

**A MULTIMODAL ANALYSIS OF TOURISM BROCHURES FOR
ADVERTISING TOURIST ATTRACTION IN MANDEH ISLAND, WEST
SUMATRA**

Thesis

*Submitted as a Partial Fulfillment of the Requirements to Obtain
Strata One (S1) Degree*



By:

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**ENGLISH LANGUAGE AND LITERATURE DEPARTMENT
FACULTY OF LANGUAGES AND ARTS
UNIVERSITAS NEGERI PADANG**

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ABSTRACT

Sintia Furnama. 2020. A Multimodal Analysis of Tourism Brochures for Advertising Tourist Attraction in Mandeh Island, West Sumatra. Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Supervisor: Dr. Rusdi Noor Rosa, S.S., M.Hum.

This research analyzed verbal and visual elements in tourism brochures of Mandeh Island, West Sumatera: *Sumbar Holiday*, *Mandeh WPM*, *Genta Travelindo*, and *Piknik Tour Padang* by using Cheong's (2004) generic structure, Halliday's (2004) Systemic Functional Linguistic, Kress and Leeuwen (2006) theories. The researcher used descriptive research method. The data in this research were verbal and non-verbal texts found in Mandeh Island tourism brochures. The brochures were downloaded from travel and tour agent web site and Instagram account that are chosen randomly. The result of the study reveals that there are the similarities and differences of the generic structure, verbal, and visual analysis. The similarities found in generic structure between *Sumbar Holiday*, *Mandeh WPM*, and *Genta Travelindo*. Also, the picture dominant used is island, and color dominant is blue and white. Meanwhile the differences found in ideational meaning in the all brochures: *Sumbar Holiday* relational identifying (55%), *Mandeh WPM* material (50%), *Genta Travelindo* material (33%) and relational attributive (33%), and *Piknik Tour Padang* material (33%).

Key words: *Multimodal, Tourism, Brochure, Advertisement, Tourist Attraction*

ABSTRAK

Sintia Furnama. 2020. A Multimodal Analysis of Tourism Brochures for Advertising Tourist Attraction in Mandeh Island, West Sumatra. Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

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Penelitian ini menganalisa elemen verbal dan visual pada brosur wisata Pulau Mandeh, Sumatra Barat: *Sumbar Holiday*, *Mandeh WPM*, *Genta Travelindo*, dan *Piknik Tour Padang* dengan menggunakan struktur iklan cetak Cheong (2004), Linguistik Sistemik Fungsional Halliday (2004), dan teori dari Kress dan Leeuwen (2006). Penelitian ini menggunakan metode deskriptif. Data dalam penelitian ini berupa teks verbal dan non-verbal yang ditemukan dalam brosur wisata Pulau Mandeh. Brosur-brosur tersebut diunduh dari situs web dan akun Instagram agen perjalanan dan tur yang dipilih secara acak. Hasil penelitian menunjukkan bahwa terdapat persamaan dan perbedaan pada analisis struktur iklan cetak, visual dan verbal. Persamaan yaitu terdapat pada struktur iklan pada *Sumbar Holiday*, *Mandeh WPM*, dan *Genta Travelindo*. Juga, gambar dominan digunakan yaitu pulau, dan warna dominan digunakan yaitu biru dan putih. Sedangkan perbedaan terdapat pada hasil analisis makna ideasional dari masing-masing brosur: *Sumbar Holiday* proses kelas (55%), *Mandeh WPM* proses aksi (50%), *Genta Travelindo* proses aksi (33%) dan proses atributif (33%), dan *Piknik Tour Padang* proses aksi (33%).

Kata Kunci: Multimodal, Pariwisata, Brosur, Iklan, Objek Wisata

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DEDICATION

This study is dedicated to my beloved parents, mother Elvi Ira Wati and father Furqan for their extraordinary love and support that I was able to achieve bachelor degree. It is also dedicated for my grandmother Nurhayati and my grandfather Hasan Basri. Then, it is to my sisters Dina Furnama Sari and Almarhumah Neza Furvita Sari, and to my beloved nephew Rafasya Alfarizi, for always be there for me. Next is to Abdiel Justin for always giving support for me. Also, I want to express my gratitude to my friends: Karina, Bonita, Rahmi, Tika, Tilla, and Vella, for the help. For my classmates NK2-16 and NK-Ling16 who have accompanied the struggle to finish this study.

