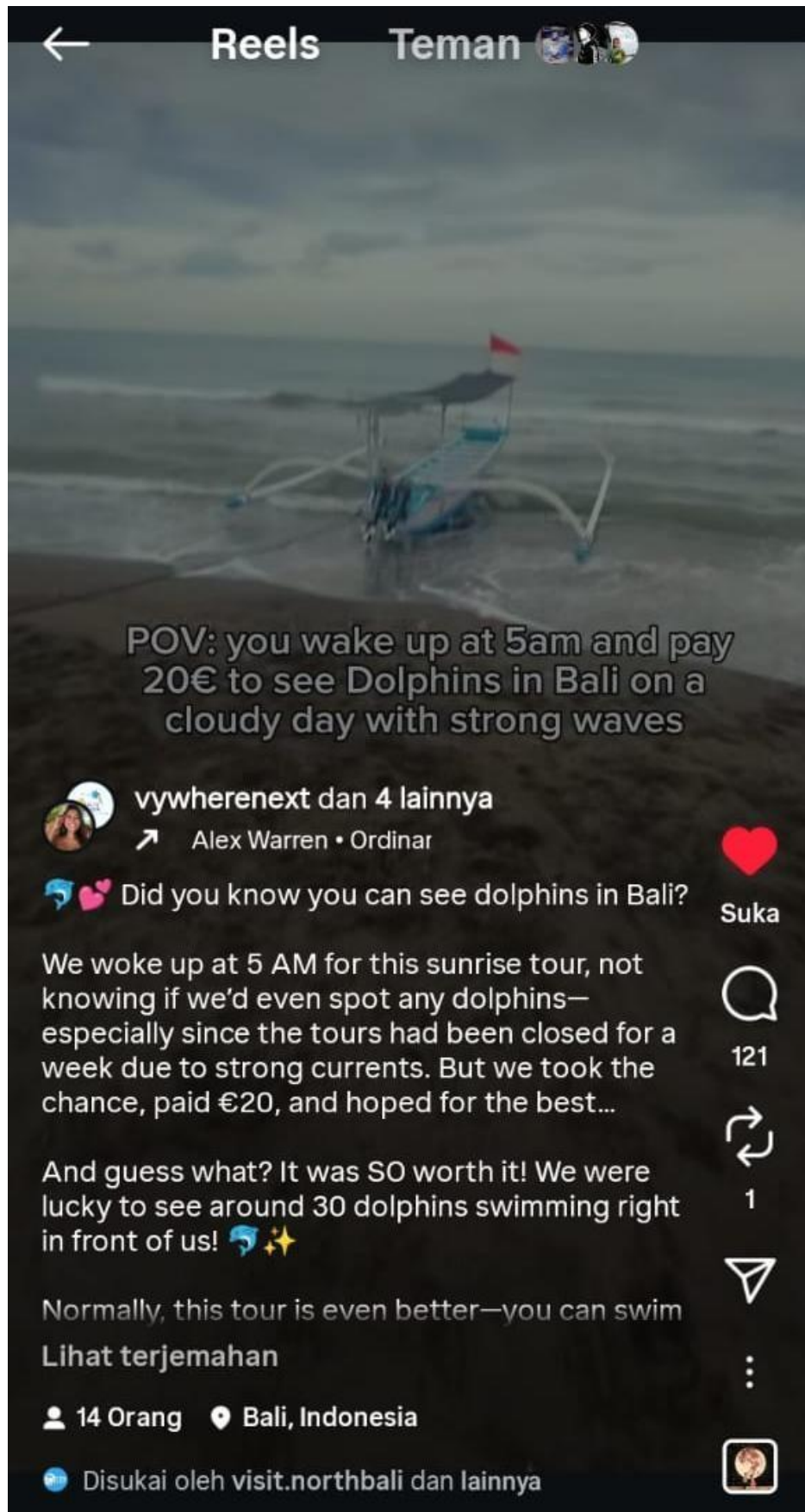


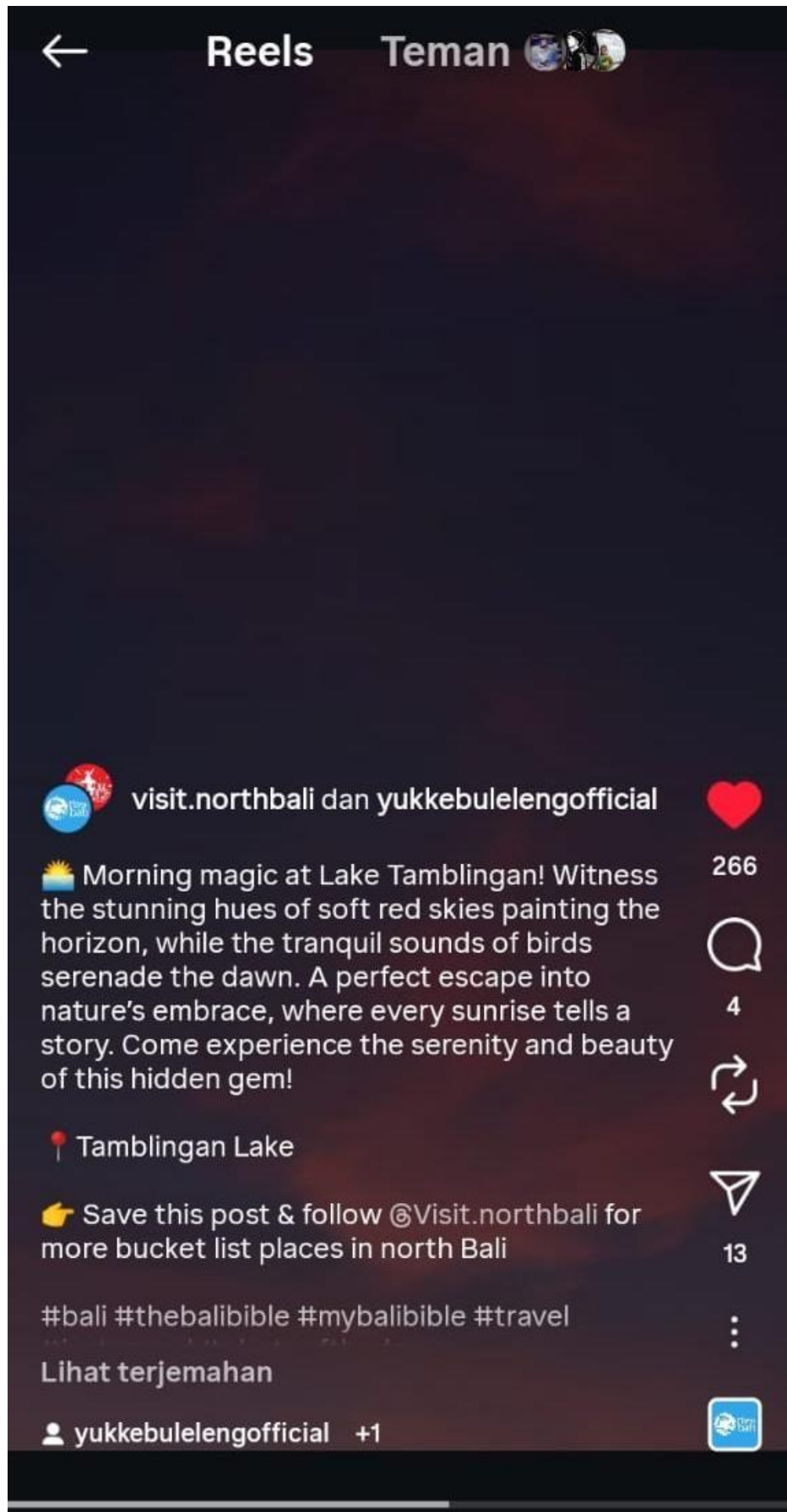
Disukai oleh visit.northbali dan lainnya

sumberkimahill 🌿 New Villa Kupu Kupu: A Serene Escape

Experience tranquility in this stunning 1-bedroom villa, perfect for couples or families of up to 4. With a king-sized bed, bunk bed, and cozy enclosed spaces, comfort meets breathtaking valley and sea views.







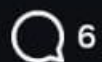


## Postingan



visit.northbali dan 3 lainnya

Sumberkima Hill Private Villa Retreat, Pemuteran



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sumberkimahill Welcome to Villa Murai – an intimate hideaway made for two 🧡

