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HUMAN THOUGHT PROCESS ON HOTEL ADVERTISEMENTS: A COGNITIVE LINGUISTICS STUDY

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Article Info	ABSTRACT
Keywords: Conceptual Blending; Advertisements; Tourism;	Conceptual Blending (CB) is a framework within Cognitive Linguistics to create meaning construction that determines brain cognitive functions upon reading hotel advertisements which the study aimed to illustrate and elaborate. The study utilized advancement theory of CB by applying intertextuality concept to create multiple meanings done from prior studies. The study also utilized qualitative method to analyze a poster from ANA Intercontinental Manza Beach Resort through applying non-participant observation, purposive sampling, and triangulation theory methods. To analyze the data, the concepts of data collection, data condensation, data display and data conclusion were used. The study found that the processes of composition, completion, and elaboration within blended space of CB built the meaning construction within human brain. Composition stage created arrays of features from composing features within input spaces that build up new concepts within completion stage. The completion stage then created new concepts based on cultural knowledge combining all the features composed within composition process and the meanings were broaden by elaboration stage which cleared out what the new concepts actually meant for. These processes created the emergent structure which carries novelty meanings from the analysis. In this stage, the meaning has been completely concluded from all the elaborated meaning happening on prior stages.

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1. INTRODUCTION

Cognitive Linguistics, a linguistics movement during the 60s to the 70s, refers to a compilation of studies that govern its linguistics perspective into a more cognition and mental related which makes language which traditionally seen as grammatically based into mentally based (Divjak & Caldwell-Harris, 2019: 8; Núñez et al., 2019: 788). Cognitive Linguistics (CL) plays an important role as it is defined as a discipline to correlates language and thought expressed through cognitive processes that is based on cultural experiences and knowledge (Boye, 2023: 14–15; Nodira, 2023: 1; Samdchti, 2023: 1). This urges the question of how human thought process acquires notion of messages. A simple case could be a question of how human structurally and holistically comprehend hotel advertisements.

The framework that can be best put to understand brain functions over hotel advertisements within CL would be Conceptual Blending theory (CB) by Fauconnier & Turner (2009; 1998: 137–144; Ghachem, 2022: 3–4; Niketić, 2019: 108–110; Yakhyoeva, 2023). Through CB, the meaning construction within blending concepts could then be realized even further than just identifying the meaning of certain metaphorical expressions as it creates a new concept through emergent through a selective combination of the two concepts. concept of CB utilizes at least four mental spaces with certain ideas packed within each one of it that are namely one generic space, two input spaces (input space 1 and input space 2) and one blended space (Amenya, 2021: 9).

Blended space emerges the new concepts which come from the combination of the two input spaces through emergent structure (Drogosz, 2023: 85). The blending process is selective through the processes of composition, completion and elaboration that happens in stages to create emergent structure (Helmy, 2023: 49; Ntabo, 2023: 9; Sasala et al., 2022: 4). Composition composes each element from the input spaces (Fauconnier & Turner, 1998: 144; Lei, 2023: 3). Completion refers to background knowledge that completes the (Wong, 2021: 100; Youssef, 2022: 303). Elaboration refers to the process of developing the blending possibilities through imagining the concepts and logic that creates emergent structures (Helmy, 2023: 49; Wong, 2021: 3; Youssef, 2022: 303). Emergent structure itself is the result after selective integration of the input space features

done from the input spaces which exists through the composition, completion and elaboration (Fauconnier & Turner, 1998: 144; Wong, 2021: 100–101). The new concept that was created within this process carried similarity of the input spaces but shares clear distinction that could not be the same from each of the input spaces (Fauconnier & Turner, 1998: 144).

Previous studies such as Wulandari (2022), Sukarsih (2018), or Klarić (2020) did not bother to explain the stages of blended space which could be crucial to clear out the reason how CB functions. Therefore, this study takes interest to elaborate the human thought system CB upon reading hotel advertisements as the data combine sentences and metaphorical approach to promote the associated hotels. In regards to create comprehensive discussions, the discussions regarding CB and its correlations to brain functions over hotel advertisements are meant to be the only theme within current study.

2. METHODS

This study utilized the qualitative research method based on a theory from Maxwell (2012: 21–26) who proposed an interactive model of qualitative method by using 5 components namely Goals, Conceptual Framework, Research Questions, Method, and Validity. The study utilized non-participant observation, purposive sampling, and triangulation methods that were considered to be fitting for the study as the study did not require any respondent to participate the study in order to gather the data, selected its data through specific considerations that supported the needs of the study, matching the validity of analysis results.

