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## LANGUAGE AND PERSPECTIVES OF MADURA TOURISM PROMOTION

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### ABSTRACT

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Madura has various tourism destinations, ranging from tourism of natural wonders, culinary destinations, religious tourisms, arts, culture, and others. This study is intended to discuss the perspective of Madura tourism online promotion and the language used in each perspective to find the common pattern of the tourism online promotion. They are mostly presented in authenticity, strangerhood, and play perspectives, in positive ways although some are presented in negative message. The lexical aspects used are positive adjectives and superlatives to convey a very positive image of Madura tourism attractions or destinations.

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### INTRODUCTION

Madura is one of the islands in East Java of Indonesia. Madura has various tourism destinations, ranging from tourism of natural wonders, culinary destinations, religious tourisms, arts, culture, and others. Those destinations are considered to be unwell-known compared to other tourism destinations in other regions in East Java or Indonesia due to the amount of visitors. To make them famous, there are many efforts done by either government or privates to promote the destinations using many media.

Promotion is important for developing tourism sector in Indonesia. The world of tourism can develop and advance if it is accompanied by promotional activities. Promotion can reach prospective tourists both domestic and foreign and they will know the intended destination with certain and accurate information about the destination or place that they can visit.

One of the tourism promotions is through the use of internet which has wide coverage so that it can be accessed easily. Internet provides information to many potential visitors in the world with cost-effective and labor-efficient way. It is good to use the available tools and innovation to create the online promotion more attractive

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and informative. Promotion through internet has several benefits and profits to the potential readers and to the marketers. Internet also provides information as correct and detailed as a brochure, magazine advertisements, and TV commercials. As there is no capacity or space limit on the Web, so the site can supply as much information as possible(Lui, 2000).

The use of internet for Madura tourism promotions is available for official websites of regencies in Madura, travelogues on Madura tourism destinations, online tourism brochures or travel guides, and also websites of Indonesian government. One of those online promotions is the official website of Indonesia tourism. The contents of the promotion are available in Indonesian and English versions so that it is considered to be able to reach more worldwide readers.

In building the websites or other forms of online promotions, the use of language has a prominent role in establishing and convincing readers' attention. Language becomes a powerful thing that can control people's decision-making process. From the language used, readers know and understand everything that is promoted. The language that is used can represent what will be promoted. Language is an important component to facilitate the communication, promotion, and the introduction of touristic destinations (Kolcun, et.al, 2014). For tourism online promotion, the contents of the website should consider the power of language that can persuade readers, increase and boost the amount of visitors.

In the tourism industry, online promotion is not only used to replicate a destination, attractions, events, culinary offerings, and many other things related to tourism and culture, but it is also important to persuade, attract, encourage and seduce the potential tourists to be actual tourists. Thus, the importance of language to establish tourism discourses on the official tourism websites is very high.

There is a specific language for tourism in order to communicate the tourism destinations (Laurea, 2014). In this field, language is considered to be specialized discourse that retains lexical, phonetic, morphosyntactic, and textual resources of language. It often uses colloquial language, idiomatic expressions, jokes, or every day speech language (Gotti, 2008). Language used in the field of tourism is influenced by various disciplines that show specific lexical, syntactic, and textual features. The language does not have a well-defined content indeed it encompasses different communicative functions.

Furthermore, Dann (1996) stated that the language of tourism promotion is a sort of art of persuasive or impressive speaking or writing and narrative so the author of the promotion is a sort of storyteller, relating of an account to an audience. It uses four approaches to understand the tourism phenomena. They are authenticity perspective, strangerhood perspective, play perspective, and conflict perspective.

Authenticity of tourism is often to break in routine that allow tourists to go physically away from home, everyday life, routine, or usual places. It uses the impression of authenticity through the use of images and words such as this a *typical* house, the *original* manuscript. Strangerhood refers to the recurrence of terms such as *real, actual, primitive, simple, unsophisticated, natural, different, exotic, spectacular, remote, unspoilt, timeless, unchanging, traditional*. From this perspective, the experience thus becomes an adventure and a discovery. For play perspective, the tourism can be experienced as a game, a spectacle, a special event out of ordinary and in this sense tourism shows its ludic part. It is represented by the age of the image in which representation and hyper-reality are more important than reality, or even superior to it. Conflict perspective is to attract tourists contradicts the real past and present of the

visited areas. Stories and myths from literature become more important than the truth with the use of ethnocentric, stereotypes, vocabularies, symbols and texts. Language becomes the most powerful driving force in tourism promotion, to persuade, lure, woo and seduce millions of human beings, and, in so doing, convert them from potential into actual clients.

