

CHAPTER I

INTRODUCTION

1.1 Background of Study

Bali has long been known as one of the most popular tourist destinations in the world because of its natural beauty, rich culture, and unique way of life. The island offers diverse attractions, including beaches, traditional arts, spiritual values, and local wisdom, which strengthen the competitiveness of Indonesian tourism. As a global destination visited by millions of tourists every year, Bali experiences continuous growth in tourism as well as in digital travel communication.

Bali's tourism industry continues to grow rapidly, supported by government initiatives, private sector efforts, and strong global demand. This growth has increased competition among tourism businesses, enabling them to promote their products and services through various online platforms. According to Purwita and Suryawan (2018), tourism items exceed expectations when they combine availability, well managed tourism frameworks, engaging attractions, and satisfactory supporting offices. As long as the tourist is on the computer, in digital era, the construction of tourism relies largely on new media of internet, especially the website due to most potential tourists use it as their main source of information.

Luxury hotels in Bali have that is also a staple of the market here are excellent service, modern amenities and luxurious eco-friendly. Since they are luxury accommodations, guests are very often foreigners who expect easy, clear communication of the highest quality. That is why sites of the five star hotels must be able to express its fundamental values (well), on one hand, as well as gather irresistible meaningful information transferred from one heart to another. Their websites are a critical element in portraying brand identity, demonstrating service distinction and facilitating visitor interactions. Therefore, analyzing the design and language used on these websites becomes important to understand how luxury hotels communicate their values and services to potential guests.

For this communication, it is essential to identify the components of websites, language function, and expressions of those five-star hotels in South Bali. Small details like structure, layout and content categories will determine how an

information is communicated. Moreover, language expressions for evaluative, descriptive and promotive words contribute to construct an appealing image of hotel and service. The effect of consumers' online review of tourism and hospitality product or service has been a subject of recent researches on language use on tourism and hospitality websites (Akhtar and Sun, 2019). These elements are considered crucial when exploring the message how luxury upscale hotels communicates via digital.

This study is relevant as digital communication has an ever-growing impact on tourist behavior, and thus detailed examination of website design and language use is important to the development of tourism. This study is also anticipated to make an academic contribution for the discussion of digital tourism communication and offer useful information for the practices of the tourism industry in order to enhance its website contents.

South Bali is the biggest tourist area in the island, with popular places such as Seminyak, Jimbaran and Nusa Dua, which all contain many upscale hotels and visit by a lot of foreigners. In Bali's increasingly competitive tourism industry, presentation to the digital world and internet communication is essential when you are an attraction trying to survive by luring tourists from all over the world and these fields are very serious business. Five-star hotel websites in South Bali were selected as the focus of this study because they are considered credible and provide well-designed, structured, and informative content in this region. They feature better-designed sites, organized content and powerful language than hotel competitors in the category.

1.2 Problem Identification

The concept of travel promotion in the era of globalization can also be defined in relation to global reach which is accomplished through websites and other forms of digital platforms. Websites contribute to creating the image of a destination and introducing the destination to local and foreign travelers. Websites are helpful in providing travelers with the “how to” aspects of a trip including time schedules, mapping, and cost. Use of social media in promoting destinations has become inevitable especially in the digital era. Social media provides travel marketers with a new opportunity to effectively communicate and market their products and services to the targeted consumers (Reyes, 2021). Nonetheless, even though most websites are used in promoting travel destinations, not all of them manage to convey adequate information to make a compelling impression among potential travelers. For example, hotel websites have the ability to influence travelers but lack clarity in terms of language functions, message organization, and communication purposes due to their emphasis on visual elements.

The significance of this topic is that, according to Jakobson's theory of language function, there exists not only a functional dimension but also an emotive and conative component, as was pointed out by Jakobson in his 1960 article. A tourism website should therefore incorporate all fundamental elements of effective communication, as these elements significantly shape visitors' perceptions of a destination or accommodation. According to Bieger and Laesser (2004) and Fodness and Murray (1998), it is important to define differences in online tourism information sources and identify the distinct characteristics of each source in order to understand travelers' needs and tendencies. However, these studies only discussed online reviews and general tourism platforms about large-scale hotels, in contrast little attention has been paid to the examination of website elements and word expressions used by five-star hotel websites as well as particularly its use in the context of South Bali. This absence of specific enquiry provides a research gap which requires to be filled with systematic examination of the ways in which luxury hotel websites organize their text and use language to express values, quality and persuasion.

This research seeks to address the gaps in our knowledge regarding the combination of elements of tourism and language in the construction of an inviting image of the region, as articulated by the websites of five-star hotels in South Bali. Through establishing these elements, one can determine how website enhancements would enhance user interaction, facilitate the retrieval of information, encourage user traffic, and promote online tourism.

1.3 Limitation of Study

This study is limited to the analysis of the official websites of five five-star hotels in South Bali, namely:

1. Bvlgari Resort Bali (https://www.bulgarihotels.com/in_ID/bali)
2. The Mulia (<https://www.themulia.com/>)
3. St. Regis Bali (<https://www.marriott.com/en-us/hotels/dpsxr-the-st-regis-bali-resort/overview/>)
4. Four Seasons Jimbaran (<https://www.fourseasons.com/jimbaranbay/>)
5. Ayana Resort Bali (<https://www.ayana.com/bali/ayana-resort/>).

This research focuses on three main aspects only: the components of the website, the functions of the language used, and the expressions of language used. As a result, materials like the website's design, technical aspects, the experience of the user, and the website's multimedia elements are not included. The analysis is restricted to the English version of the websites, as it is widely used in the international tourism and hospitality industry. Furthermore, the findings are based solely on the website content available during the research period, and do not reflect any future updates or modifications.

1.4 Statements of the Problem

From the background of the research, the problems of this study were formulated as follows:

1. What components are included in the five-star hotel websites in South Bali?
2. What are the language functions used on five-star hotel websites in South Bali?
3. What are the language expressions used on five-star hotel websites in South Bali?

1.5 Purposes of the Study

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

1. To identify the components included in five-star hotel websites in South Bali.
2. To identify the language functions used on five-star hotel websites in South Bali.
3. To identify the language expressions used on five-star hotel websites in South Bali.

1.6 Significance of the Study

This research is anticipated to offer significance on both aspects below:

1. Theoretical Significance

This study is intended to advance the field of linguistics, especially concerning the functional use of language and the language expressions of tourism promotion on websites and the study of components of websites in digital tourism communication.

2. Practical Significance

- a. This study could serve as a baseline reference website analysis in tourism research for students and other scholars undertaking similar studies in the field.
- b. For tourism practitioners, especially five-star hotels in South Bali, the findings can serve as insights to improve the quality of their website content in terms of information, persuasion, and cultural representation.
- c. For readers in general, this study can provide a clearer understanding of how language and website components contribute to the promotion of tourism destinations.