



Managing touristic destinations: content analysis on language of promotion in gililife magazine, Indonesia

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ABSTRACT

The research discusses marketing promotion in the context of language use in promoting destinations. This scientifically answers the research question formulated on the promotional linguistic content used in discourses of Gililife magazine within one published edition. Discourse analysis as a method of analysis was employed under the descriptive-qualitative approach. Four steps were utilized to analyze the data deeply: collecting, reducing, displaying data, and drawing a conclusion. The data source was the selection of two discourses only discussing destinations with four tourism components (attraction, amenity, accessibility, security) as a basis for content analysis. Findings show that analyzed discourses dominantly emphasized marketing promotion on attraction and amenity. However, security is being neglected in every single discourse. Language content applied is the denotative preference, although few metaphor words are included.

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INTRODUCTION

Tourism is one of the most critical industries still being developed today. Its rapid development has contributed significantly to state revenue. Sizeable foreign exchange contributions attract various countries and compete to set the industry. Multiple renewal forms continue to be carried out, and improvised amenities, accessibility, and security are significant factors in developing the tourism industry. In the context of this study, the Indonesian government massively builds physical infrastructure, and without neglecting aspects of its Human Resources (HR), tourism training is held in various types: tour guide, diving, and various other trainings; human resource development as an effort to achieve development targets. (Gao & Su, 2020, Yen et al., 2021a, Hakim et al., 2022).

The adaptive program held by the government cannot be separated from efforts to meet the needs of the industry to attract interest and provide comfort for visitors. However, there is no clear consensus regarding the expectations of visitors. To further optimize the development, the community is expected to be able to actively participate to contribute to the development of the government's industry. Collaboration between stakeholders and the community is an effective

method. The hope of all the splendor of action and the fantastic allocation of funds is to provide opportunities for the community to develop better careers and increase national income by attracting the sympathy of tourists visiting tourist destinations in Indonesia (Naserirad et al., 2022, Shahbaz et al., 2018, Islam et al., 2020).

This series of efforts and geographical conditions have produced positive results. The Indonesian government has at least improved tourism's image, quality, and quality in the archipelago. This can be witnessed from the level of visits in one of the super-premium destinations in Indonesia, in this case, Lombok. After constructing the MotoGP circuit and its supporting facilities, tourists from abroad, as the top priority for developing the tourism industry, continue to increase.

With the icon of MotoGP, Lombok has successfully attracted sympathy from various circles, domestic and foreign. Tourists visiting have increased dramatically. It was recorded that the number of visits at the first MotoGP event reached 2.4 million people, which became the sweet fruit of a long effort to develop tourism. The tourism industry can be a strategic step to improve the economy and environmental quality by upholding local wisdom and prioritizing sustainable development. However, the development of the tourism industry cannot be separated from the opposing side and criticism. For example, making criticisms from the side of declining environmental quality and the economic side leads to reducing the level of welfare of local communities (Anshori, 2022, Marsiglio, 2015, Adedoyin et al., 2021).

Apart from the massive development of tourism industry interests that lead to the two sides mentioned in the previous paragraph, other factors that affect the success of destinations in Lombok certainly cannot be ruled out because the tourism industry is a domain that covers various fields or inter-disciplines. Cultural, environmental, economic, and political studies are connected, so multiple aspects should be considered. Economic and cultural factors, for example, cultural diversity is a value that can be juxtaposed with tourism, and it has been successfully applied as a sustainable form of tourism. At the same time, the development of amenities and tourism-supporting facilities is used as a wet field for business development. However, to present a more specific explanation and avoid information bias, researchers in this discussion concentrate on studying (Deng et al., 2020) *marketing* factors; the author assumes that this domain cannot be ruled out and should be the object of broader research.

Building a *successful destination brand image* that gets the spotlight from the wider community (international and domestic) is not an instant problem. As one of the efforts to achieve this, in addition to the development of physical infrastructure, the critical role (Wisker et al., 2020) of marketing in the world tourism industry cannot be denied that it is one of the effective marketing methods to get consumers' attention. No wonder giant industrial brands are trying hard to brand their companies and allocate funds to promote their products.

