

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

The tourism and hospitality industry is one of the fastest-growing and impactful sectors. This development significantly contributes to increasing career opportunities and the global economy (Ashley et al., 2007). Putra and Astawa (2022) Stated that in Indonesia, Bali is one of the areas where most of the income comes from the tourism and hospitality industry.

Bali has a variety of tourist destinations, ranging from beach tourism, mountains, and religious tourism. Based on data from the Central Bureau of Statistics Bali Province (2024) There are more than 1,400 star hotels spread across various regions and cities in Bali. Most of these hotels are three and four star hotels, with occupancy rates reaching 66.1% for the starred hotel category and 47.02% for the non-starred hotel category in May 2024.

One of the five-star hotels in Bali is Jumeirah, located in the Pecatu area of Uluwatu. Jumeirah, part of a Dubai-based group, also has branches in several countries in the Middle East, Europe, and Asia (Jumeirah, 2024) Jumeirah's success in attracting tourists, both domestic and international, is inseparable from its unique architectural design. This design combines elements of Hindu-Javanese tradition from the Majapahit Kingdom era with modern architectural styles, providing a special attraction for visitors.

In addition, Jumeirah also effectively uses digital platforms to attract guests, namely through its well-designed official website. The website not only provides

clear and comprehensive information, but also serves as an efficient digital marketing tool. With intuitive navigation, high-quality visuals, and interactive features, the website makes it easy for travelers to plan their trip, while enhancing the convenience of exploring the various information provided. To better understand how this website functions as an effective communication tool, an analysis will be conducted on the language elements used in each move within the site's content. Each section of the website, from facility descriptions, special offers, to invitations to interact, is organized with specific language strategies to attract visitors' attention.

Websites reflect the development of the hospitality industry in utilizing technology to provide a better experience for guests. In the context of hospitality, which Jones (1996) Defined as an industry that focuses on providing services to meet the needs of guest comfort, safety, and satisfaction, the website serves as the main communication channel between the hotel and potential visitors. According to Abdullah et al., (2016) a website can be interpreted as a set of pages consisting of several pages containing information in the form of digital data, in the form of text, images, audio, video, and other animations, which are provided through internet access. A website usually consists of many pages that are interconnected with each other (Agung, 2001). Furthermore, Muhyidin et al., (2020) Define a website as an information presentation service that uses the concept of hyperlinks, which makes it easier for surfers (a term for computer users who search for information on the internet). To understand how these web pages persuade, inform, and guide visitors, this study adopts move analysis as a method to map their rhetorical structure.

Move analysis is a method of analysis in linguistics that aims to identify the rhetorical structure of a text by dividing it into functional units called “moves.” This analytical approach aligns with Aristotle's concept of rhetoric as discussed in Martha, (2010), where rhetoric is defined as the art or science of speaking intended to convey messages effectively and convincingly. According to this view, rhetoric involves the structured and ethical use of language to foster understanding, cooperation, and sometimes persuasion. Thus, move analysis supports the rhetorical goal by revealing how each part of a text functions to achieve communicative intentions, reflecting Aristotle’s emphasis on clarity, structure, and audience impact in effective discourse. A move refers to a segment of text that has a specific communicative purpose, such as attracting the reader's attention, introducing a topic, or presenting an argument. Each move may consist of smaller subunits, called “steps,” which provide details or support the main purpose of the move (Bhatia, 1993). According to Hyland (2004) Move analysis is also defined as an approach in discourse analysis that aims to understand the structure of texts, especially academic and professional texts, by identifying semantic or rhetorical units called “moves,” where each move has a communicative purpose that contributes to the overall function of the text.

Several researchers have previously conducted research on various types of academic and professional text works using the move analysis method. These studies include the analysis of rhetorical structures in abstracts of scientific articles (Kaya & Yağız, 2020; Nurcik et al., 2022; Putri et al., 2021; Suryani & Rismiyanto, 2019), introduction sections as conducted by Setiawati et al. (2021), as well as articles in the field of engineering conducted by Maswana et al., (2015). In general,

they use the move analysis method from Hyland's (2000) or Swales' (1990) theories, which divide texts into specific communicative units to convey patterns of information. The results of these studies show that the move structure is generally consistent, but there are variations at the step level depending on the type of work studied, for example, move analysis research on journal articles has step variations depending on the discipline and quality of the journal. As in research conducted by Kanafani et al., (2022) shows that the level of the journal affects the structure and use of language in the abstract. Meanwhile, research by Pratiwi et al., (2021) and Putri et al., (2021) highlighted the differences in structure and linguistic style between English and Indonesian abstracts.

