

# CHAPTER I

## INTRODUCTION

This chapter contains background that explains the importance of research, the formulation of the problem that is the focus of the study, the objectives of the research, and the benefits expected from the research.

### 1.1 Background of Study

Tourism is one of the main sectors contributing significantly to Bali's economy. As a leading tourist destination, Bali attracts millions of domestic and foreign tourists every year. The tourism sector plays an important role in regional economic growth and increases the income of local communities through various related industries such as hospitality, culinary, and transportation services (Aliansyah & Hermawan, 2021).

To support the development of the tourism sector, the government and various stakeholders continue to pursue effective promotional strategies. One of the media used in the promotion of tourist destinations is the official tourism website managed by local governments and related organizations. This website serves as the main source of information for tourists who want to know more about tourist attractions, available facilities, and the accessibility of the location they want to visit.

Buleleng Regency, which is the northern part of the island of Bali, is recorded to have as many as 86 tourist attractions that have been determined in Buleleng Regent Regulation No. 51/2017. One of the promotional efforts made by the local government is through the website <https://visitnorthbali.bulelengkab.go.id>. This site is managed by the Buleleng Regency Tourism Office and provides various information about tourist attractions in North Bali, including a description of the attraction overview, location, and available facilities. The information provided through this website is expected to assist tourists in planning their visit more effectively.

Despite the informative function of tourist attraction descriptions, the use of English in tourism promotion texts requires careful linguistic choices to ensure clarity and effectiveness of communication. The way language is presented in tourism descriptions plays an important role in

shaping readers' perceptions and understanding. According to Ellis and Barkhuizen (2005), language use in a text can influence how messages are interpreted and how credible the writer appears to the readers. In addition, Pierini (2007) explains that appropriate and well-crafted language in tourism promotion media contributes to a professional impression and enhances the attractiveness of destinations for international tourists

One of the linguistic elements that has an important role in tourism promotional texts is figurative language. Figurative language is used to create imaginative, vivid, and emotionally compelling descriptions. The use of figurative language in the description of tourism objects can increase the attractiveness of the text, create an aesthetic impression, and arouse the reader's imagination (Skubis & Mosek, 2024). The types of figurative language commonly used include metaphor, simile, personification, hyperbole, alliteration, onomatopoeia, idiom, symbolism, imagery, irony, allusion, and euphemism (Abrams & Harpham, 2005).

Although figurative language plays an important role in beautifying and strengthening the appeal of tourism promotional texts, inappropriate use can lead to double meanings, ambiguity, or even misinterpretation of the message to be conveyed. This becomes even more complex when readers come from different cultural backgrounds, as the interpretation of symbols or figurative expressions can vary significantly between cultures. Therefore, it is important for writers and managers of tourism promotion content to not only recognize the existence of figurative language but also understand its type, meaning, and impact on communication effectiveness in a cross-cultural context, so that the messages conveyed remain accurate, interesting, and easily understood by a global audience.

To identify and analyze the use of figurative language in tourist attraction descriptions, a relevant approach is to refer to the classification of figurative language as described by Abrams & Harpham (2005). In *A Glossary of Literary Terms*, they describe various types of indirect language styles used to convey meaning in an imaginative, artistic, and non-literal way. Figurative language includes several forms, such as metaphor, simile, personification, hyperbole, alliteration, onomatopoeia, idiom, symbolism, imagery, irony, allusion, and euphemism, each of which has rhetorical and aesthetic functions in written communication. Through grouping and analyzing these types of figurative language, this study aims to understand how these language

styles are used in tourist attraction description texts, as well as evaluate their effectiveness in conveying messages and building tourism promotion appeal.

Some previous studies have discussed the analysis of language use and word choice in English texts. Wijanarto (2020) analyzes the article “Raja Ampat” in Indonesia. Travel and find 13 metaphorical expressions of domains such as “Natural Landscape” and “Family”, which serve to bring the destination closer to the urban. Another study by Sudiarja (2024) researching the booklet and website of Elephant Safari Park & Lodge Bali, found a total of 30 figurative phrases, including metaphors, similes, personifications, and hyperbole, confirming the presence of various types of figurative language in Balinese tourism promotional media. Meanwhile, Krisnawati et al. (2021), in their study on metaphors in Indonesian nature tourism discourse, analyzed metaphorical majas in online tourism magazines and revealed the concept of nature depicted through various metaphorical sources, such as the concept of nature as a person or object. The study's findings reveal that the use of figurative language serves not only as a linguistic ornament but also plays a strategic role in shaping the image, atmosphere, and attractiveness of a tourist destination.

Based on the description above, this research aims to identify and categorize the types of figurative language found in the description of tourist objects on the [visitnorthbali.bulelengkab.go.id](http://visitnorthbali.bulelengkab.go.id) website. This research employs a descriptive qualitative approach, analyzing the forms of figurative language that appear in the text, including metaphor, simile, personification, hyperbole, alliteration, onomatopoeia, idiom, symbolism, imagery, irony, allusion, and euphemism. In addition to identifying the form of figurative language, this research also examines the function of figurative language in supporting the communicative purpose of the text, especially in the context of tourism promotion. From the aspect of language expression, this research will evaluate how the use of figurative language can strengthen the attractiveness, imagination, and aesthetic impression in the description of tourist attractions.

Through this research, it is hoped that it can contribute to improving the quality of language in tourism promotional media, especially in the preparation of English texts that are more creative, persuasive, and easily understood by international tourists. In addition, the findings can also serve as a reference for academics, linguistic practitioners, and tourism content

managers in understanding and developing the effective use of figurative language in the context of promotional discourse.

## 1.2 Research Questions

Based on the explanation of the background and scope of the research, the research questions in this study include the following:

1. What types of figurative language are found in the description of Buleleng Regency Tourism Office Website?
2. What is the meaning of the figurative language in the context of the description and promotion of Buleleng Regency Tourism Office Website?

## 1.3 Purpose of Study

Referring to the research question that has been described, there are objectives of this research, including the following:

1. To identify the types of figurative language used in the description of Buleleng Regency Tourism Office Website.
2. To describe the meaning of figurative language in the context of conveying information and promoting of Buleleng Regency Tourism Office Website.

## 1.4 Significance of The Study

This research is expected to make a meaningful contribution to various parties. The benefits of this research are explained as follows:

### 1. For Students

This research can be a reference for students who pursue applied linguistic studies, especially in analyzing the use of figurative language in the context of tourism promotion. The results of this study are also expected to help students understand the application of language functions and language expressions in persuasive English texts.

## 2. For Institutions

This research contributes to the development of linguistic studies, especially in terms of the identification and analysis of figurative language in tourism promotion media. Educational institutions can utilize the findings of this research as teaching materials or references in courses related to discourse analysis, semantics, and English for Specific Purposes (ESP).

## 3. For Dinas Pariwisata Kabupaten Buleleng

The findings of this study can be an input for the Tourism Office of Buleleng Regency in improving the quality of English language use in the description of tourist attractions on its official website. With the use of more interesting, precise, and professional language through the effective use of figurative language, the information conveyed will be more appealing to foreign tourists and support more optimal tourism promotion in the Buleleng region.