Regarding *marketing* and Promotion, we can take examples from two well-known companies, Pepsi and Adidas. They are two companies not responsible for hiring celebrities and famous athletes to promote their products. Both promotions use digital media platforms or print media. Pay linguistic experts to construct the right words that can affect psychology and interest the audience or readers of the ad. This tactical step was taken based on careful weighing because *marketing* significantly influences the industry's sustainability. The same is true for the tourism industry; *marketing* and Promotion is one strategy needed to improve the *image* of tourism (Harahsheh et al., 2019).

Studi about *marketing* has often been done as a form of concentration of academics on the domain. Research, for example, emphasizes marketing in terms of social media, which is considered an alternative to promote tourism during a pandemic. He concluded that the strategy had a positive impact because the broader masses could enjoy it. To maximize this, the study suggests collaboration between academics and communities engaged in tourism management by improving their abilities through training or empowerment. With this ability, they can provide the

best service to enhance tourism's image (Sianipar et al., 2020). Researchers also refer to studies emphasizing the importance of more modern marketing methods. The success of marketing (Palupi & Slavov, 2020) must be based on a comprehensive analysis of a market, analysis of sales systems and chains, and advertising products.

Furthermore, research on marketing from a language perspective is still very minimal regarding researchers' searches from several sources, either the internet or some print media related to marketing studies. Researchers so far have not found literature references that discuss promotional language, especially *tourism marketing*. Though marketing studies from a language perspective have a significant role, Promotion with reasonable, correct, and appropriate language can influence people to visit a destination. However, a destination is spoken to be able to attract someone to visit the destination. Almost every Promotion uses a description; a Short description of a product without using the correct language is complex to attract attention from consumers. Nevertheless, in-depth studies related to marketing still need to be improved and must be one of the concentrations of linguists.

The lack of studies on the language used to promote the tourism industry encourages researchers to explore the study of marketing the construction of the language used in tourism products. The novelty of this research is the focus emphasizes the domain of language used to promote the tourism industry in the four main disciplines of the tourism industry: tourist attractions, amenities, accessibility or affordability, and security or in tourism studies referred to as pull theory or external factors that influence people visiting a destination. Researchers chose these four components because they are the core aspects of tourist attraction visiting a destination. (Adel et al., 2021). Research gap of this research would be using content analysis to analyze language uses in the four components of tourism in the *gililife* magazine as main data.

LITERATURE REVIEW

Tourism Component

In its development, tourism promotion cannot be separated from tourism marketing; These two things cannot be separated. To provide a clearer picture of these two things, researchers borrow opinions; they say that marketing or marketing is a strategy or initiative carried out by companies or agencies to promote tourism itself. The following are the four core components of tourism that attract tourists (Avraham & Ketter, 2016).

a. Tourist attractions

The main factor that has the most significant influence, significantly determines the choice of visitors, and influences the motive of their choice is the attractiveness of tourist sites. Natural resources, man-made attractions, and hospitality are some of them. Tourist destinations must be able to become the main attraction and become a force to attract visitors, regardless of whether the interest is artificial or natural beauty (David L. Edgell et al., 2013).

Land, geography, flora and wildlife, temperature, water, and other geographical aspects of its location and natural wealth are included in the list of components of natural resources. The most significant characteristics of a place are often found in land and terrain, such as mountains, ski hills, animals, and water features (lakes or waterfalls). Because they are essential to the attractiveness of a destination and serve as the basis for the creation and development of other resources, they constitute a significant tourist asset (Jin & Cheng, 2020).