From the language used in tourism online promotion, it gives descriptions of the place or destinations that are offered. Promotions of Madura tourism destinations, of course, illustrate the identity of Madura tourism in its various aspects. Then, the use of language illustrating Madura in its tourism promotion is worth to be examined by considering that the information available in the promotion could influence readers' decision to visit the tourism destination. Then, the perspective of Madura tourism online promotion and the language used in each perspective are to be examined to find the common pattern of the tourism online promotion.

## METHOD

This study investigates the language used in Madura tourism online promotion. This research used qualitative method to focus on describing perspective of tourism language and the strategies. It is description and interpretation to gain insights into a particular phenomenon of interest. Data were obtained from official website of Indonesia tourism <https://www.indonesia.travel> on Thursday, 01 November 2018 in which this is the only promotion about Madura tourism in this website. The steps of collecting data are as follows: (1) reading and re-reading the website, (2) determining kinds of information of tourism promotion, (3) identifying the word or phrase in determining the perspective of language. Data are in the form of words or phrase representing each perspective of the tourism promotion with its language used. In analyzing data, procedures are as follows: (1) finding the language used based on the four perspectives, (2) describing and explaining the language used and function in the online promotion, (3) drawing the conclusion based on the data analysis.

## RESEARCH FINDINGS AND DISCUSSION

The online tourism promotion covers the tourism destinations in Madura, from Bangkalan to Sumenep. It is started from the description of the location of the island, Madura, as one island in East Java and only across Surabaya. In the website of online promotion, it is explained the condition of Madura and tourist attractions spread across the island from Suramadu bridge, *karapan sapi*, royal Sumenep palace and museum, beaches, waterfalls, the kangean islands, eternal flame of Pamekasan, and the Blaban cave.

The findings from the data obtained show that in the online promotion of Madura tourism destinations, there are specific words used to describe the conditions of Madura in general and more specific for the tourism destinations.

Table 1. Perspective and language of tourism promotion in Madura

No	Description		Perspective	Language
1	Title of promotion		strangerhood strangerhood strangerhood	Discover Latest destination Across Surabaya
2	Geographic of Madura	Location	strangerhood strangerhood strangerhood	Rural Remote Away from glitter and glamour

		Natural condition	strangerhood strangerhood strangerhood strangerhood strangerhood strangerhood	shallow beaches cultivated lowland rocky cliffs sand-dunned beaches astonishing sceneries limited agriculture
3	Madurese	People  culture	Authenticity Authenticity Authenticity  Strangerhood strangerhood	Fierce sailors Open hearted Deeply religious  Unique culture Distinct traditions
4	Culinary	Sate  Traditional herbal drinks /jamu	Authenticity  authenticity	Mouth-watering  Wellknown
5	Attractions	Suramadu Bridge  Karapan Sapi  Sumenep Royal Palace and Museum  Beaches  Waterfalls  The Kangean Islands  The Eternal Flames of Pamekasan  The Blaban Cave	play play strangerhood strangerhood  Strangerhood Strangerhood Strangerhood Strangerhood  Strangerhood Strangerhood Strangerhood  Strangerhood Authenticity Strangerhood Strangerhood  Strangerhood Strangerhood Strangerhood  Strangerhood Strangerhood Strangerhood	Instagrammable Longest bridge Iconic Perfect scene  Thrilling Timeless Extreme race Dressed up  Not the largest region Trumps of all other towns Rich cultural history  Many beautiful beaches Perfect for relaxing  Amazing waterfalls Relatively barren Spectacular feature Rarely found  Amazing authentic diving and snorkeling Pristine waters Not convenient transportation  Extraordinary natural phenomenon A mystery of nature An amazing spectacle  Beautiful natural cave Glow when light shines Perfect opportunity to take striking pictures

From the table above, it can be understood that there are three perspectives out of four perspectives in language of tourism with each property and strategy of language use. The perspectives are authenticity, strangerhood, and play perspectives. Conflict perspective is absent from this online tourism promotion. The absence of conflict perspective could be this online promotion is the first in introducing the latest

destination as stated in the title of the online promotion, so that it does not contradict the real past and present of the visited areas (Dann, 1996).

