

STYLISTIC FEATURES OF TOURISM ADVERTISEMENT IN BALI

Ni Luh Desy Suari Dewi

Universitas Dhyana Pura
desysuaridewi@undhirabali.ac.id

ABSTRACT

Advertisement is a message in the form of written or visual that has function to promote. The language used in advertisement is different with the language used in daily life. The language is very persuasive in order to grab attention of the people. Therefore, the analysis of advertisement language is interesting to be discussed. This study focuses on the analysis of stylistic features found in tourism object advertisement in Bali. The aims of this study is to find out the kind of stylistic features contain in tourism object advertisement in Bali. The advertisements were taken from several magazines that published in Bali. The collected data was analysed qualitatively based on the theory of stylistic on language and rhetorical devices. From the analysis, it was found that the stylistic features contain in the advertisements; those are rhetorical devices such as schemes and tropes.

Keywords: *stylistic, rhetorical devices, advertisement*

INTRODUCTION

Stylistic defines as the linguistic study of style [1]. It is the branch of linguistic deals with determining which features of written or spoken language characterizing particular group or context. Stylistic is also seen as the way of making a criticism on literary text by using linguistic elements [2]. The term 'style' is used in linguistics to describe the choices of language which available to user. The language choice is usually used in advertisement to provoke and attract the people. Advertisement should have unique language that can capture consumer's attention and memorable. The language used in advertisement is different with the language used in daily life. The language is very persuasive to grab attention of the people. Therefore, the language of advertising frequently uses rhetorical devices such as figures of speech and other stylistic devices in order to persuade the consumers and to get consumers' attention.

Rhetorical devices or figures of speech are "generic terms of any artful deviations from the ordinary mode of speaking or writing" [3]. They also state that rhetorical devices are divided into two classifications, namely schemes and tropes. These features give a lot of roles to make the advertisement become more interesting. Schemes is formed by the changing of the spelling or sound of the words, phrases or clauses [3]. It deals with the arrangement of the text. It happens by adding or subtracting the letter(s) or syllable(s) in the beginning, middle or end of words, phrases or clauses, or by changing the sound of the letter(s) or syllable(s). There are 27 schemes proposed [3]. While tropes deals with the meaning of the text. Tropes create some deviation meaning on the semantic level to make it more dramatically and memorable for the audience [3].

METHODS

This research is categorized as a qualitative research. In this method, the data that have been collected are in the form of description rather than numerical data. This kind of research is also considered as document analysis in which the data can be taken from written or visual material, such as textbooks, newspapers, magazines, television, websites and etc. The data of this research were taken from some advertisements of tourism in Bali Tourism Newspaper and Api Magazine. They were

chosen as the data source since they consist of many advertisements about Bali Tourism facilities, services and products. Then, the data were analyzed by using rhetorical devices theory that divide rhetorical devices into two types; schemes and tropes [3].

FINDINGS AND DISCUSSIONS

Stylistic is defined as the linguistic study of style [1]. Stylistic can be divided into lexical categories, grammatical categories, figurative language and cohesion and contexts. In this research, the analysis focuses on figurative language of the sentences in Bali Tourism Advertisement. In this analysis, stylistic was used to explain the style of the Bali Tourism Advertisement. Advertisements have power to persuade other people to give attention to one product. Therefore, advertisements need tools to give beauty and art to the message that will be delivered through advertisement. Rhetorical devices serve as a tool that can give that beauty and art to the advertisement. Rhetorical devices or figures of speech, are "generic term of any artful deviations from the ordinary mode of speaking or writing" [3]. They also divide these devices into two classifications: schemes and tropes. The analysis of this study was focused on these classifications.

Rhetorical Devices

The finding of the research showed that advertisements of tourism in Bali apply types of rhetorical devices, those are Schemes and Tropes. The more explanation will be presented as follows:

Table 1. Analysis of Advertisement 1

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
Good Food Good Price	Bebek Sungai	Anaphora	

The first data was taken from Bebek Sungai restaurant that has headline 'Good Food Good Price'. The advertisement from Bebek Sungai uses rhetorical devices which can be categorized as schemes. Schemes deal with words arrangement or structure. The words arrangement can be seen from the used of headline 'Good Food Good Price'. It is used to persuade the consumers. Based on the advertisement, there is a repetition of the word that can be seen from the use of 'good'. The word 'good' is used to describe the food that is offered by Bebek Sungai and it is repeated again when 'good' is used to describe the price of the food in Bebek Sungai. It means that when we go to the restaurant we will get delicious food with affordable price. Therefore, the type of scheme which is used in this advertisement is called anaphora. Anaphora is formed by the repetition of the same word or group of words at the beginning of the clause or sentence. By doing this technique, the advertiser tries to catch consumers' attention with the memorable words.