Building on this textual foundation, several studies have demonstrated that digital and spatial communication in tourism contexts can be examined through linguistic and multimodal perspectives. Paramarta et al., (2022) explored the virtual linguistic landscape of government websites and found that hierarchy and interface structure reflect ideological positions and communicative intent. Artawa et al., (2023) and Paramarta et al., (2023) identified how multilingual pairing of English and Balinese in hospitality signage attracts tourists and expresses cultural identity, showing that visual-textual composition parallels how hotel webpages combine a global brand voice with local cultural cues. Astawati and Paramarta (2024) analyzed the geosemiotics of tourism signage and emphasized that spatial layout, typography, and bilingual presentation guide audience attention, a process similar to webpage sequencing and navigation. Nugraha et al., (2021) examined multimodal interaction in restaurant services and demonstrated how gesture, image, and text work together to convey meaning, aligning with the multimodal orchestration of digital hospitality

interfaces. Adnyani et al., (2021) discussed inclusive multimedia design for deaf and hard of hearing users, emphasizing the importance of clear visual hierarchy and captioning to support accessibility principles relevant to website design. Budasi et al., (2021) highlighted the role of linguistic accuracy and pragmatic awareness in tourism communication, reflecting the need for precision in hospitality website discourse.

However, although research using move analysis has been applied to texts such as abstracts, introductions to scientific articles, theses, and dissertations, its application to digital media such as websites is still very limited. Several studies have indeed begun to reach other texts, such as research on recommendation letters by Afful and Kyei (2020) and student review texts by Izdihar et al., (2022). But research on websites, especially in the hospitality industry, has not yet been carried out.

Based on various previous studies, it can be concluded that most researchers have applied move and step analysis methods in studying texts, such as articles, books, and academic assignments. However, studies on other media, especially websites, are still very limited. Therefore, this study aims to apply the move and step analysis method in examining text structure on websites, so that it can contribute to expanding the scope of research in this field. Jumeirah's website was chosen because it has a concise and easy-to-navigate interface, but still provides comprehensive information such as profiles, services, facilities, and booking access. According to Bai et al., (2008) the quality of information and ease of use on hotel websites significantly influence customer satisfaction and booking intentions, making websites with simple yet complete designs the appropriate context for

discourse/rhetorical analysis using move analysis. Furthermore, Jumeirah represents a global luxury hotel brand that actively strengthens guest identity and digital experiences, making this study relevant for understanding how luxury brands build credibility and online experiences through text structure and multimodality on their official websites.

## 1.2 Problem Identification

The rapid development in the digital era has had a significant effect on a variety of industries, including hospitality, where the existence of an official website is an important element in supporting the effectiveness of marketing strategies and increasing sales volume. The hotel website not only functions as a promotional tool but also as an information medium that allows potential customers to get a detailed overview of the facilities, services, and experiences offered. Therefore, each hotel applies different strategies in the design and presentation of content on its website to attract the attention of potential customers and increase competitiveness in the market. This study aims to identify the rhetorical structure used in the website of Hotel Jumeirah, one of the hotels located in Uluwatu, South Kuta area, Bali. The main focus of this study is to analyze the move and step aspects contained in various columns or sections presented on the hotel's website, given that move and step are important components in discourse analysis that can reveal communication patterns and persuasion strategies used in delivering information to the audience.

### **1.3 The Scope of the Study**

This study aimed to analyze the moves and steps that were present in the textual content of the official website of Hotel Jumeirah Bali by applying the concept of Move and Step Analysis developed by Bhatia (1993) and Swales (1990). The website of Hotel Jumeirah Bali is chosen as the object of analysis based on its simple and interactive design, which allows potential guests to access information more efficiently. Additionally, Hotel Jumeirah Bali is one of the five-star hotels that has visibility at the local and international levels, so the analysis of its website can provide insight into information presentation strategies in the hospitality industry.

### **1.4 Problem Statement**

Based on the previous studies, this study focused on the problem of what moves and steps appeared on the Jumeirah Bali hotel website.

### **1.5 Purpose of Study**

Based on the problem statement above, this study aimed to identify the moves and steps that appeared on the Jumeirah Bali website.

### **1.6 Significance of Study**

This study has both theoretical and practical benefits. The discussion of the significance is explained in the following section.

### 1.6.1 Theoretical Significance

This study is intended to provide significant benefits and contributions to the move and step analysis on the hotel website by conducting an in-depth study of the application of the move and step. Moreover, the website is one of the promotional media in the hospitality industry that plays a role in attracting potential guests.