The study utilized secondary data source that would be gathered from the hotel advertisements of ANA Intercontinental Manza Beach Resort in Okinawa in a form of poster. To match the validity, the techniques that were used namely theory triangulation which refers back towards the theory in terms of doing the analysis (Susanto & Jailani, 2023: 55–60; Thurmond, 2001: 254–255).

Lastly, the study also utilized an advancement of Fauconnier & Turner (1998) based on Youssef (2022) and Jing (2023) done for CB which created multiple blended spaces. The study also followed the framework that Miles and Huberman (2014; 1994) discussed also in Englishtina (2019) proposed and developed as the model of the framework fits the current study's frameworks workflows as it relies on dynamic data processing whereas the framework of the analysis method that went along with the theories utilizes several steps such as data collection, data condensation, data display, and data conclusion.

3. RESULTS AND DISCUSSION

Results

Following the theory of Fauconnier & Turner (1998) the theory conceptualizes meaning through meaning construction. The processes go through generic spaces creating general similarities that can be matched to input spaces creating one meaning. The advancement being done within Youssef (2022) and Jing (2023) created multiple blendings through application of intertextuality concepts. The study then resulted through four input spaces carrying features of elements of the sentences parts, the sentence could generate as many as five blended spaces that can mean many other aspects to complete the sentence's meaning. The five created blended spaces were **Techniques**, **Causes**, **Aims**, **Responsibilities**, and **Achievements**.

Discussions

The result could then be described based on the theory through analyzing the data creating the blended spaces to be as follows:
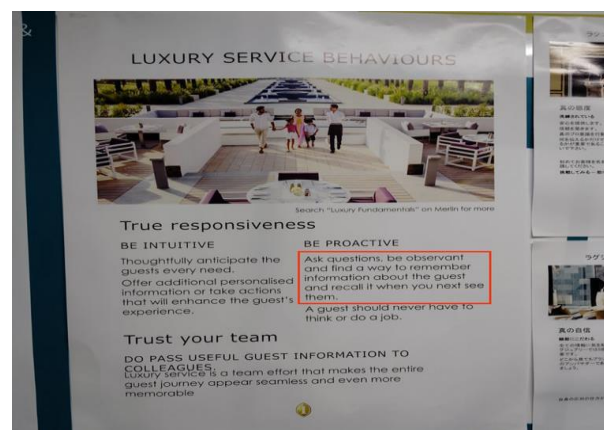

Figure 1. Data 1 of the study

(1) DATA 1: Ask questions, be observant and find a way to remember information about the guest and recall it when you next see them
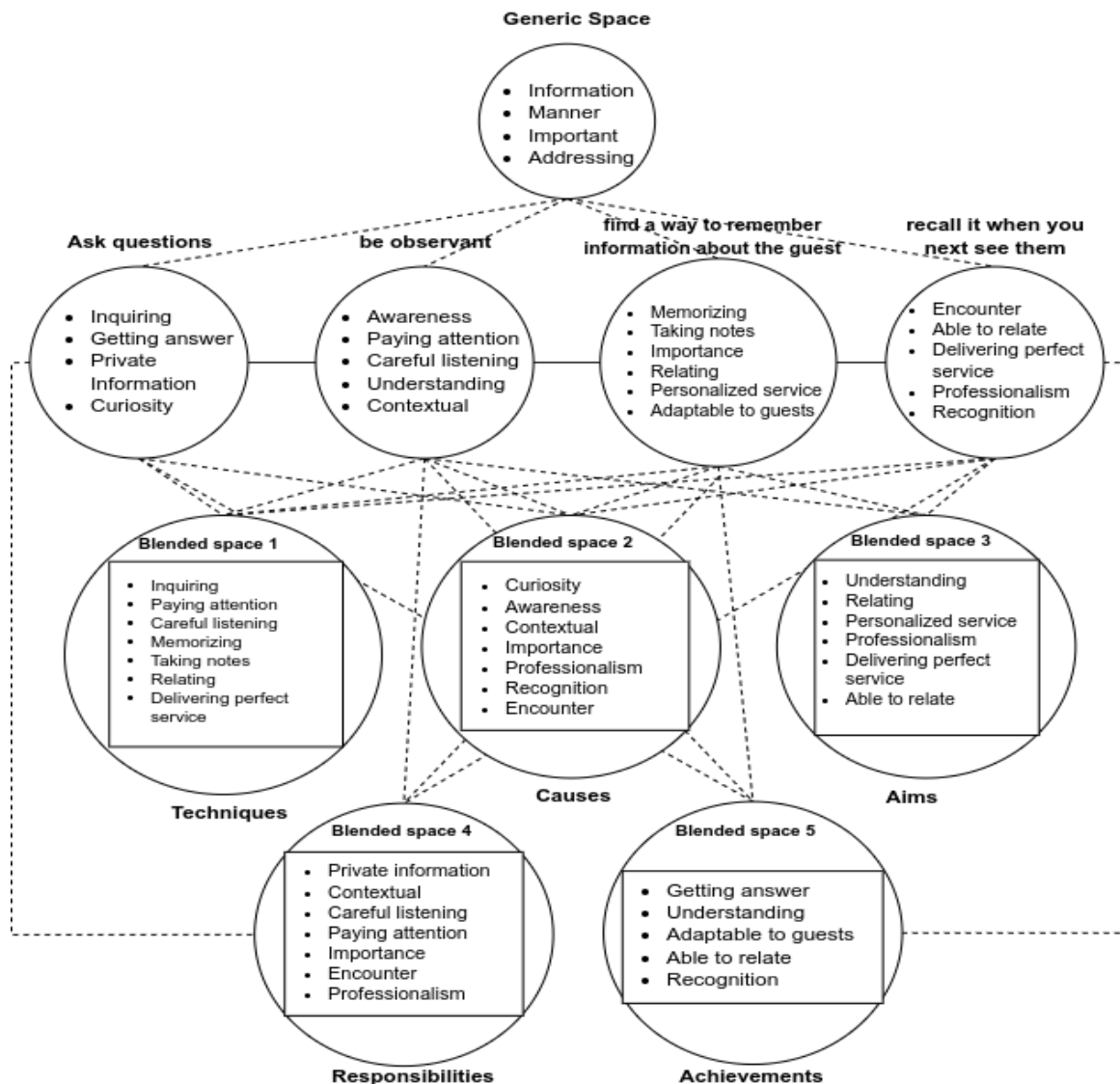