The Researcher

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CHAPTER I

INTRODUCTION

1.1 Background of the Research Problem

Advertisement is a marketing communication that plays an important role to promote a product or service (Wells, Moriarty and Mitchell, 2010). It is a connector between consumers and advertisers in order to get consumers interested in buying or using their products or services.

Advertisement contains persuasive information. Also, it is made in creative form. It always shows the features of the product advertised in detail by expressing the product advertised. Foreground of the advertisement usually is selected from certain features of the product. It has an impact on changing of audience's or reader's mood. It also aims to make the products advertised more desirable (Mackay, 2013, p. 286).

Furthermore, advertising is promoted through several media (Nizar, 2015, p. 9). The first is printed media which published through print media such as magazines, newspapers, brochures, and tabloids. The second media of advertisement is electronic like radio, TV, and internet. Thirdly advertorial advertising is news in the journalist style. Other media of advertising is the display which is larger than the column advertisement.

Tourism brochure is one of the advertisements that must be considered because not many reseacrhers have studies this. The style of language used in tourism advertisements in the form of verbal and visual elements plays an

important role in the marketing of tourist attractions (Dann, 1996). Tourism ads that can attract public attention have a positive influence on the number of tourism visitors. In other words, it is needed to promote tourist attractions. It contains information about the strangeness, exoticism, and authenticity of the touristic destination through certain media such as brochures, leaflets, and guidebooks.

In this study, the writer analyzed tourism brochures of Mandeh Island, West Sumatera. This place has natural beauty and tourist attractions. Unfortunately, this place is not widely known by local and foreign tourists because of the advertisements. While, tourism brochures have an important role to portray and enhance the image of the destination to influence tourist arrivals (Arfin and Salim, 2015). Therefore, the writer will analyze how the information is conveyed in Mandeh Island tourism brochures. The information included in the tourism brochure is in the form of linguistic and visual elements that can be analyzed by using multimodality theory. The main concern of multimodality study is the way various semiotic modalities interact with their meaning-making of each semiotic mode in the design of semiotic products such as brochure (Kress and Leeuwen, 2006).

Mandeh Island tourism brochures that will be analyzed are *Sumbar Holiday*, *Mandeh WPM*, *Genta Travelindo Tour & Trans*, and *Piknik Tour Padang* tour & travel business. The Mandeh Island tourism brochures are from different tour & travel businesses randomly selected to form a sample.

The study of multimodality was conducted by previous researchers. There are previous researchers focus on audiovisual advertisements: Rosa (2014),

Juliana (2019), Amatullah and Rosa (2019), and Savitri (2019). First, Rosa (2014) analyzed *Sunsilk Nutrient Sampo Ginseng* advertisement by using semiotic approach that focuses on multimodal system (linguistic, visual, audio, gesture, and location). He found multimodal system in the advertisement. In ideational metafunction, material process is the dominant use. In the interpersonal metafunction, declarative mood is dominantly used. In the textual metafunction, unmarked theme is the dominant use. Meanwhile, in the generic structure, he did not found enhancer and call-and-visit information.

Second, Juliana (2019) focuses on analyzing *Tagline Tolak Angin Sidomuncul* advertisement applying systemic functional linguistics in analyzing the multimodal elements such as linguistic, visual, audio, gestural, and spatial elements. She found that multimodal analysis used in this study interconnected each other in conveying the message and meaning to get the consumers' attention to buy the product.

Furthermore, Amatullah and Rosa (2019) analyzed lipstick advertisement of *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* in form of audio-visual that focuses on linguistic, visual, audio, gesture, and location. They found that the visual and verbal process is unity in conveying messages to the audience. Besides, there are similarities in the two beauty product advertisements analyzed in the ideational process metafunction. Material and attributive processes are the most dominant processes used. In the interpersonal metafunction, declarative is the most dominant used. Unmarked Simple Themes are most commonly used in theme textual metafunction.

Then, Savitri (2019) focuses on linguistic, visual, audio, gesture, and location of smartphone which is *Samsung Galaxy S9* and *iPhone Xs* on TV by using SFL of Halliday, Cheong, and Kress & Van Leeuwen theory. She found that there are differences in the generic structure of the *Samsung Galaxy S9* and *iPhone Xs*. Lead, display, announcement, emblem, and call-visit are found on the generic structure of *Samsung Galaxy S9*, while on *iPhone Xs* the existing generic structure is; lead, display, announcement, and emblem. Also, the similarities are found in linguistics, audio, and location analysis, while the differences between the two advertisements are found in all semiotic systems.