The title of the promotion is *Discover Indonesia's latest destination: Madura Island across Surabaya*. The title uses strangerhood perspective in particular the choice of word *discover* which refers to something new and is emphasized by the choice of magic word *latest destination* with its location *across Surabaya*. Something new across the big city in Indonesia could be one of the strategies used to attract the tourists. It is in line with the conative function of tourism promotion to attract the reader's attention and convince him/her to go there.

In addition to the location of tourism destination, it is informed that the location is *rural, remote, and away from glitter and glamour*. The strangerhood perspective is still used in this part of informing location. This description provides original charms & distinct characteristics of the destination. It is to contrast the condition of its neighborhood, Surabaya, as one of the biggest cities in Indonesia. The purpose of the promotion could be providing a strangeness ambience of tourist experiences during her/his holiday.

Meanwhile, another geographical description for this destination is about its nature. The natural conditions in its content are *shallow beaches, cultivated lowland, rocky cliffs, sand-dunned beaches, astonishing sceneries, limited agriculture*. Picturing such condition, perhaps not all potential tourists are interested in, but it gives alternative for those who are really keen on the adventure. Providing adventure feeling is one of the strategies used under strangerhood perspective to attract tourists. The use of adjectives to describe the destinations still becomes one of the practical strategies in promoting the location of tourism destinations.

After presenting the geographical view of Madura in term of location and its nature, the promotion describes the Madurese people and culture comprises their livelihood, personality, and traditional attire. Their livelihood as *fierce sailors* gives an idea that Madurese people are brave to struggle for their life. They are also *open hearted*. From this description, this could be strategy to persuade potential tourists to visit Madura because the people are welcome. Besides, the people are also very religious described by the choice of words *deeply religious*. Madurese people are presented in very positive way in order to persuade readers to visit Madura. This description is in line with Syamsudin's (2007) statement that Madurese people have characteristics of hard working, brave, and fanatics of Islam. This positive sense of qualified adjectives used in the promotion and authentic perspective become strategies to convince readers.

For their culture, they have *unique culture* and *distinct traditions*. Those important words belong to strangerhood perspective where the promotion tries to evoke readers in which the Madurese culture and tradition are different from theirs. From these differences, they will have many new experiences if they visit Madura. The strangerhood perspective emphasizes that a driving motivation for travelling is the search for strangeness and new experiences (Dann, 1996).

Another point that is introduced in the promotion is the culinary. Sate as one of the top culinary from Madura and also the *traditional* herbal drinks called *jamu* are *well-known* and *mouth-watering* culinary worth to taste. This is categorized into authenticity perspective in which the language of tourism enhances the impression of authenticity. This is one of the strategies in promoting tourism destination. Instead of enjoying the attractions, tourists often try new experience on the authenticity of the culinary taste that has been well-known in those destinations. According to Yulastri (2009), traditional food based on unique community culture can be a potential source of attracting tourists.

By eating traditional food and drinks, tourists get unlimited interesting and unique experiences. Then, presenting the traditional food and drink in tourism promotion is one of the appropriate ways to attract and convince potential tourists.

After presenting the location, its nature, people, and culinary, other important things in tourism promotions are the attractions and tourism destinations. In the online promotion, several attractions are elaborated. The first attraction is Suramadu bridge. It is described as *instagrammable, longest bridge, iconic, and perfect scene*. The use of the word *instagrammable* shows play perspective of the promotion where reality does not matter. The play perspective treats tourism as a game and provides tourists with special experiences, which do not often match cultural and natural conditions of the visited destinations. *Instagrammable* can mean a good location to take pictures and post them on Instagram, one of the social media, although it is hyper-reality in which reality is produced by the reproduction of objects with references to objects that are not real (Febriyanti, 2017). The *instagrammable* bridge means providing a variety of visual experiences. Another description of the bridge is the *longest bridge* that shows the tourism attraction is constructed. Experiencing passing by the longest bridge is considered to give a new experience. Instead of play perspective to describe Suramadu bridge, *Iconic* and *perfect scene* show strangerhood perspective to promote Suramadu bridge. All the lexical used to describe Suramadu bridge both play and strangerhood perspectives could give idea that the bridge is one of the attractions when people visit Madura.