The tourist sites also contain man-made attractions. They combine "historical and contemporary views, lifestyles, and social contexts."; Even with the uniqueness of the building, not a few tourists prefer to visit tourist attractions in urban areas. Today's culture, which reflects how the people of that region and ethnic origin lived, worked, and played, also forms a part in the tourist elements, in addition to those reflecting historical features, such as ancient buildings and ruins, architectural and artistic buildings and monuments, historical sites and relics. Other man-

made assets include parks, gardens, conference centers, marinas, industrial archaeology, golf courses, specialty stores, theme parks, themed retail spaces, and unique events. In reality, resources, both natural and man-made, serve as "real travel products" and "gifts from travel", providing happiness to travelers. (Boonsiritomachai & Phonthanukitithaworn, 2019, Zhang et al., 2022).

Another important resource is the human factor, which plays a significant role. Social interactions such as religious celebrations and events, dance, music, cuisine, and other entertainment are made possible by people and elements of their culture, language, and way of life. They have also evolved into powerful "attractor" elements to influence travelers' decisions. But things can change otherwise if a location offers the best attractions accessible to tourists, its allure can be lost if locals make visitors feel disrespected (C. Chen et al., 2021).

b. Tour Amenities

Facilities, welcome, and services at a tourist destination are crucial, as they allow tourists to stay, enjoy, and engage in the tourist attraction itself; even if it is considered a secondary or supporting good and not, the tourist attraction may fade. At the same time, the lack of facilities impacts travelers who can stay away from specific locations because there are not enough goods and services in the destination (Liew & Hussin, 2021).

Infrastructure components and superstructures are present in facilities and services at tourist sites to facilitate and increase the pace of tourism. The adequacy of facilities will provide a profound experience and a good impression that leads to the improvement of the image of a destination (H. Chen et al., 2021).

This category also includes infrastructure – encompassing everything from the means to get to a place, such as canals, ports, highways, railways, parking lots, and airports, to the basic infrastructure that keeps everything running, including energy and water supply, sewage and sewage disposal, and communication services. They all activate tourism. Another prominent characteristic of established and underdeveloped tourism goods that might affect a tourist's vacation experience is the lack of infrastructure and technology in a location (Jimura & Lee, 2020).

The superstructure includes accommodations such as hotels, hostels, motels, resorts, holiday villages, residences, campgrounds, caravan parks, farms, and guesthouses. In addition, essential things that should be featured are places to eat, pubs, and cafes, ranging from fast food to fine dining. Service and reception are also necessary elements of tourism. Other services that make travel more straightforward, efficient, and extraordinary for tourists include entertainment, shopping and leisure facilities, financial services, health facilities, tourism police, information centers, and travel agencies. It should not go unnoticed by stakeholders because they make a good impression on visitors. Therefore, facilities and services contribute significantly to the overall tour package (Zaidan, 2015).

c. Tourism Accessibility

In tourism, the interaction between private and public transport is called "accessibility." Transporting tourists from the origin area to the destination is an important component of the tourist offer. It also includes transportation within and between designated locations, including land, sea, and air transportation. The ease of entry to any site is considered a significant feature that travelers check before making their final purchase choices, such as attractions, facilities, and services that attract visitors. In addition, the geographical proximity of the chosen destination, which affects the time it takes to get there, transportation costs, frequency of service, level of comfort, and safety, also impacts the volume of tourism and the type of goods tourists buy (Hansen et al., 2021, Yen et al., 2021b, Darcy et al., 2020).

d. Tourism Safety

What is more important than security and safety that can allow people to enjoy something they are aiming for without feeling anxious and afraid; Travelers choose a destination that can assure them of their security and safety. The feeling of security and comfort is the basic need of each individual. In the context of tourism, security (Hamarnah et al., 2018) is a serious component that becomes a challenge and a core part that must be enforced. Safety and comfort can benchmark success and failure in the tourism industry (Sharma & Calderon, 2020, Owiyo & Mulwa, 2018).

Beautiful tourist attractions with the support of the splendor of facilities and accessible facilities can have a bad image without proper security. It also affects people's perception of a destination because the main concentration of foreign tourists is safety and comfort. Goals without security support will not have a strong appeal. Both caused by natural disasters, crime, politics, and terrorism damage the image of the tourist industry so that the four core components of tourism must exist in a destination and cannot be separated. This shows that the four components are related and cannot be separated (Via Gyepi-garbrah, 2021, Tarlow, 2019).

