



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

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Abstract

This study aims at describing verbal and visual elements in *Sumbar Holiday* tourism brochure of Mandeh Island, West Sumatera. The verbal and visual elements are analysed by using Cheong's (2004) generic structure. The researcher used descriptive research method. The data in this research were verbal and non-verbal texts found in *Sumbar Holiday* tourism brochure of Mandeh Island. The brochure was downloaded from travel and tour agent Instagram account that is chosen randomly. The result of the study reveals that the brochure have all generic structure which is lead, display, emblem (verbal), announcement, enhancer, emblem (visual), tag, and call-and-visit information. The finding of *Sumbar Holiday* brochure fully supports Cheong's (2004) theory. The verbal and visual elements support each other and cohere to convey a message to the reader. The message conveyed to readers become more persuasive, and it arouses their interest to use the tour and travel company service.

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

A. INTRODUCTION

Language serves as the medium in every practice of human communication. It is used for a variety of purposes, one of which is to promote or advertise certain product or service. This is in line with Agusta and Rosa (2012) who argue that language has attractive power to persuade everyone who reads or sees the advertisement. Therefore, advertisement is a marketing communication that plays an important role to promote a product or service (Wells, Moriarty, & Mitchell, 2010). This indicates that advertisement serves as a connector between consumers

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and advertisers in order to get consumers interested in buying or using their products or services.

Referring to its definition, advertisement certainly contains persuasive information which is made in a creative design. It particularly shows the features of the product advertised in detail by focusing on the benefits of the product advertised. Foreground of the advertisement is usually selected from certain features of the product. It is expected that those features have an impact on changing of the viewers or readers' mood. In addition, the product excellent features advertised aims at making the product more desirable (Mackay, 2013, p. 286).

Furthermore, advertisement is promoted through several media (Nizar, 2015, p. 9). The first is printed media. Some producers use printed media such as magazines, newspapers, brochures, and tabloids as the media to promote their products. The second media of advertisement is electronic media such as radio, TV, and internet. This is the media mostly preferred by most of producers today. The third media is advertorial advertising. This is particularly new media where the advertisement is packed in a journalist style. In addition to the three media listed by Nizar (2015), some advertisements are also found in public places with larger size such as around main roads, supermarkets airports, etc.

Tourism brochure is one of the advertisements that must be considered. 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 analysed 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 analyse 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 analysed 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).

The study of multimodality was conducted by previous researchers with different focuses. Several previous studies analysed advertisement focus on beauty products (Rosa, 2014; Muslimah, 2015; Amatullah, Rosa, & Fitrawati,

2019), educational advertisements (Rambe, 2019), technology products (Gill, 2015; Kuswandini, 2018; Savitri & Rosa, 2019), and food and beverages products (Jones, 2014; Suprakisno, 2015). Unlike those previous studies, this study observes printed advertisement in brochure accentuate in promoting tourist attraction of Mandeh Island which is in form of 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.

According to Saussure, multimodal text is one of the studies in semiotics that learns about signs in society (Rosa, 2014). Multimodal is a process of communication through signs by combining a sign system (mode) between communicators to connect semantically and formally to each other with signs expressed (Stockl, 2004, p. 9). Even more, the main concern of multimodality studies is the interaction between various semiotic modes with the meanings formed by the semiotic modes through semiotic products such as magazines and brochures (Kress and Leeuwen, 2006).

Multimodal text is a text that contains one or more semiotic systems (Anstey & Bull, 2010). Basically, there are five kinds of semiotic systems. The first one is linguistic that consists of vocabulary, generic structure, and spoken and written of grammatical language. The second one is visual which consists of color, vector, and point of view to silent and moving objects. The third one is audio which consists of volume, music rhythm and sound effect. Then, Gesture consists of movement, speed, clarity in facial expression and body language. The last one is the location which consists of the position of an object, layout position, and distance setting.

Besides, social semiotics is the basis for the theory of multimodality (Singh, 2015, p. 20). Halliday explained semiotic in different ways using structural approach (Sinar, 2018, p. 20). He argued that language is a source of semiotics known as social semiotics. It shows the relationship between language and social structure. He defined that language is a source to create meaning. Halliday used it as the key to the technical term. Through his book *Language as Social Semiotics*, it can be explained what social semiotics is by using several definitions: language and the environment, inter-organism and intra-organism perspectives, functional approach to language and the development, language and social structure, language and context, and the concept of linguistic signifier meaning.

