

Linguistic Features of Bali Ecotourism Villages Advertisements, and Their Influence on Tourist Visits

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Abstract. The present study aims to describe the weaknesses and strengths of the linguistic features of ecotourism village advertisements and analyze their influence on tourist visits. The research design is cross-sectional. The data is collected for 3 months, from February to April 2023. The study population is 238 ecotourism villages destination in Bali province, and the samples were 150, bigger than the number of minimal samples as calculated through the Slovin Formula. The data on linguistic features of advertisements were collected by taking photos and then rating their level of correctness by four expert panels. The images were taken by five students recruited from the master of linguistic program. The data were managed and analyzed on the computer using Statistical Packages for Social Sciences Version 21 (SPSS, 21). The univariate and bivariate analyses were done with the help of the statistical method of descriptive frequency and binary logistic regression. The results showed the following: The weakness of linguistic features of Bali ecotourism villages advertisement included: a) the involvement of an expert in advertisement development, b) the attractiveness of the sentence structure, c) the appropriateness, attractiveness, and politeness of the word choice, and d) the use of interesting and suggestive figurative language. Its strengths lie in the other 7 components, namely: a) the accuracy of the language used, b) the harmonious composition of language & image, c) the accuracy of word diction, d) the attractiveness of advertising content, e) the ecotourism reflection of advertisement, f) the appropriateness of colour choice, and g) the use of simple promotion advertisements and highlighting the important parts. It also proved that linguistic features of advertisements significantly influenced the tourist visit.

Keywords: Bali Ecotourism, linguistics features, language advertisement, language for tourism

1 Introduction

Throughout the world tourism is a booming industry that boosts the economy. It creates thousands of jobs and develops infrastructure, as the establishment of developed parks and resorts, new airports, improved public areas, and advanced facilities would attract more tourists (UNWTO, 2023). Tourism promotes local culture and creates a cultural exchange between tourists (see Mowforth & Munt, 2016; Page, 2019).

However, the international tourism industry poses some environmental problems which get public attention. Most tourist destinations take pride in their places' pristine beauty and the uniqueness of their culture, which become attractive escapes from the noisy urban life (see Weaver, 2001). However, due to materialism and consumerism, some places that used to be considered as "Paradise" become "Paradise Lost" due to environmental degradation (see

Marcus, 2015). Therefore, ecotourism has become a trend. While mainstream tourism is concerned with economic development, which contributes to nature exploitation, ecotourism seeks to marry the goals of ecological conservation and economic development (see El-Dali, 2019).

The relationship between language and tourism has been the subject of numerous studies (e.g., Irimiea, 2018). Then, Labrador et al. (2014) found that rhetorical devices are crucial in promotional advertising. Advertising is a good illustration of the inventive application of persuasion techniques that may be shown through language (see also Kubro & Suyitno, 2019). On the other hand, Patpong (2009) used a systematic functional method to evaluate advertisements and found that one example of the persuasive use of language is the wording used in amulet advertisements. These studies revealed that language is crucial in tourism promotion. Through language, the destination establishes its desired image and describes the kind of experience tourists can look forward to. According to Dann (1996), persuasive language is social control in the tourism industry where the promoter's goals are combined with the consumer's associated pleasure requirement (see Irimiea, 2018).

While language is the essential medium for tourism promotion, such language can be a combination of verbal, visual, and auditory modes. The media plays a significant role in this multimodal society, particularly in business advertising (see Gorelova, 2014; Johannessen et al., 2010; Shariq, 2020; Vizcaíno, 2011). In this case, television, radio, newspapers, magazines, films, posters, brochures, websites, and social media are just the tools that tourist host destinations utilize to attract visitors. Some studies have been conducted on the role of promotional media such as film, tourism websites, TV commercials, social media, brochures and magazines in influencing and persuading the audience (see Trinadi et al., 2022; Gong & Tung, 2017; Hudson & Ritchie, 2006; Hvass & Munar, 2012; John & De'Villiers, 2020; Kulluvaara & Tornberg, 2003; Rehman et al., 2022; Salim et al., 2012).