Safety can shape visitors' perceptions and attitudes toward tourist attractions and significantly influence their decision to visit a destination. As a result, in the travel and tourism industry, security is a priority part. Therefore, various tourism studies usually focus on how people perceive a particular location and how this perception is transmitted. By providing security guarantees and other component support, tourism can give a good impression of improving the image of tourism itself (Zou & Yu, 2022)(Hsieh, 2017).

RESEARCH METHOD

This study seeks to analyze the use of tourism promotion language based on four components of tourism (attractions, amenities, accessibility, and safety) taken from Gili Life magazine. The data processed in this study is a collection of promotional texts contained in Gili Life magazine. This magazine was chosen because promotional content discusses tourism promotion regularly. The selected text is taken from one discourse with a word length not exceeding 400 words from each edition. The analysis model uses *content analysis* techniques limited to four components of tourism: attractions, amenities, accessibility, and safety. Although the four parts of discourse are analyzed, all classes of words are carefully considered. These words are verbs, nouns, adjectives, and adverbs that will be the focus of analysis. Functionally, the four words represent the four components analyzed, and the remaining four as additional clues. For example, adjectives help interpret the words marketers use because they describe the degree or quality of a goal or service. A verb is a word that identifies an advertiser's actions and activities that can refer to the attraction, use of facilities, or information conveyed to consumers. Likewise, adverbs and nouns can help the interpretation process because they will provide clues to the frequency of Promotion of a product in the magazine being analyzed.

RESULT AND DISCUSSION

Result

Marketing in distributing information about products is central to its role in the tourism industry. This study examines the promotional language used by marketers (tourism administrators), focusing on four components of the survey: attractions, amenities, accessibility, and safety. We limited the discourse study to GiliLife magazine, which talked a lot about tourism in North Lombok Regency, previously under the authority of West Lombok Regency, West Nusa Tenggara. The text that becomes the study is based on criteria. First, the text contains no less than 200 words and does not exceed 400 words. Both readers must be in English taken directly from Gililife magazine. Third, the study only covered one September issue.

"With its largely unspoiled natural environment, vivid, diverse traditional culture, and increasing infrastructure, Lombok island is an interesting compromise between touristic Bali and wild Sumbawa. Jagged coasts and sheltered bays, white-sanded empty beaches and lush green hills lined by rice paddies overlooked BY majestic Mount Rinjani characterise Lombok natural landscape, while in traditional villages a diversity of practises coexist. The island is dotted with mosques, symbols, the most practised religion, but there are some important Hindu temples scattered in the west, heritage of the hindu tradition. Sasak people, lombok's indigenous people, practice a syncretic form of islam, which blends hindu-buddhist influences, sunni islam, animism and ancestral worship. Authentic sasak villages offer a valuable insight into the island's traditional culture, famous for the turun temurun. Capital city, Mataram is a busy town with colourful markets and the gate to senggigi's stunning bays in the north and Mt. Rinjani's green slopes to the east. In the south, world-class surf breaks a multitude of pristine beaches and gentle hills are an open invitation to explore the surroundings at one's pace and enjoy the tropical vibe. The east offers a complete different scenery from waterfalls, rainforests and hills carpeted with rice paddies, the surroundings of Mt. Rinjani provide a myriad of hike options, from easy walks to very challenging treks in a beautiful panoramic landscape, in the south-west, facing lembar harbour and sekotong are the less known gilis, where snorkeling in the lively reef and chilling on the empty beaches are the few tourists' main activity. With its cultural and environmental diversity. Lombok is the ideal destination to discover something new everyday."

