

Prof. Dr. Desak Putu Eka Pratiwi, S.S., M.Hum.

LINGUISTIC FEATURES IN TOURISM ADVERTISEMENTS



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Nama

BR. Mambal Kajian, Abiansemai, Kab. Badung, Bali, 80352

Alamat

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Prof. Dr. Desak Putu Eka Pratiwi, S.S., M.Hum.

Nama

BR. Mambal Kajian, Abiansemai, Kab. Badung, Bali, 80352

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PREFACE

Tourism has become one of the most influential industries worldwide, shaping not only economies but also cultures and communication. As destinations compete for global attention, the role of language in tourism advertising has become increasingly significant. This book, ***Linguistic Features in Tourism Advertisement***, explores how language is strategically used in tourism advertisements, particularly those promoting Bali as a global travel destination.

Bali is widely recognized for its breathtaking natural landscapes, unique traditions, and warm hospitality. However, its tourism success is not solely dependent on these factors. The way Bali is promoted through advertisements plays a crucial role in attracting visitors. This study delves into the linguistic aspects of tourism advertisements, analyzing their register, speech acts, and figurative language to uncover the communicative strategies that make them effective.

This book offers a comprehensive linguistic analysis by examining the situational context, linguistic features, and functional interpretations of tourism advertisements. It also explores the persuasive power of speech acts, illustrating how

different expressions serve specific communicative purposes. Furthermore, it highlights the importance of figurative language, demonstrating how metaphors, hyperboles, and other stylistic elements enhance the appeal of tourism promotions.

Hopefully this book serves as a valuable resource for students, researchers, and professionals in linguistics, advertising, and tourism studies. May it inspire further discussions on the intersection of language and tourism, enriching our understanding of how words shape the way we experience the world.



TABLE OF CONTENTS

PREFACE.....	i
TABLE OF CONTENTS.....	iii
CHAPTER 1 INTRODUCTION	1
CHAPTER 2 THEORETICAL REVIEW	9
A. Register.....	9
B. Speech Acts	10
C. Direct and Indirect Speech Act	14
D. Figures of Speech	15
CHAPTER 3 REGISTER	19
A. Situational Context	20
B. Linguistic Features.....	21
C. Functional Interpretation.....	38
CHAPTER 4 SPEECH ACTS.....	41
A. Speech Acts in Tourism Advertisements	42
CHAPTER 5 FIGURATIVE LANGUAGE	57
A. Figurative Language in Tourism Advertisements	58
CHAPTER 6 CONCLUSION	77
BIBLIOGRAPHY	81
AUTHOR PROFILE.....	85



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AUTHOR PROFILE

Prof. Dr. Desak Putu Eka Pratiwi, S.S., M.Hum. is a lecturer at the English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. She earned her Bachelor's, Master's, and Doctoral degrees in Linguistics from Udayana University. After completing her doctoral studies, she was awarded prestigious scholarships and research grants to conduct postdoctoral research at The University of Sydney and Tokyo University of Foreign Studies.

She is a linguist and researcher with a specialization in semantics, and she has published extensively in national and international journals, as well as academic books in the field of linguistics. Beyond academia, she is also an active education practitioner. As the founder and director of English Hub, she leads an English learning center dedicated to teaching students of all ages — from toddlers to adults. Her work reflects a strong commitment to bridging linguistic theory with real-world language education and practice.