While discourse analysis is useful in analyzing the language of tourism advertising, eco-advertising is a unique form of language that can be examined from an eco-linguistics perspective (cf. Trinadi et al., 2022). According to Alexander & Stibbe (2014), Eco-linguistics studies how language affects the connections that maintain life among humans, other species, and the physical environment. It is normatively oriented toward maintaining the bonds that provide life to relationships. Eco-linguistics is thus concerned with language's role in creating, sustaining, influencing, and destroying interactions between people, other living things, and the environment (Penz & Fill, 2022; Steffensen & Fill, 2014). While a number of studies have been conducted on the language of tourism advertising, research on eco-advertising is still scanty. This study attempts to contribute to the slim body of literature on eco-advertising and eco-linguistics (see Stöckl & Molnar, 2018). The growth of tourist villages in Bali is increasing rapidly. The data for August 2023 showed 294 tourist villages in Bali. A sharp increase compared to the number of 2019 only 194 tourist villages. Unfortunately, the rise in that number has not been matched by the high interest of domestic and foreign tourists in these tourist villages (BPS Provinsi Bali, 2022).

Based on the above background, this study aims to investigate: a) the linguistic features of advertisements of the ecotourism village in Bali; b) formulate their advertisement strengths and weaknesses; and c) analyze their influence on tourists' visit.

2 Literature Review

Research on tourism advertisements has been studied widely. Trčková (2016) analyzed representations of nature in ecotourism advertisements. The study aims to identify how nature and the link between humans and nature are portrayed most frequently in the chosen ecotourism commercials. The analysis has shown that the analyzed adverts use a variety of discursive strategies to uplift nature and challenge the idea that humans rule it. Then, Magnini and Karande (2010) conducted an experimental investigation into using written smell references in ecotourism advertisements. This study aims to support the claim that including a written smell reference in ecotourism advertisements has a beneficial impact on the affective reactions of potential customers. Consumers' affective reactions to an ecotourism commercial may be positively impacted by a written fragrance reference. In addition, the results revealed that gender did not play a role in influencing how the affective responses to a textual smell reference were felt.

Furthermore, Dorsey et al. (2004) examined advertising ecotourism on the Internet: commodifying environment and culture. This study evaluates the literature relating ecotourism to sustainable development and earlier studies demonstrating the historical commodification of cultures in travel advertisements for locations in underdeveloped nations. Print advertising also applies to online commercials. Ulfy et al. (2021) explored the effects of social media advertising among eco-tourists in Malaysia: an empirical study on Malaysian ecotourism. The study's goal is to examine the context of publicity's informativeness and the value of its impact on ecotourism through advertising and service functioning. A conceptual framework has been proposed and practically tested for social media advertising in ecotourism. The empirical results show that an educational social media ad can successfully market a tourism-related good or service. As a result, social media advertising will be viewed more favorably, which will attract more visitors.

3 Theoretical Basis

As mentioned previously, this research is addressing to analyze ecotourism advertising. Weaver (2001) defined ecotourism as a type of nature-based tourism that aims to be environmentally, socio-culturally, and commercially sustainable while offering opportunities to appreciate and learn about the natural world or certain aspects. In addition, according to Ceballos-Lascuráin (2003), traveling to relatively untouched or unpolluted natural places with the aim of learning about, appreciating, and taking in the view, the landscape, its wild plants, and animals, as well as any existing cultural representations (both past and current) found in these locations, is referred to as ecotourism. According to Dorsey et al. (2004), tourism and ecotourism can be advertised into two types: Internet and traditional. In internet advertising, ecotourism is advertised on the Internet. In addition to many chat rooms, electronic bulletin boards, and news groups, there are now hundreds of home pages for travel service providers. While in traditional advertising, ecotourism is advertised in print, brochures, and postcards.

4 Method

The study design is cross-sectional, where data is collected during 3 months, from February to April 2023. The population is 238 ecotourism villages in Bali Province which are distributed in 9 Regencies, 17 in Badung, 31 in Bangli, 26 in Karangasem, 75 in Buleleng, 6 in Denpasar, 25 in Tabanan, 19 in Kelungkung, 7 in Jemberana, and 32 in Gianyar. The samples were set to 150, much bigger than a minimal sample of 112 based on the Slovin Formula. The sample selection technique was proportionated to size random sampling, so a bigger number of samples would be selected in the regency with a bigger number of ecotourism villages. Data were collected by direct interviews based on previously validated and tested questionnaires. In the interview, the respondent was the chairman of the ecotourism village management committee or their representative. At the same time, the interviewer was a student in the second semester of the Linguistic Master Program at Warmadewa University. Studied variables include respondents' vital data, the number of visitors within January 2023, and linguistic features of advertisement. Specifically, for the data on linguistic features, the advertising photos that the interviewer took were then assessed by four expert panels for their correctness. The Likert Scale technique was applied to assess the expert panel's perceptions. If the expert panel's opinion strongly disagrees, it is given a value of 1; if it does not agree, it is a value of 2; if it agrees, it is a value of 3; and if it strongly agrees, it is a value of 4.