Using Cheong analysis (2004, p.165) helps to establish and give the essence of the meaning of advertising messages in an ad text through Announcement, Enhancer, Emblem, Tag, Emblem, Call-and-visit information. Cheong proposes the details' generic structure of print advertisement as shown in table 1:

Table.1. Generic Structure of print advertisement

Visual components	Lead: Locus of Attention (LoA), Complement to the Locus of Attention (Comp.LoA)
↑ ↑ ↓ ↓	Display: Explicit, Implicit, Congruent, Incongruent (metaphorical)
	Emblem
	Announcement: Primary, Secondary
	Enhancer
	Emblem
	Tag
Linguistic components	Call-and-visit information
↓ Interaction to create Interpersonal, Ideational and Compositional/Textual meanings	

Source: (Cheong, 2004, p.165)

According to Cheong (2004, p.165) lead: LoA as the core of advertising messages in terms of size and colour with a distinctive quality compared to other visual components. While Comp. LoA serves as a link to focus public attention on specific sections of the LoA. Moreover, Display serves to describe the product in a real and explicit manner. Implicit function is the realization of a form of product or service that is not real to be real through a medium. Congruent functions to realize the product without going through symbolization. Also, Incongruent functions to realize products through symbolization.

Primary Announcement in an advertisement is to provide three explanations that the announcement is the only ad message, the most important aspect interpersonal among other messages in the text, and the catch-phrase aspect. Beside Primary Announcement, advertisement texts also consist of Secondary Announcement supporting messages that are not primarily interpersonal in function. Emblem usually is in paragraph form. Enhancer is for establishing and modification meaning from lead and announcements interaction. Call-and-visit information contains information about the contact information of the advertised product that can be contacted by the public. Usually, this text is located at the bottom of ads with smaller letters.

B. RESEARCH METHOD

The researcher used descriptive research method in a multimodal analysis of tourism brochures from tour and travel business of Sumbar Holiday, Mandeh WPM, Genta Travelindo Tour & Trans, and Piknik Tour Padang for advertising tourist attraction in Mandeh Island, West Sumatera. The data in this research were verbal and non-verbal texts found in tourism brochures for advertising tourist attraction in Mandeh Island, West Sumatra. The components of verbal texts in the brochures were words, phrases, clauses, while the components of visual texts were the images. The brochures were downloaded from travel and tour agent web site and Instagram account that are chosen randomly.

C. FINDINGS AND DISCUSSION

This research analyzes multimodal in tourism brochures of Mandeh Island: Sumbar Holiday. The generic structure of the tourism brochure is analyzed by using Cheong theory (2004).

Sumbar Holiday Generic Structure Analysis

1. Verbal Components

Six verbal components are found in Sumbar Holiday brochure. They are Primary Announcement, Secondary Announcement, Enhancer, Tag, Emblem, and Call and Visit Information.

a. Primary Announcement



In this brochure 'LIBURAN SERU KAWASAN MANDEH' is identified as the Primary Announcement because the letters are printed with a large size and attract the attention of readers when they first see it. Therefore, it is known as the catchphrase of the advertisement. The announcement 'LIBURAN SERU KAWASAN MANDEH' placed at the top of the brochure indicates the most salient aspect of the advertisement. It has function to tell the reader that the phrase is the most highlighted information, and it is to emphasize the reader that the place is decent for tourists.

b. Secondary Announcement



The Secondary Announcement in this brochure is 'One day Tour (Satu hari), 5-9 Pax 300.000/Pax, 10-15 Pax 270.000/Pax' because the size is smaller and the font is different compared to the Primary Announcement. The font in the Primary Announcement is capital letters, while the Secondary Announcement use lowercase letters. The information in the Secondary Announcement is less salient compared to the Primary Announcement. The Secondary announcement is placed under the Primary Announcement. It has a function to support the information on the Primary Announcement.

c. Enhancer





There are two pieces of information included as the enhancer in this brochure. The first enhancer contains the destination in Mandeh Island that is offered by this company. The second enhancer contains the facilities provided by this company for visitors. These pieces of information belong to the enhancer because they build the meaning that come up from the interaction between announcement and lead. The meaning in the interaction between announcement and lead is the brochure offering vacation on the Mandeh Island because the announcement contains information about vacation on the Mandeh Island, and the lead is the island picture. The enhancer supports this information by giving advantages of taking vacation in the Mandeh Island. They have a function to persuade and influence the reader to use the services from this company. They offer advantages if the readers use the service from this travel and tour business.

d. Emblem



The verbal emblem in this brochure is Sumbar Holiday because it is the brand name of the company. The emblem is placed at the bottom right of this brochure. It has the function as the identity of the company and to confer status to a product.

e. Tag



The tag in this brochure is 'Note: dapatkan harga diskon rombongan and Book now!' They are included in the tag for two reasons. Firstly, they are information about the service but it is not included in the enhancer. Secondly, they are in small print. The information in the tag is not salient.

f. Call and Visit Information



Call and visit information is the contact information that can be contacted by people who want to use the services of this tour and travel. In Sumbar Holiday brochure, Instagram, Facebook, and Whatsapp are the contact information that can be contacted by people who want to use this tour and travel service. They are applications that are widely used. In other words, this tour and travel provide convenience for society to contact them. Besides, Instagram and Facebook accounts also provide detailed information for readers about this tour and travel without contacting them. Call and visit information is placed at the bottom with a small size.

