

Intertextuality in Travel Umroh Advertisement

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Abstract- This study deals with intertextual in Travel Umroh Advertisement. It was aimed to investigate the Intertextual realized in Travel Umroh Advertisement. This study used qualitative method then the design was descriptive qualitative research. The results of the research reveal major types of Intertextual in the advertisements. From the analysis carried out, it is found that text describes the travel concerned to contribute in shaping and reshaping the image of him by building his identity as a good and clean travel. In addition, cosumers are placed in the position of pilgrims who are facilitated without having to pay expensive to perform worship. Intertextually, umrah travel advertisements use text elements or other events to form a new perspective for advertisement readers. Quotation and language Allusion are dominant intertextuality form in the travel advertisement. Umroh travel advertisements become a media to build the travel's image.

Keywords: *Intertextuality, Travel umroh, Brochure, Advertisement*

I. INTRODUCTION

Language is one means to convey information. Submission of information can be done using mass media. Every member of the community can use mass media for various purposes, such as advertising to inform something. Mass media can be in the form of electronic media and print media. Electronic media namely television, radio, internet, multimedia while print media are newspapers, tabloids, magazines, pamphlets, billboards, brochures, banners, and others.

Printed mass media in the form of brochures is a means of advertising that is used by someone to offer their merchandise to consumers. Brochure printing mass media is very different from other printed mass media. Brochures are advertising campaign media aimed at consumers in order to know the advantages of services and products or knowledge offered in the form of blankets and published only once. The existence of brochures will make it easier for manufacturers to offer their products or services to consumers. The use of brochures greatly influences the high interest of consumers in the products and services offered, the shape and layout of the brochure depends on the product offered and is a unity of the marketing strategy. therefore producers compete in designing

interactive and interesting brochures. In the brochure, there are no texts written as information.

In linguistic studies, the text phenomenon in text is often referred to as intertextuality. The intertextuality approach assumes that a text does not stand alone. There are other texts that support the existence of the relevant text. "In" text also gives meaning and meaning to "outside" text. Intertextuality is also often referred to as inter-textual dialogue because it allows texts to read patterns and relationships.

Intertextuality is a strategy used to manipulate readers. Intertextuality is one of the "general habits" [1], which can contribute to reshaping identity and attitude. This "originates" means from sharing knowledge between users and readers that allows readers to understand the meaning of conversion from advertising. Intertextuality is relevant to the process of "productivity", where new texts result from previous text transformations and restructure existing conventions. New texts share similarities in content and form with original sources [2]. In short, intertextuality is a process of reference to textual and contextual features from which the user arouses the attention and memory of the reader to similar original sources in content and form.

Umrah travel is one form of travel that provides worship for Muslims. Umrah travel is a travel agency that is highly respected by Muslims today. Not only for worship but we can also visit or vacation. In umroh travel, sometimes the delivery of information is carried out differently or in the same form and in the making of advertisements from which the element of the advertisement is taken or originated.

Based on the problem, researcher is interested in examining the advertising discourse contained in the printed media brochure. Apart from writing and drawing that can be given directly to the public, brochures can also attract readers in large numbers, because the form of advertising is very cheap. The public does not need to spend money to enjoy the advertising discourse. Besides being cheap, images, colors, and advertising languages are also very interesting for readers.

II. REVIEW OF LITERATURE

Intertextuality categorized the occurrence in advertising into specific and generic. The former identifies themselves

with allusion, quotation, calque, plagiarism, translation, pastiche and parody [3].

- Quotation

A quotation is the repetition of one expression as part of another one, particularly when the quoted expression is well-known or explicitly attributed by citation to its original source, and it is indicated by (punctuated with) quotation marks.

- Language Allusion

A language expression that calls attention to something without explicitly mentioning it, often called a 'passing reference'.

- Parody

A parody is a work created to imitate, make fun of, or comment on an original work—its subject, author, style, or some other target—by means of satiric or ironic imitation

- Plagiarism

Plagiarism is the "wrongful appropriation" and "stealing and publication" of another author's "language, thoughts, ideas, or expressions" and the representation of them as one's own original work.