As known, the linguistic feature of advertisement is a composite variable, formed by 11 variables, namely: The involvement of expert in advertisement development; The accuracy of language used; The harmonious composition of language & image; The accuracy of word diction; The attractiveness of advertising content; The ecotourism reflection of advertisement; The appropriateness of color choice; The attractiveness of the sentence structure; The appropriateness, attractiveness, and politeness of the word choice; And the attractiveness and suggestiveness of the figurative language used. The total sum values of the 11 forming variables are the value of the ads linguistic feature variable.

The collected data then were managed: firstly, examining the fulfilled questionnaire for its completeness; secondly, advising the interviewer to complete their uncompleted questionnaire by bringing it back to the field; thirdly, coding the completed questionnaire; lastly, entering and managing data in the computer by the help of Statistical Packages for Social Sciences Version 21 (SPSS, 21). The data was then analyzed univariately to see the frequency distribution of respondent characteristics, advertising linguistic features, and the strengths and weaknesses of advertisements. Bivariate to analyze the effects of advertisement on the tourists' visit. Statistical analyses used were descriptive–frequency and binary logistic regression.

5 Results

5.1 The Characteristics of Respondent and Linguistic Features of Advertisements

The number of ecotourism village administrators who were interviewed were 150 peoples, where 89.3% of them were male and 10.7% female. As for their marital status, 91.3% were married, and 8.7% were single. Based on work experience in the tourism sector, most of them (61.3%) have no experience, and only 38.7% have experience. The age group was dominated by 73.3% middle-aged adults, 24.7% young adults and 2.0% old adults (see Table 1).

Table 1. Characteristics Of Respondents

Characteristic Percentage	Frequency
<u>Gender</u>	
Male 89.3	134
Female 10.7	16
Total 100.0	150
<u>Marriage status</u>	
Married 90.7	136
Single 9.3	14
Total 100.0	150
<u>Ages</u>	
Young adult 24.7	37
Middle aged adult 73.3	110
Old adult 2.0	3
Total 100.0	150
<u>Work experience in tourism sector</u>	
Have an experience 39.3	59
Have no experience 60.7	91
Total 100.0	150
<u>Education</u>	
Graduated elementary school 1.3	2
Graduated junior high school 2.7	4
Graduated senior high school 50.7	76
Graduated university. 45.3	68
Total 100.0	150

Concerning the linguistic features of advertisement, it was found that 107 (71.3%) ecotourism villages did not use the help of a language expert when they developed advertisements, while those who used as many as 43 (28.7%). The advertisements with accurate language as much as 97 (64.7%), while 53 (35.3%) with not accurate language. Relating the harmony of languages and images, 66 (44.0%) used languages and images harmoniously, and 84 (56.0%) did not. As for the word diction, 60 (40.0%) were accurate, and 90 (60.0%) were not accurate; meanwhile, advertisements with attractive content, as much as 83 (55.3%), and 67 (44.7%) were not attractive. As for advertisements reflecting ecotourism, 61 (40.7%) were not reflected, and 89 (59.3%) were reflected. Of the ecotourism villages that were precise in

selecting advertisement colors, as much as 68 (45.3%) and the other 82 (54.7%) were not precise. According to the structure of sentences, 90 (60.0%) were not interesting, while the other 60 (40.0%) were interesting. As for the accuracy, attractiveness, and decency of the word choice, 76 (50.7) were not accurate, not attractive, and not decent, and other 23.3% were accurate, attractive, and decent. Concerning the other 2 components, there are 121 (80.7%) advertisements containing expressive and suggestive figurative language, 28 (19.3%) with no expressive and suggestive figurative language, while there are 64 (42.7) that have a simple format and emphasize the things that important, while the other 86 (57.3) did not.