Table 2. Analysis of Advertisement 2

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
A New Year, A New You	W Bali Seminyak Retreat & Spa	Anaphora	

The second data was taken from advertisement that offers services from W Bali Seminyak Retreat & Spa. They apply scheme technique in their advertisement. The type of scheme which is used in this advertisement is called anaphora. Anaphora is formed by the repetition of the same word or group of words at the beginning of the clause or sentence. The repetition of the word in this advertisement can be seen from the use of 'a new'. The advertiser uses the term 'new' to describe 'year' and also it is used to describe 'you'. It means that when you do treatment at W Bali Seminyak Retreat & Spa you will not only feel about the new year but you will be ready welcoming the new year after you do the treatment at this spa. This advertisement uses rhetorical devices which can be categorized as schemes. Schemes deal with words arrangement or structure. The arrangement of the word 'new' here make the advertisement easier to be remembered by the people.

Table 3. Analysis of Advertisement 3

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
Supreme, Serene and Sacred	The Sungu Resort & Spa	Alliteration	

The third data was taken from advertisement that also offers services from The Sungu Resort & Spa. This Resort & Spa tries to attract the readers or consumers by using schemes. It is a kind of rhetorical devices which deals with words arrangement or structure. The type of scheme which is used in this advertisement is called alliteration. Alliteration is formed by the repetition of the initial or medial consonants in two or more adjacent words. Based on this data, it can be seen that this advertisement is formed by the repetition of initial consonant 's' in the words: **S**upreme, **S**erene and **S**acred.

These words have meaning that this spa offers peace and comfortable atmosphere when the customers' do the treatment in this spa. By using alliteration, the advertiser has expectation that they will easy to grab consumers' attention and it will be easy to be remembered.

Table 4. Analysis of Advertisement 4

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
Luxurious Five Star and A New Lifestyle	The Anvaya Beach Resort - Bali	Assonance	

The fourth advertisement was taken from The Anvaya Beach Resort - Bali. Rhetorical devices which deals with words arrangement or structure is also used by The Anvaya Beach Resort - Bali in their advertisement. They used schemes which can be categorized as assonance. Assonance is formed by the repetition of the same vowels, followed by different consonants in the stressed syllables of the adjacent words. By using this kind of rhetorical devices, the advertiser wants to give vowel harmony in the words to get the consumers' attention and to be remembered for a long time. Based on this advertisement the assonance is formed by the repetition of the same vowels in the sentence '**L**uxurious **F**ive **S**tar and A New **L**ifestyle'. When you say this headline, automatically it will always appear in your memory because of the harmony of the vowels sound in the words that was created by the advertiser.

Table 5. Analysis of Advertisement 5

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
Memorable Place in Bali	Tanah Lot	-	Hyperbole

The fifth advertisement was from Tanah Lot. The advertisement of Tanah Lot tries to persuade people to visit this place. Based on the sentence we can see that it uses figurative language or rhetorical devices. It is categorized as 'tropes' which can give deviation meaning on semantic level in order to make it easily to be remembered. The advertiser claims that Tanah Lot offers a place that will be easily to be remembered because Tanah Lot has a very good or unusual object to visit. Based on this advertisement, the advertiser uses hyperbole which involves exaggeration of ideas to show the confidence and spirit of this tourism object. By using the words 'memorable place', this advertisement sounds like an overstatement which gives the consumers a very profound impression.

Table 6. Analysis of Advertisement 6

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
Best Place for Pre Wedding	Sangeh Monkey Forest		Hyperbole

The sixth advertisement was taken from one of the most popular tourism object in Bali; Sangeh Monkey Forest . A classification of figurative language or rhetorical devices which is used in advertisement of Sangeh Monkey Forest is tropes. Tropes deal with the meaning of words. The advertiser claims that Sangeh Monkey Forest offers the most excellent place for pre wedding. Based on this advertisement, the advertiser uses hyperbole which involves exaggeration of ideas to show the confidence of this object as a place for pre wedding. By using the words 'best place', this advertisement sounds like an overstatement which gives the consumers a very profound impression about this place.

Table 7. Analysis of Advertisement 7

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
For forty years the world has come to Poppies Restaurant	Poppies Restaurant		Hyperbole

The seventh advertisement was taken from Poppies Restaurant. The sentence 'For forty years the world has come to Poppies Restaurant' was chosen as the sentence to persuade the consumers of Poppies Restaurant. The analysis of this advertisement showed that hyperbole is used to attract consumers' attention. There is an exaggeration which is showed by the word 'the world' in the advertisement. It is an exaggeration because it is very impossible for all of the people in every country have visited Poppies Restaurant which is located in Bali. We know Bali is one of the best tourism destinations in the world, but not all the people in the world have visited Bali. So, it is impossible for saying that all people in the world have visited this restaurant. Therefore, this advertisement sounds overstatement. There is an exaggeration which is showed by the word 'the world' in the advertisement.