Figure 2. Data 1 Interpretation of CB

The sentence created four features within the generic space to create the themes backing up the entirety of the analysis. The features within the generic space were {Information; Manner; Important; Addressing} as these features created four different input spaces created through different parts of the sentence. The first input space created an array of features {Inquiring; Getting answer; Private information; Curiosity} from the part of the sentence **Ask questions**. The second input space was created from the part of **be observant** carrying {Awareness; Paying attention; Careful listening; Understanding; Contextual}.

The third input space carried the features of {Memorizing; Taking notes; Importance; Relating; Personalized service; Adaptable to guests} which was created from **find a way to remember information about the guest** part of the sentence. The last input space was created from the part of **recall it when you next see them** and carried the features of array {Encounter; Able to relate; Delivering perfect service; Professionalism; Recognition}. The four input spaces created five blended spaces that carried each own themes based on the four features within generic space. The processes could be elaborated as follows:

Table 1. Data 1 Composition, Completion, and Elaboration Stages of CB

Composition	Completion	Elaboration
1. **Blended space 1:** {Inquiring; Paying attention; Careful listening; Memorizing; Taking notes; Relating; Delivering perfect service} 2. **Blended space 2:** {Curiosity; Awareness; Contextual; Importance; Professionalism; Recognition; Encounter} 3. **Blended space 3:** {Understanding; Relating; Personalized service; Professionalism; Delivering perfect service; Able to relate} 4. **Blended space 4:** {Private information; Contextual; Careful listening; Paying attention; Importance; Encounter; Professionalism} 5. **Blended space 5:** {Getting answer; Understanding; Adaptable to guests; Able to relate; Recognition}	1. **Techniques** • The instructions reflected that an employee should be brave in inquiring the guests and take the information given by the guests with full enthusiasts as to deliver the best approach in providing service to the guests 2. **Causes** • the reasons that made the instructions came to be applicable in certain situations in which employees should behave the correct ways in handling guests' information. 3. **Aims** • the goals in collecting guests' information that affect the service level of the employee's caliber in providing services 4. **Responsibilities** • Guests' information should be handled with care due to it is considered as private matter and important. Therefore, the staffs should handle this matter seriously by paying attention and privately by paying respect for holding it. 5. **Achievements** • resolving aspects from the third blended space as the realization of applying the first and fourth blended spaces.	1. The sentence created five blended spaces through the cross-mapping processes in which it resulted **Techniques**, **Causes**, **Aims**, **Responsibilities**, and **Achievements**. 2. **Techniques** was created in which all the features gathered all the methods to properly gather guests' information which also carried the reasons that the second blended space carried. 3. **Causes** made the employees' self-consciousness as which the employees could feel curious in certain aspects of the guests to perfect their performance or aware of certain questionable information regarding the guests. The importance of certain information would be inquired whether the tasks of the employees required them to inquire or in which the employees should present their professional working ethics to solve certain problem by demand. 4. **Aims** created Understanding and relating share nearly the same aspects despite understanding took more on the cognitive aspect and relating more on the sympathy aspects. 5. Within **Responsibilities** aspect, the employees should have shown their professional attitudes in taking any input with care as the way the information were taken care of would be very respectful towards the guests and to prove that the employees actually listened carefully and paid attention to reach its contextual meaning 6. **Achievement's** aspect created resolution towards curiosity by giving understanding, and resulting adaptability to the guests. The ability to relate referred to the employees that could now not only fit themselves towards the guests as the working habit required them