Table 2. Distribution Of Expert Panels Perception On The 11 Components Of Advertisement Linguistic Features Of Bali Ecotourism Villages

Linguistic feature components (%)	Expert Panel perception		Total
	Disagree (%)	Agree (%)	
The involvement of expert in Advertisement development (100.0)	107 (71.3)	43 (28.7)	150
The accuracy of language used (100.0)	53 (35.3)	97 (64.7)	150
The harmonious composition of language & image (100.0)	66 (44.0)	84 (56.0)	150
The accuracy of word diction (100.0)	60 (40.0)	90 (60.0)	150
The attractiveness of advertising content (100.0)	67 (44.7)	83 (55.3)	150
The ecotourism reflection of advertisement (100.0)	61 (40.7)	89 (59.3)	150
The appropriateness of colour choice (100.0)	68 (45.3)	82 (54.7)	150
The attractiveness of the sentence structure. (100.0)	90 (60.0)	60 (40.0)	150
The appropriateness, attractiveness, and politeness of the word choice (100.0)	76 (50.7)	74 (49.3)	150
The use of interesting and suggestive figurative Languages (100.0)	121 (80.7)	29 (19.3)	150
The use of simple promotion ads and highlight the important parts (100.0)	64 (42.7)	86 (57.3)	150

5.2 Strengths and Weaknesses of Linguistic features of Advertisements

Several things need to be informed before weaknesses and strengths can be determined; that is a simplification of the expert panel's perception assessment, which was originally 4 orders into 2 categories by combining the perceptions of disagree and strongly disagree into disagree and perception of agree and strongly agree in to agree. The percentage distribution of agreed values is then calculated as their average. The lowest percentage is the average, referred to as weakness, while the percent value above the average is called strength. The result can be seen in Table 3 and Table 2.

Table 3. The Strengths And Weaknesses Of Linguistic Features Of Ecotourism Villages In Bali

Linguistic feature		Strength.	Weakness	% Agreed	
The involvement of expert in Advertisement development		28.7		√	
The accuracy of language used		64.7			√
The harmonious composition of language & image.		56.0		√	
The accuracy of word diction		60.0		√	
The attractiveness of advertising content.		55.3		√	
The ecotourism reflection of advertisement.		59.7		√	
The appropriateness of color choice		54.7		√	
The attractiveness of the sentence structure.		40.0		√	
The appropriateness, attractiveness, and politeness of the word choice		49.3		√	
The use of interesting and suggestive figurative language.		19.3			√
The use of simple promotion ads and highlight the important parts.		57.3			

From Table 4, it is concluded that the weaknesses of linguistic features of Bali ecotourism village advertisement include: a) The involvement of experts in advertisement development; b) The attractiveness of the sentence structure; c) The appropriateness, attractiveness, and politeness of the word choice; d) The use of interesting and suggestive figurative language, while the strength lies in the other 7 components, namely: a) The accuracy of the language used; b) the harmonious composition of language & image; c) The accuracy of word diction; d) the attractiveness of advertising content; e) The ecotourism reflection of advertisement; f) The ecotourism reflection of advertisement, g) The appropriateness of color choice; h) The use of simple promotion ads and highlight the important parts.

5.3 The Influences of Linguistic Features of Advertisement to the Tourism visits

In the context of looking for the effect, advertisement linguistic features act as an independent variable, and the tourists visiting during January 2023 as dependent variables. The statistics used to prove this was binary logistic regression. However, before executing the analysis, a data transformation was carried out, in which the interval data of both variables were changed into categorical dichotomous using the median value as a cutting point. The lowest value to the median was given the name unsatisfied linguistic features and a score of 0. In contrast, the value of the upper median was satisfied linguistic features and gave a score of 1 (dummied variable). The analysis showed the following data: Wald value 11.648 with a level of significant 0.001, Exp (B) 3.172, and the value of Nagelkerke R Square 0.102. From those data, it can be concluded that the advertisement significantly affects tourist visits. Ecotourism villages whose advertisements contain satisfying linguistic features are 3.172 times more likely to be visited by many tourists compared to those that are unsatisfactory. 10.2 percent of the visits are influenced by the linguistic features of the advertisement, and the other 89.8 percent are influenced by other factors, like promotion media, attraction, amenity, accessibility, ancillary, activity, etc. (see Tables 5 and 6).