Table 8. Analysis of Advertisement 8

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
Experience tranquility of Mother Earth	Pertiwi Resort and Spa		Metaphor

The eighth advertisement was from Pertiwi Resort and Spa. This Resort and Spa used sentence 'Experience tranquility of Mother Earth' in their advertisement to attract consumers' attention. This sentence has rhetorical devices type tropes which can be categorized as metaphor. Metaphor is a word or phrase used to describe something as if it was something else or the implication of the comparison between two things of unlike nature. By using metaphor, the advertiser tries to persuade the reader of the advertisement by comparing Pertiwi Resort and Spa to Mother Earth. So, when the people stay at Pertiwi Resort and Spa, the guests will feel tranquility like they stay in Mother Earth. These words are used to give profound impression to the readers.

Table 9. Analysis of Advertisement 9

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
Where nature meets art with romantic ambiance	The Kayon		Personification

The ninth advertisement was taken from The Kayon. In this advertisement, the advertiser tries to get attention by using sentence 'Where nature meets art with romantic ambiance'. In this sentence, it can be said that the advertiser applied rhetorical device which is called personification. According to Corbett and Connors (1999), Personification is an investing abstraction for inanimate objects with human qualities or abilities. It means that inanimate thing is given human attributes. The words 'nature, art and romantic ambiance' which are non-human objects are considered as human being. 'Nature, art and romantic ambiance' are given human attributes as it could do an action 'meets'. The sentence in this advertisement implicitly describes that The Kayon offer a great place where you can get combination of natural sense, art and intimacy.

Table 10. Analysis of Advertisement 10

Headline	Product	Types of rhetorical devices	
		Schemes	Tropes
Morning Spirit from Lumbung Where A Million of Smiles Await You Home	Hotel Vila Lumbung		Synecdoche Hyperbole

The last advertisement was taken from Hotel Vila Lumbung. Based on this headline, it can be seen that rhetorical devices used in this advertisement are synecdoche and hyperbole. They are kinds tropes which deal with the meaning of words. Synecdoche is a kind of rhetorical devices in which a term for a part of something refers to the whole of something. The word 'smiles' in this advertisement doesn't only represent the smile of the staff but also the hospitality (language choice and gesture) of Hotel Vila Lumbung's staff. Besides, hyperbole is also used in this advertisement. It can be seen by the use of exaggeration statement in the words 'A Million of Smiles'. In the reality, it is impossible to see a thousand of smiles in the villa. It means that this statement sounds like overstatement.

CONCLUSION

Based on the data, it can be concluded that tourism advertisement in Bali apply rhetorical devices in order to attract and persuade consumers. They are schemes and tropes. In which schemes deal with the arrangement of the words. In this research the types of schemes that are found can be categorized as anaphora, alliteration and assonance. Anaphora is found twice in advertisements meanwhile alliteration and assonance were only found once in the advertisement. Anaphora is formed by the repetition of the same word or group of words at the beginning of the clause or sentence. Alliteration is formed by the repetition of the initial or medial consonants in two or more adjacent words. Then, assonance is formed by the repetition of the same vowels in the

sentence The other rhetorical device is tropes. Tropes deal with the meaning of the words. In this research, the types of tropes that can be found are hyperbole, personification, metaphor, and synecdoche. Hyperbole is the most popular technique that is used by the advertiser. This type are found in four advertisement. Meanwhile, personification, metaphor and synecdoche are only found once in the advertisement. Hyperbole involves exaggeration ideas in the sentence. Meanwhile, metaphor is a word or phrase used to describe something as if it was something else or the implication of the comparison between two things of unlike nature. Personification means that inanimate thing is given human attributes. And the last, synecdoche is a kind of rhetorical devices in which a term for a part of something refers to the whole of something.

REFERENCES

- [1] Leech, Geoffrey and Michael H. Short. 1981. *Style in Fiction*. Longman: London Geroup Limited.
- [2] Barry, Peter. 1995. *Beginning Theory: An Introduction to Literary and Cultural Theory*. New York: Manchester University Press.
- [3] Corbett, E. P. J.; Connors, R. J. (1999). *Classical rhetoric for the modern student*.
- [4] Cockroft, R. & Cockroft, S. (2014). *Persuading people*. An Introduction to
- [5] Ding, X. (2003). Stylistic Features of the Advertising Slogan. Accessed on 10 January 2019. Available from the Internet: <http://www.translationdirectory.com/article49.htm>