to be flexible depending on the guests' conditions but also, they could relate through feelings much better through applying the instructions given by the hotel. Recognition aspect came through two different ways as one could be from the hotel and the other one would be from the guests as their service's delivery would be recognized as professional, flawless, and remarkable which would be very rewarding for any employee working within the hotel.

Composition: the first blended space carried features from each of the input spaces creating {Inquiring; Paying attention; Careful listening; Memorizing; Taking notes; Relating; Delivering perfect service} array from each of the input spaces in style of cross-mapping {1.1; 2.2; 2.3; 3.1; 3.2; 3.4; 4.3}. The second blended space was created carrying the features of {Curiosity; Awareness; Contextual; Importance; Professionalism; Recognition; Encounter} through a cross-mapping of {1.4; 2.1; 2.5; 3.3; 4.4; 4.5; 4.1}. The third blended space was created through applying features such as {Understanding; Relating; Personalized service; Professionalism; Delivering perfect service; Able to relate} which was created through cross-mapping of {2.4; 3.4; 3.5; 4.4; 4.3; 4.2}. The fourth blended space was created through combining features of input spaces within an array in a style of mapping of {1.3; 2.5; 2.3; 2.2; 3.3; 4.1; 4.4} which made it carrying {Private information; Contextual; Careful listening; Paying attention; Importance; Encounter; Professionalism}. The last blended space was created to carry an array of features of {Getting answer; Understanding; Adaptable to guests; Able to relate; Recognition} which was assembled through mapping of {1.2; 2.4; 3.6; 4.2; 4.5}.

Completion: The first blended space was created to represent cognitively the instructions to behave intuitively in front of guests. The instructions reflected that an employee should be brave in inquiring the guests and take the information given by the guests with full enthusiasts as to deliver the best approach in providing service to the guests thus the blended space created **Techniques**. The second blended

space, namely, **Causes** reflected the reasons that made the instructions came to be applicable in certain situations in which employees should behave the correct ways in handling guests' information. The third blended space was created to collect the cognitive aspects of the goals in collecting guests' information that affect the service level of the employee's caliber in providing services in which **Aims** was reflected as the theme of the blended space.

On the other hand, such information were all private matters in which the blended space reflected **Responsibilities** as the instructions involve the guests' information that could be private to their lives but necessary as to provide the perfect suitable service towards the guests in which the employees should be aware to take this matter seriously. The fifth blended space **Achievements** was created after features that took more resolving aspects from the third blended space as the realization of applying the first and fourth blended spaces. The elements of **Techniques** and **Responsibilities** to resolve the **Aims** was then embodied within the fifth blended space in which employees would have gotten their goals in the first place.

Elaboration: The sentence created five blended spaces through the cross-mapping processes in which it resulted **Techniques**, **Causes**, **Aims**, **Responsibilities**, and **Achievements**. Each of the themes was created through the features which was gathered from the four input spaces. The first blended space **Techniques** was created in which all the features gathered all the methods to properly gather guests' information which also carried the reasons that the second blended space carried. The employees should be brave in asking questions which inquire the guests to gather information from them that also requires focus in paying attention and careful

listening. The blended space also featured {Memorizing; Taking notes; Relating} in which the three features covered not only the ways to memorize guests' information by taking notes and relating but also recommended methods while the employees was performing the paying attention and careful listening methods as subordinate techniques.

All of them was to perfect the delivery of the service towards the guests which also became another technique within the first blended space. The second blended space was created through reasons which **causes** the instructions carried within the first blended space to exist. The features {Curiosity; Awareness; Contextual} would have been existing probably due to the employees' self-consciousness as which the employees could feel curious in certain aspects of the guests to perfect their performance or aware of certain questionable information regarding the guests or contextually happened to take the information as necessity which should be answered by the guests under certain circumstances. However, certain external aspects such as {Importance; Professionalism; Recognition; Encounter} could happen to be the **causes** of employees gathering more information from the guests.

