

# CHAPTER I

## INTRODUCTION

### A. The Background of the Study

As one of the fastest growing economic sectors, the discourse of tourism finds itself as one of the most widespread public discourses (Teodorescu, 2014). Tourism discourse discussed that the characteristics of advertising discourse, namely attracting attention, arousing curiosity, creating passion, and finally eliciting action. Indonesia, a tropical country with over 17,000 islands, has been dominated in the tourism sector by leveraging its geographic location. According to Indonesian Tourism Minister Arief Yahya, as of February 2018, and the tourism sector is expected to increase national income by about 20 billion dollars in 2019. In order to achieve this goal, numerous promotional materials were created, one of which was the use of brochures as a medium.

According to Kepmenparpostel No. Km 94/ HK 103/ MPPT 1987, a hotel is a type of accommodation that uses part or the entire section for services lodging, food and service providers drinks, and other general public services that are managed commercially. Hotels are usually built to make it easier for tourists and business people to travel. Tourists who take the tour will usually stay at the appropriate hotel standards, and businessmen will usually use the hotel as a place to stay in the destination city. Nowadays the hotel industry is rapidly expanding in response to rising community demand for lodging. Such as, business activists, tourism activists, and other activities that are difficult to reach from home and require lodging. It is

one of the factors contributing to the rise of the hotel industry with various standards.

Advertisement is one method of marketing used by various agencies such as hotels. One of these advertisements is a brochure that promotes tourist attractions such as hotels for use by visitors or tourists visiting the city of Medan.

Diction is defined as the selection and use of the right words to express ideas in such a way that the expected results are obtained (KBBI, 2005:264). Brochures also distributed to the public as a tool to promote Indonesian tourism to a wider audience, especially international tourists. The attractive brochure includes not only pictures but also sentences that are intended to captivate the reader, as well as compelling text or sentences that enhance the appeal of the brochure to the audience. Through the sentences and photos that appear in any tourism brochure, tourism attempts to persuade, captivate, seduce, and seduce millions of people. According to Keraf' 2009 and KBBI research, which has already been explained, that style of language and diction is definitely used in Hotel's digital brochures.

There are two example of sentences in digital brochure from Adimulia Hotel Medan

*"Let's make your stay more comfortable and safe by choosing Adimulia Hotel"*

As we can see, the sentence above use a style of language and diction that has a persuasive effect to attract the attention of the public or residents of the city of Medan to order or choose the facilities they offer in the brochure. The writer is a worker at Adimulia Hotel Medan. She often sees even though during a pandemic caused by Covid 19 virus like today, be it lockdown period or even during PPKM

period, Adimulia Hotel Medan is the only Hotel in Medan that has never closed until now and of course there are still people do check in at the Hotel.

When seeing the phenomenon, writer is increasingly curious to know more about the diction that contained in their brochure. So, the writer decided to analyses the digital brochure of Adimulia Hotel and focuses only for promotion brochure, to know what dominant diction that used in the brochure and how the diction realize the brochure from Adimuli Hotel Medan. In researching the diction in that Hotel's digital brochures and to analyze the data, researcher use Keraf theory focuses on diction based on its meaning.

#### **B. The Problem of the Study**

The problems of the study are formulated as the following:

1. What types of diction is used in Adimulia hotel' digital brochures?
2. What dominantly diction is used does in Adimulia hotel's digital brochure?
3. How does the diction realized in Adimulia Hotel's digital brochure?

#### **C. The Objective of the Study**

In this research, researcher has some purposes to answer the problems of the study, they are:

1. To find out the diction that used in Adimulia hotel's digital brochures.

2. To describe dominantly diction that used in Adimulia hotel's digital brochures.
3. To explain the realization of the diction that relate to Adimulia Hotel's digital brochure.

#### **D. The Scope of the Study**

This study discusses the types of diction and dominantly diction used in digital brochures of Adimulia Hotel Medan which is informal word and diction based on its meaning. According to Keraf, there are some major aspects of diction such as, the meaning of the words used to convey an idea is included in diction, the ability to correctly distinguish the nuances of the meaning of the idea to be conveyed, as well as the ability to find a word form that fits the situation, is reflected in the choice of words or diction and mastering a large number of vocabulary words is required to make the correct and appropriate word choice.

#### **E. The Significance of the Study**

There are some significance of this research for researchers and readers:

##### **1. Theoretically**

This research expected as a reference and suggestions for researchers about diction in hotel's digital brochures. This research also can be a guideline for students who wants to know about the diction in hotel's digital brochures.

## 2. Practically

### a. Reader

This study helps readers understand about diction. After reading this research, readers should have a strong desire to dive into the literature and learn more about diction and its various types.

### b. Teachers

This research's findings are expected to provide some information about diction. Furthermore, after reading this research, teachers will have more resources for teaching diction and its various types.

### c. Researcher

This research can be used by further researchers who want to analyze or examine the diction and dominance contained in hotel digital brochures.