The following researchers are focus on print advertisement: Lubis (2014), Muslimah (2015), Singh (2015), and Rambe (2019). Lubis (2014) analyzed verbal and visual elements of print advertisement which is *New Pond's Nourishing System*, *New Dove Flawless White*, and *Brand's dan Nutrishake* by using Halliday (1985, 1994, 2004), Kress and Van Leeuwen (2006), and Cheong's theory (2004). She found that similar potential in conveying about genre in every component of the metafunction. Declarative modes words are used in the verbal text of the advertisement to get the public attention that can be shown through dominant processes used: Material is about 5 processes, Relational is about 4 processes, and Existential is about 1 process.

Furthermore, Muslimah (2015) analyzed multimodal in print advertisement (*Baby Skin of Maybelline New York*) that focuses on analyzing verbal and visual elements by using Cheong's generic structure and Royce's intersemiotic complementarity. The result of her study based on Cheong's theory

found that those four advertisements have the generic structure. *Lead, Display,* and *emblem* are found in visual element. Nevertheless, *announcement, enhancer, emblem,* and *tag and call and visit information* are found in *Babe Skin UV Block* and *Baby Skin Instant Pink Transformer*. It is different from the result for *Baby Skin Pore Eraser* and *Baby Skin White* that is found *announcement, enhancer, emblem,* and *call and visit information*. Furthermore, the result of this study by using intersemiotic complementarity of Royce's theory found that *repetition, collocation,* and *meronymy*.

Then, Singh (2015) focuses on linguistic and visual representation used in magazine cover stories by using Halliday's (2004) transitivity system and Kress and Leeuwen (2006). He found that in linguistic analysis, Material (45%) and Relational (38%) processes are often used in mobile phone advertisement. Also, visual analysis shows that action and reaction processes are commonly used in images of the cover stories. Action process is the most frequently occurring process, and reaction processes (29%) are the second most frequently occurring process in the advertisement.

Also, Rambe (2019) analyzed verbal and visual elements in *English Brochures advertisement in Medan* by using the theory of Halliday, Cheong, and Kress & Van Leeuwen theory. He found that the most common verbal element used in the English Courses brochures is Announcement, and the common use of visual element is Lead. Material and Action processes are often used in verbal and visual elements.

Those previous studies are related to this research in analyzing multimodal system of the advertisements. However, there are differences between this study and previous studies. This study observes printed advertisement which is tourism brochure analyzing verbal and visual elements by using Halliday's (2004) Systemic Functional Linguistic theory, Kress and Leeuwen's (2006) multimodal theory, and Cheong's (2004) generic structure theory. This study analyzed multimodal by comparing four tourism brochures with different tour & travel business: *Sumbar Holiday*, *Mandeh WPM*, *Genta Travelindo Tour & Trans*, and *Piknik Tour Padang*. Although there are previous researchers who have analyzed multimodal by comparing two or more advertisements, they did not use the same product.

Also, based on the result of the previous studies, there are no studies found on how multimodal systems interact with each other to convey the message of the advertisement. This study analyzed the interaction of multimodal system which is linguistic and visual elements in building the message of the tourism brochures. This study needs to be done. Therefore, the studies that have not been reached on the previous researchers will be an opportunity to be researched.

1.2 Identification of the Problem

Based on the background above, a lot of studies have been done about multimodal analysis of advertisements whether it is audiovisual or print advertising. However, several aspects have not been studied by previous researchers. First, there are no studies about multimodal analysis in the tourism

brochure, meanwhile, this study analyzed multimodal in Mandeh Island tourism brochures by using Halliday's (2004) Systemic Functional Linguistic, Cheong's (2004) generic structure, and Kress and Leeuwen's (2006) multimodal theory. Second, no previous studies are comparing more than two advertisements. Although previous researchers compared more than 2 advertisements, they did not use the same product. Nevertheless, this study compared 4 advertisements of the same product which is *Sumbar Holiday*, *Mandeh WPM*, *Genta Travelindo*, and *Piknik Tour Padang* tourism brochures. Then, there are no previous studies found how multimodal system interact with each other to convey a message. Meanwhile, this study analyzed the interaction between verbal and visual elements conveyed the message to readers.