- Calque

Calque is a word or phrase borrowed from another language by literal, word-for-word or root-for-root translation. Used as a verb, "to calque" means to borrow a word or phrase from another language while translating its components, so as to create a new lexeme in the target language.

- Translation

Translation is the communication of the meaning of a source-language text by means of an equivalent target-language text.

- Pastiche

Pastiche is a work of visual art, literature, theatre, or music that imitates the style or character of the work of one or more other artists. Unlike parody, pastiche celebrates, rather than mocks, the work it imitates.

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III. RESEARCH METHOD

This study will be conducted in qualitative research design. The data of this research are words, phrases, clauses and sentences that have intertextuality contained in the Umrah travel advertisement. The data were taken based on Umroh travel brochure advertisements. The source of data was taken from Umroh travel brochure advertisement in Kecamatan Medan Tembung. Data to be subjected in this study are 12 umroh travels in Kecamatan Medan Tembung.

The data are collected by applying a documentary study. The instrument of the study is researcher. The supporting instrument of data collection in this study is brochure advertisement. Technique of data analysis which used in this study is Bazeran analysis

IV. RESULT AND DISCUSSION

Brochure advertisement in this study have presented their brands and programs by connecting to cultural elements in Saudi society. They are full of informative issues from a variety of topics that not only promote brands or services, but also advocate their relevance to the reader's identity and themes in their daily social life. The theme of building relationships, sharing good time, devotion to worship, luxury life, help and health, etc., are particular to the context of time and place through the use of intertextuality. Two intertextuality features appear in the textual features of the ad, functioning as information: authentic and factual.

The first is a case where the title connects the reader to the religious practices and social realities in which the ad is placed. Readers are confronted with texts that take the form of indirect quotations which are contextualized with their initial knowledge of religious texts for example quoted from the Quran or Hadith verses as in the data:

"Tringilah ibadah haji dengan (memperbanyak) ibadah umrah (berikutnya), karena sesungguhnya keduanya dapat menghilangkan kefakiran dan dosa-dosa sebagaimana alat peniup besi panas menghilangkan karat pada besi, emas dan perak. Dan tidak ada (balasan) bagi (pelaku) haji yang mabrur melainkan surga" (Hadith of Imam at-Tirmidhi and an-Nasa-i and Ahmad)

(both can eliminate poverty and sins as hot iron blowers remove rust on iron, gold and silver. And there is no (reply) for the (perpetrators) of the pilgrimage that is mabrur by heaven)

Secondly, readers are confronted with texts that take the form of indirect quotations that are contextualized with their initial knowledge of religious proverbs, for example quoted from Arabic proverbs as in the data: : *"semoga perjalanan ibadah Umroh Kita diterima Allah SWT"*. (May Allah receive the Umrah pilgrimage.)

From the data above, it can be shown that there are many religious texts or texts relating to religion, both broad and narrow.

Furthermore, not only quotations of religious texts, in the brochure there is also a calque in which there is a loan word, as in the data:

“*Harga tidak termasuk: paspor, laundry, dan bagasi*” (Prices do not include: passports, laundry and luggage)

The word “passpor” is taken from the English word “passport”, bagasi “baggage”, both of which are adapted into the target language, while “laudri” also comes from the word “laundry”.

But in the brochure data, no translations were found, nor a parody and satire. Brochures on umroh travel are clear information, not too lure-selling, fulfilling answers from the public. and the data shows that in the umroh travel it puts more emphasis on registering information, then followed by religious saying to motivate consumers.

In advertising brochures, umroh travel with other brochures has a difference. As in the research Intertextuality in Newspaper Advertising, in newspaper advertisements in Saudi Arabia, they have more control over parodies and quotations in each advertisement and prioritize their daily culture, brochures on public travel are more to quotations and

language allusion. Even if you think about it, the most important thing is that a community or potential consumer understands with the intent of being advertising [4].

In Intertextuality in brochure advertisements from this research has shown what use is clear for readers to approach the feeling of their achievement to place the brand in the context of local culture of themes and values. These achievements, such as improve relationships with brands and motivate other feelings that belong to a certain group of people who share the similarity of this experience [5].

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