### 1.6.2 Practical Significance

In practical terms, this study is expected to provide benefits for lecturers, students, and other researchers. The practical significance of this research is discussed in the following section.

#### a) For Lecturers

This study is expected to be a reference for lecturers in teaching writing in a business context, especially in analyzing moves and steps in texts such as brochures, booklets, and other media promotions. Moreover, this research is also expected to be a reference in website development by considering aspects of move and step analysis.

#### b) For Students

This study is expected to be a reference for students in studying business writing, especially in analyzing moves and steps in a text, such as brochures, booklets, and other media promotions. In addition, this research is also useful for international students in understanding the structure and strategy of business

writing in academic and professional contexts, in order to improve their communication skills in the international business environment.

### **c) For Other Researchers**

This study is expected to be useful for other researchers in conducting similar research. The results of this study can be used as an empirical review. In addition, this study can be used as a guide for other researchers in analyzing a text using move and step analysis methods. This study can also contribute to revealing aspects that have not been discussed and become a comparison material for further research.

## **1.7 Definition of Key Terms**

To provide a clear understanding and avoid misunderstandings about the focus of this study, which relates to move and step analysis on the Hotel Jumeirah Bali website, key terms are described in the following section.

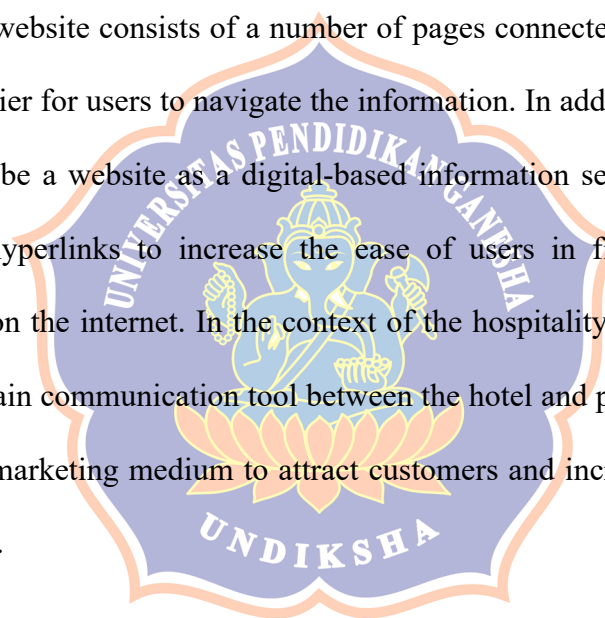
### **1.7.1 Move and Step Analysis**

Move and step are concepts in discourse analysis used to identify the rhetorical structure in a text. Move refers to a textual unit with a specific communicative purpose, such as attracting the reader's attention, introducing a topic, or presenting an argument (Bhatia, 1993). The step is a subunit of a move that functions as a specific step or strategy in achieving the communicative purpose of the move. Step provides details or support for the main function of a move in the text structure (Hyland, 2004). In this study, the concept of move and step is used to

analyze the rhetorical structure of the Jumeirah Bali Hotel website in order to understand the communication patterns and persuasion strategies applied in presenting information to potential guests.

### **1.7.2 Website as a Promotional Media**

A website is defined as a digital set of pages that are interconnected and accessible via the internet, which presents information in various formats, such as text, images, audio, video, and animation (Abdullah et al., 2016). Agung (2001), stated that a website consists of a number of pages connected through hyperlinks, making it easier for users to navigate the information. In addition, Muhyidin et al., (2020) describe a website as a digital-based information service that utilizes the concept of hyperlinks to increase the ease of users in finding and accessing information on the internet. In the context of the hospitality industry, the website acts as the main communication tool between the hotel and potential guests and as an effective marketing medium to attract customers and increase competitiveness in the market.



### **1.7.3 Hotel Jumeirah Bali**

Hotel Jumeirah Bali is a five-star hotel located in Pecatu, Uluwatu, Bali. The hotel is part of the Jumeirah Group, a Dubai-based hospitality company that manages a network of luxury hotels in various countries in the Middle East, Europe, and Asia (Jumeirah, 2024). Jumeirah Bali adopts an architectural design that integrates traditional Hindu-Javanese elements from the Majapahit Kingdom era with modern architectural styles, creating a distinctive appeal for domestic and

international travelers. Moreover, the hotel optimally utilizes digital platforms, including its official website, which is designed with intuitive navigation, high-quality visuals and interactive features to enhance user experience and attract more visitors.