1.3 Limitation of the Problem

The problem of this study is limited to semiotic approach that focuses on semiotic systems in text and visual advertisements: linguistic and visual images. This research used Halliday's systemic functional linguistics theory, Kress and Leeuwen's multimodal theory, and Cheong's generic structure. Besides, this study tries to explain the similarities and the differences in terms of multimodality among the four tourism brochures that are chosen randomly from different tour and travel business: *Sumbar Holiday*, *Mandeh WPM*, *Genta Travelindo Tour & Trans*, and *Piknik Tour Padang*.

1.4 Formulation of the Research Problem

Based on the limitation of the problem above, the problem of this research is formulated as follows:

1. How is multimodal used in tourism brochures for advertising tourist attraction in Mandeh Island, West Sumatra?

1.5 Research Question

1. How is generic structure used in Mandeh Island tourism brochures?
2. How is verbal elements used in Mandeh Island tourism brochures?
3. How is visual elements used in Mandeh Island tourism brochures?
4. How do verbal elements interact with visual elements in building the message conveyed in Mandeh Island tourism brochures?

1.6 Purposes of the Research

Related to the research questions above, the purposes of the research are:

1. To compare the generic structure used in Mandeh Island tourism brochures.
2. To compare the verbal elements used in Mandeh Island tourism brochures.
3. To compare the visual elements used in Mandeh Island tourism brochures.
4. To compare the interacting between verbal and visual elements in building the message conveyed in Mandeh Island tourism brochures

1.7 Significance of the Research

Theoretically, this study is expected to give a lot of contributions to multimodal analysis study using a semiotic approach to be an additional source. Practically, this study is expected to be useful for creating brochures to know the significant role of verbal and visual elements to strengthen the meaning that wants to be conveyed in advertisements to attract public attention.

1.8 Definition of the Key Terms

1. Multimodal is the study of analyzing a text that contains more than one semiotic modality.
2. Tourism is the business of providing services such as transport, place to stay, or entertainment for people on holiday.
3. Brochures are print advertisements in the form of a booklet that contains information about products or services in the form of verbal and visual elements.
4. Advertisement is a media to get the attention of consumers to buy advertiser product or service through promotion.
5. Tourist attraction is a place or natural condition that has tourist power to build and developed to attract tourists to visit.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the result of the analysis among *Sumbar Holiday*, *Mandeh WPM*, *Genta Travelindo*, and *Piknik Tour Padang*, it can be concluded that verbal and visual elements support each other and cohere to convey a message to the reader. Verbal information which is clauses is reinforced by visual elements included picture, color, and spatial. Thus, the message conveyed to readers become more persuasive, and it arouses their interest to use tour and travel company service.

Moreover, those brochures have similarities and differences. The similarities found in the generic structure between *Sumbar Holiday*, *Mandeh WPM*, and *Genta Travelindo*. These brochures have all generic structure which is lead, display, emblem (verbal), announcement, enhancer, emblem (visual), tag, and call-and-visit information. Meanwhile, the differences found in ideational meaning of linguistic analysis. The dominant process in *Sumbar Holiday* Brochure is relational identifying. Meanwhile, the dominant process in *Mandeh WPM* brochure is Material. Then, the dominant process in *Genta Travelindo* brochure is material and relational attributive. Furthermore, the dominant process in *Piknik Tour Padang* Brosur is material.

5.2 Suggestion

This study analyze multimodal analysis in tourism brochure to see the meaning and to compare the verbal and visual elements among the brochures. The

researcher uses tourism brochure from *Sumbar Holiday*, *Mandeh WPM*, *Genta Travelindo*, and *Piknik Tour Padang*. These tourism brochures were randomly selected. Furthermore, this research concerns about verbal and visual elements analyzed by using Cheong's (2004) Generic Structure, Halliday's (2004) Systemic Functional Linguistic, and Kress' and Leeuwen's (2006) multimodal theory.

The researcher suggests the next reseachers to take another tourism brochure whether it is local or foreign tourism. Also, it is suggested to use other theories of multimodal in analyzing verbal and visual elements to see the broader meaning of print advertisement. Moreover, the researcher also suggest to the advertisers to pay more attention to the congruency of verbal and visual elements used because the impressions and meanings received by the readers become a measure of their interest to purchase the service.

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