The text above explains that the promotional language contained in the text of the September 2019 issue explains two things. First, tourist attractions are the most dominant discussion among the other three component studies: amenity, accessibility, and safety. There are 19 sentences discussing tourist attractions from 20 promotional sentences analyzed. Several words have strong relevance to the term destination, such as natural environment, sheltered bays, empty beaches, green hills, traditional villages, etc. Interestingly, at the end of the text, the marketer involves only one sentence talking about amenities. This indication can be inferred from the sentence mentioning the mosque as a facility or place of worship categorized as an amenity. Here's an analysis of Gililife's promotional text, as shown in Table 1 below.

Tabel 1. Linguistic content (content analysis)

No	Classifier	Tourism Component
1	Unspoiled natural environment	
2	Lombok Island is an interesting compromise	
3	Jagged coasts and sheltered bays	
4	White-sanded empty beaches and lush green hills lined by rice paddies	
5	Lombok natural landscape	
6	Traditional villages	
7	Some important Hindu temples	
8	Heritage of the hindu tradition.	
9	Lombok's indigenous people	
10	Hindu-buddhist influences	Attraction
11	Authentic sasak villages	
12	The island's traditional culture	
13	Mataram is a busy town with colourful markets	
14	Senggigi's stunning bays	
15	Pristine beaches and gentle hills	
16	Complete different scenery from waterfalls, rainforests and hills carpeted with rice paddies	
17	Beautiful panoramic landscape	
18	With its cultural and environmental diversity	
19	Lombok is the ideal destination	
20	island is dotted with mosques	Amenity

In the second text of the same issue, we analyzed the promotional language used in the English text. From one study text, there are 13 items in phrases or sentences. The second text in this September edition does not find which tourism component is most dominant in promoting specific tourist destinations. The text only talks about attractions and amenities, where attraction is still the predominant focus of tourist businesses. Travel promotion content regarding amenities is not much different from promotions that intersect with attraction. In this second text, the accessibility and security components are not visible. Here's an excerpt of the text and its analysis, as seen in the points below.

"Set between Gili Air and Gili Trawangan, Gili Meno arguably offers the finest beaches of all the gili islands. The sands are white and soft beneath, your feet and you can relax on vacant stretches of beach lined with coconut trees, its waters are teeming with life and it is very common to spot a turtle whilst snorkeling. The island is still reflective of local lifestyle and time moves at a leisurely pace. Out of the three gilis, Gili Meno is the least developed island, where you can completely relax amongst abundant nature and create your own tropical holiday adapted to your needs. Explore its peaceful paths by pushbike or on foot; enjoy the green and blue panorama while riding on a Cidomo without being disturbed by large crowds or buildings; venture to the eerie remnants of an abandoned resort where a popular wreck-dive site exists just offshore. Gili Meno offers a great selection of local and western restaurants from small warungs to fancy beachfront terraces you will have a wide choice of flavours against the same tropical and peaceful backdrop. You will meet interesting local artists and seasoned foreign travellers, and appreciate their smooth rhythm of life. A variety of accommodation options ensure a choice for all tastes and budgets; from eco-friendly star "gazing platforms to luxury glamping tents, Gili Meno offers scheduled properties as well as luxury resorts, and a lot of activities. Small dedicated dive centres, nature inspired yoga schools and water sport centres are just some of the ways you can fill your time between a swim with the turtle or a tropical cocktail."

Tabel 2. Linguistic content (content analysis)

No	Classifier	Tourism Component
1	Gili Meno arguably offers the finest beaches of all the gili islands	Attraction
2	The sands are white and soft beneath, your feet and you can relax on vacant stretches	Attraction
3	its waters are teeming with life and it is very common to spot a turtle whilst snorkeling	Amenity
4	The island is still reflective of local lifestyle	Attraction
5	you can completely relax amongst abundant nature	Attraction
6	Explore its peaceful paths by pushbike or on foot	Amenity
7	enjoy the green and blue panorama	Attraction
8	popular wreck-dive site	Attraction
9	Gili Meno offers a great selection of local and western restaurants from small warungs	Amenity
10	fancy beachfront terraces	Amenity
11	A variety of accommodation options	Amenity
12	Gili Meno offers scheduled properties as well as luxury resorts	Amenity

Discussion

Tourism promotion is an important part and is claimed to be an effective method to increase tourist visits to a promoted destination. In the context of this study, content analysis is essential to analyze the components of tourism that are promoted to lead to comprehensive Promotion. Revealing effective promotions can make buyers aware of a product they need so that it can affect their attitude towards the product offered (Odunlami et al., 2014).