2. Visual Components

Three visual components are found in Sumbar Holiday brochure. They are Locus of attention, Display, and Emblem

a. Lead: Locus of Attention



Lead

The picture above is the Lead: Locus of Attention of this brochure. It can be seen from the picture of the island consisting of sea, ship, and hill as the locus of the attention. It catches the viewer's eyes, indicating the main focus of attention. Island picture is the first impression that the readers see in the tourism brochure. In other words, it is a salient aspect of visual.

b. Display: Congruent and Explicit

In this brochure, the display is congruent because it uses the real object of Mandeh Island without using symbolization. Besides, the Lead in this brochure is explicit because it uses the real object. The picture of the sea, hill, and boat are relevant to this brochure because they are the promoted tourist attractions offered by tour and travel company.

c. Emblem



In this brochure, Gonjong Rumah Gadang picture above is labelled as the visual emblem because it is the logo of the company that is the owner of the tour and travel business. The use of Gonjong Rumah Gadang as the logo of this company symbolizes that it is from West Sumatera. This logo above has a function as the identity of the company.

D. CONCLUSION AND SUGGESTIONS

Based on the result of the analysis of Sumbar Holiday brochure, it can be concluded that the brochure have all generic structure which is lead, display, emblem (verbal), announcement, enhancer, emblem (visual), tag, and call-and-visit information. The finding of Sumbar Holiday brochure fully supports Cheong's (2004) theory because the brochure have a complete the generic structure. It is because this study analyzes brochure included in print advertisement, and Cheong's (2004) theory is generic structure for print advertisement.

The verbal and visual elements support each other and cohere to convey a message to the reader. Verbal information, which is phrases and 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.

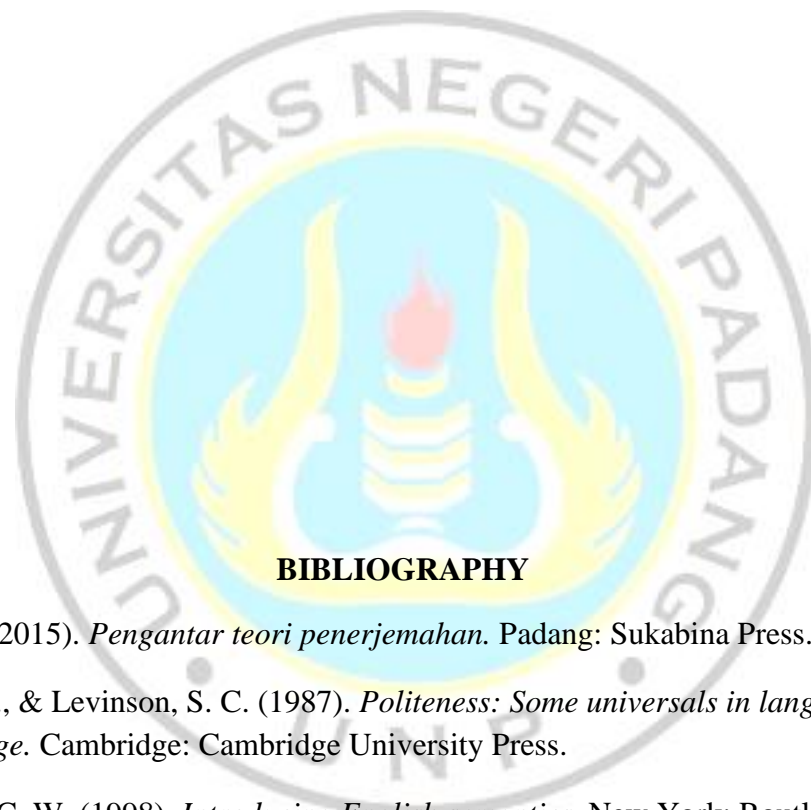
The researcher suggests the next researchers to take another tourism brochure whether it is local or foreign tourism. Also, it is suggested to use other

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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