The importance of certain information would be inquired whether the tasks of the employees required them to inquire or in which the employees should present their professional working ethics to solve certain problem by demand. The recognition and encounter held the aspects in a way external cause came in a sudden which certain problem was analyzed and found through a random encounter and realization. The third blended space was created carrying **Aims** in which {Understanding; Relating; Personalized service} were packed into performative aims and {Professionalism; Delivering perfect service; Able to relate} as expertise aims.

Understanding and relating share nearly the same aspects despite understanding took more on the cognitive aspect and relating more on the sympathy aspects. The difference with the so called **able to relate** feature would be its ability to become able to share sympathy towards the guests which sharpens the expertise of hospitality skills of the employees through which the employees could improve their intuitions for the next occurrences. Personalized service was pulled within the third blended space as to represent the performative aims through which employees could adjust their services towards the guests to be suitable to their liking or their necessities. The features {Professionalism; Delivering perfect service; Able to relate} of the array represented more towards expertise aims which the employees could become

more professional in handling guests with similar cases through their performances.

Similarly, delivering perfect service would be the one expected through the instructions as to satisfy guests through suitable adjusted services. Lastly, being able to relate as compared to the **relating** aspect would be more of the capability in adjusting to guests with similar problems through feelings. The third blended space would be the embodiment of the instructions' goals. The fourth blended space carried the meaning of **responsibilities** as the features actually more focus towards the {Private information} in which it required careful listening and paying attention to understand its context. The information that was gathered encountered two meanings behind in which it is private for the guests and as well as important for the employees by demand of the work applying {Importance} feature. To handle the information itself, the employees should have shown their professional attitudes in taking any input with care as the way the information were taken care of would be very respectful towards the guests and to prove that the employees actually listened carefully and paid attention to reach its contextual meaning which meant that {Professionalism} aspect actually proven {Careful listening; Paying attention} features towards {Private information}.

On the other hand, the fifth blended space created the **achievements'** theme to back its meaning which mostly resolved the third blended space through its features. The features {Getting answer; Understanding} resolved the second blended space's feature {Curiosity} and third blended space's feature {Understanding} as to finally resolving questions not only answer the curiosity but also gather understanding to comprehend the guests' information. The feature {Adaptable to guests} meant that the employees could deliver their service with more personalized ways to handle the guests' private information.

Being able to adapt oneself towards another could also share similar aspects with {Able to relate} feature as the employees could now not only fit themselves towards the guests as the working habit required them to be flexible depending on the guests' conditions but also, they could relate through feelings much better through applying the instructions given by the hotel. Lastly, the {Recognition} aspect came through two different ways as one could be from the hotel and the other one would be from the guests as their service's delivery would be recognized as professional, flawless, and remarkable which would be very rewarding for any employee working within the hotel.

Emergent structure: The hotel explained their code of ethics in providing their services toward the guests in terms of listening to information which includes their **techniques** by inquiring the guests without hesitation when needed and the need came through **causes** that made the employees carry self-consciousness of what is needed to be inquired and its reasoning. The reasoning itself needs clear **aims** to be given trusts and the trusts should be taken care with full of **responsibilities**. From which, the employees could gain their **achievements** to give satisfying services according to the hotel's brand standard.

4. CONCLUSIONS

The study found that meaning constructions happened within conceptualized idea that were processed within CB from Cognitive Linguistics through its staged processes of composition, completion, and elaboration which reflected the mental conceptualization based on culture, experiences, and knowledge to answer the study's second problem. The composition composed features of each input spaces creating arrays of blended spaces which are {Inquiring; Paying attention; Careful listening; Memorizing; Taking notes; Relating; Delivering perfect service} from **Ask questions**, {Awareness; Paying attention; Careful listening; Understanding; Contextual} from **be observant**, {Memorizing; Taking notes; Importance; Relating; Personalized service; Adaptable to guests} from the part of **find a way to remember information about the guest**, and lastly {Encounter; Able to relate; Delivering perfect service; Professionalism; Recognition} created from the part of **recall it when you next see them**.

Then, the completion process developed concepts such as **Techniques**, **Causes**, **Aims**, **Responsibilities**, and **Achievements** based from cultural knowledge of what a five stars hotel such as ANA Intercontinental Manza expected their employees to be. Lastly the elaboration process broadens the concepts to be even more meaningful as it cleared out what actually the concepts from completion process actually aimed for. The emergent structure then emerged that finalized all the concepts' novelty meaning that can be generated out from the generic space.

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