*Karapan sapi*, a special attraction in Madura that exist since long time ago when ploughing team raced across the field. It is *thrilling, timeless, and extreme race*. Those lexical items used in the promotion still show strangerhood perspective. This description arouses the feeling of adventure when watching kind of traditional bull race spectacles, *karapan sapi*. This strategy is designed to persuade readers by choosing such lexical items describing the attraction.

Another attraction is Sumenep Royal Palace and Museum. In the online promotion, the description is started by the explanation about Sumenep regency itself as the location of the attractions. It is *not the largest region, trumps of all other towns, rich cultural history*. Strangerhood perspective is still used to promote these tourism attractions. It is generally understood that museum attraction in Indonesia does not attract a lot of visitors compared to other tourism attractions. This perspective could be one of the ways to convince readers who are keen on the type of strange or adventure tourism destination. The use of adjective and superlative gives positive impression to the readers. Although there is a negative sense by proving *not* in not the largest region, this is to contrast that in the small region there is available a big attraction. It makes something advantageous to visit.

For attractions of natural wonders, there are beaches and waterfalls. Both destinations are described using the strangerhood perspective and adjectives in *beautiful beaches* and *perfect for relaxing*. It is known that this perspective tries to convince reads by providing something different from others. The lexical aspect that is used to explain the waterfalls in Madura is *amazing waterfalls, relatively barren, spectacular feature, rarely found*. It is possible to present the positive image of the waterfalls by adding the negative condition of Madura that is *relatively barren*. Similar to the image presentation of Sumenep that uses negative sense, this is also to provide spectacular and surprising image where in the barren area there are beautiful waterfalls. It is also used to influence emotions of the readers. The negative sense of

promotion can be used when they need to make their point in a way that drives potential readers to visit (Green, 2016).

The Kangean Islands is advertised using both authenticity and strangerhood perspectives. Something that is authentic refers to *authentic diving and snorkeling*. The main point is that the language of tourism is aware of the notion of authenticity because the authenticity perspective is an important element in tourists' choice of destination, as it prompts desire and value. For the divers or snorkelers, this condition could be challenging. Another lexical aspect of the Kangean Islands which is described as *amazing* and *pristine waters* refers to strangerhood perspective of tourism promotion. It will discover the atmosphere of its novelty to the tourists when they visit the tourism destination. Then, one of the lexical aspects showing negative description is the Kangean Islands is *unknown* and *transportation may not be too convenient* as yet. Similar to other destinations which are presented in rather negative way, for those who are adventurers can be the most challenging destination. They can discover the unknown place complete with the inconvenience ambience offered. In this matter, strangerhood perspective deals with the idea of adventure in which adventure tourism needs exploration and discovery (Samuelsen, 2017).

The eternal flame of Pamekasan is another tourism attraction in Madura. Located in Pamekasan regency, it is presented as *an extraordinary natural phenomenon, a mystery of nature, and amazing spectacle*. Those lexical items used to convince readers to visit the place. The positive message framing of promotion will avoid misunderstand the negative message and attribute that message to readers. All positive messages in the promotion are led to strangerhood perspective to provide readers cope with the new experience in the destination.

The last attraction promoted in the website is The Blaban Cave. This cave is communicated to the readers by using positive message of lexical items *beautiful natural cave, glow when light shines, and perfect opportunity to take striking pictures*. Similar to other attractions, this destination is offered by strangerhood perspective to persuade readers with positive message in it to ease reader to cope with the offer.

The attractions promoted in the websites cover natural wonders, constructed destination, culinary, people and culture. They are mostly presented in authenticity, strangerhood, and play perspectives, in positive ways although some are presented in negative message. All are intended to provide readers clear information about the destinations or attractions in Madura.

## **CONCLUSIONS AND SUGGESTIONS**

In the online promotion of Madura tourisms, the positive messages are presented by the use of lexical aspect of positive adjectives and superlatives to convey a very positive image of Madura tourism attractions or destinations. In particular, the extensive use of adjectives carefully position this positive image in the minds of potential tourists. The negative message of using negative lexical items could refer to the clarity of information in order the potential tourists have a clear picture about the destination. The strangerhood perspective is the most importance of tourists' verbal accounts of their holiday experience and their contribution to the formation of tourism discourse. Besides, authenticity and play perspectives also hold a role to convince readers to visit that can be maximized.

It is suggested that in making kind of promotion, online promotion that can reach wider potential tourists, it is better if the preference is positive image or message than negative ones to avoid any misunderstanding for the readers.

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