Content analysis through discourse analysis in GiliLife magazine is an approach to understanding the meaning spoken, the theme discussed in a text, patterns in the content

presented to *the* reader, or symbols with implicit meaning. Researchers found that the Promotion carried out through documents already covered several essential points of tourism, although other vital components are also not promoted (Flick, 2014).

The researchers' findings indicate the attraction component is the most promoted product. Researchers found two to three sentences that point to tourist attractions in each text of the three texts examined. Of the overall promotional sentences analyzed, 40 percent referred to tourist attractions; It is also the most dominantly promoted component. Attractiveness in the context of tourism is a core part that influences tourist attitudes; This requires image enhancement through Promotion. Promotion of tourist attraction gives tourists an overview of a destination and can determine their attitude to visit the destination. It shares the opinion that the perspective of advertising leads to the individual's attitude (Roy et al., 2021).

In addition to promoting tourist attractions, several critical roles in the tourism sector (amenities and accessibility) are components that are often encouraged. Amenities as a core part of tourism development and the provision of amenities with tourism feasibility standards form the satisfaction of tourists to settle temporarily. Tourism refers to the definition of travel and leisure activities; indulgences as a carrying capacity are inseparable from other sectors in tourism. The same is required for the accommodation component. His study found an increase in the number of visits with the ease of accommodation or accessibility that developed in a tourism destination. In this regard, GiliLife magazine provides vital information related to these two components – each of which is 30 percent (Ismail & Rohman, 2019, Deng et al., 2020).

Although some core components have been promoted massively by GiliLife magazine, they do not involve safety aspects in tourism promotion. Of the three texts exposed by researchers, they did not promote safety at all in a destination. Safety is essential for the sustainability of tourism in a goal. Safety in travel is a priority for tourists and destinations vulnerable to changes in soil structure such as mountains, soil surface erosion, and natural security components must be a priority that should not be missed.

Through this study, the evaluation of promotional language is critical. Promotional language should cover all core components of tourism, such as amenities, attractions, accessibility, and safety. *The* absence of several components impacts the lack of information presented in the Promotion and can form a wrong perception of readers. The completeness of the data presented in the Promotion makes the value of a destination more attractive. The lack of information submitted by GiliLife magazine became a criticism with the aim of further Promotion of the safety component can be involved in tourism promotion.

CONCLUSION

Content analysis in GiliLife tourism promotion magazine that refers to the four core components of tourism shows significant results. Four components in the content analysis set by the researcher include tourist attractions, amenities, accommodation, and safety in traveling, with text criteria of no less than 200 words and no more than 400 words. Three texts that fit the requirements set by the researchers show different results and conclusions. In the first part of the text promoting Gili Trawangan, the Promotion of the three tourism components shows a balanced determination – each feature is enabled with two statements. Still, the security component in Gili Life magazine tourism does not exclude these components.

The texts of parts two and three promoting the tourist destinations Gili Meno and Air lead to different conclusions. The dominant tourism component is upgraded towards tourist attractions, followed by the amenities and accommodation components. The tourist attractions in the two texts are promoted using three *statements*, while the other two features use only two *statements* each. The tourist attraction component is the most dominantly promoted, with a percentage of 40 percent of the entire text studied. The Promotion of the tourism component was followed by amenities and accommodation with a portion of 30 percent each, and Gili Life magazine did not promise the

safety component. This research contributes significantly on adding theories that the use of language must be appropriate and covers important elements tourism to promote; safely. Safety is the core components of tourism. In essence, safety must exist and should be included in language used to promote tourism products.

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