Table 4. Summary Table

Step	-2 log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	195.989	0.077	0.102

Table 5: Variables in the equation

	B	S.E.	Wald	df.	Sig.	Exp(B)	95% C.I for EXP (B)	
							Lower	Upper
Step 1. Ling-feature	1.154.	341.	11.468	1.	.001.	3.172	1.626	6.188
Constant	-545	233	5.446	1.	.020.	.580		

Several researchers use Hymes' (1972) theory in analyzing advertising data to examine the contribution of linguistic features in making good advertisements. Some of them are Emodi (2022), who analyzed 'A syntactic analysis of the language of advertising'; Sukrisno (2010), who examined the 'Discourse analysis on advertisement'; Keane (2015), who investigated the language of ecotourism. Then, Zhou (2018) analyzed the stylistic analysis of the English advertising language. Likewise, Hapsah (2008) proposed research about 'The analysis of language style in the headline of English magazine's advertisement. Lastly, Adam (2019) examined the linguistic features of advertising language. The general framework for linguistic study by Hymes (1972) gives the foundation to the researchers to describe 'context of situation' of the advertisements in terms of (i) the form and context of the message, (ii) the setting, (iii) the participants, (iv) the intent and effect of the communication, (v) the key, (vi) the medium, (vii) the genre, and (viii) the norms of interaction (see Martin, 2006).

Previous studies on language and linguistic feature analysis in advertisements have been conducted with different products and media. For example, a recent study by Muthmainnah (2016) found that the personification style is mostly used, occurring about four times. It is followed by the Alliteration style found in three advertisements, and the Assonance found two times. The next is Simile style, which appeared once in the advertisement. The researcher concludes that in personification style and Alliteration style, the creators of the advertisement mostly used simple and interesting styles to create beautiful sentences and to persuade or influence the readers or viewers' attention to use the products, while in this research, linguistic features of advertisement having significant effect to the tourist visit; the linguistic feature of the advertisement influences 10.1% of tourist visits.

Other studies conducted by Martin (2006) on linguistic analysis of advertising showed that the incorporation of English and global imagery in the design of an advertising campaign become the strengths of the advertising used. It also entails a contextual analysis on an entirely different level, where certain choices of music, text, and images are required to attract attention, enhance recall, convey information about the product, evoke certain connotations, and entice the consumer while the strengths of advertisement linguistic features in this research found more complex linguistic features. It includes a) The involvement of experts in advertisement

development, b) The attractiveness of the sentence structure, c) The appropriateness, attractiveness, and politeness of the word choice, and d) The use of interesting and suggestive figurative language.

Luqyana and Imperiani (2021) in their research 'An Analysis of Language Features in Local Fashion Brands' Advertisement on Instagram' gathered the data from five captions on recent Instagram posts of Cotton Ink and Look Boutique Store and using persuasive techniques proposed by Kleppner (1986) and linguistic features in advertising proposed by Grey (2008) found that the two advertisements had all of three types of persuasive techniques; namely pioneering stage, competitive stage, and retentive stage. Regarding linguistic features, the advertising copywriters used 12 out of 20 linguistic features in these two advertisements. Furthermore, the use of persuasive techniques affects the implementation of linguistic features in these two brands' advertisements. Since competitive aims to make the products seem better and unique than the others, the advertisers had to use attractive words or terms to make people believe that the products are superior to similar products. It also affects the syntactic features; hence, the advertisers tend to inform it in long noun phrases with detailed explanations of the products, which makes them seem superior. Moreover, the advertisers used present tense to make the customers feel as if the benefits of the superior product they will get will last for a long time (Luqyana & Imperiani, 2021), while in this research found that the components that support to make a good advertisement are not only the use attractive words or terms, the affects the syntactic features and the used present tense, but this research found that the components that support to make a good advertisement, and 11 elements found as the determinant factor that influence to make a good advertisements, They are (1) using language expert in developing advertisement (28,7%); (2) language accurately (64,7%); (3) language and image harmoniously (56,0%); (4) accurate word dictions (60,0%); (5) attractive content (55,3%); (6) reflects ecotourism (59,3%); (7) appropriate in color choices (54,7%); (8) attractive sentence structure (40,0%); (9) having an appropriate, attractive, and polite word choice (49,3%); (10) attractive and suggestive figurative languages (19,3%); and (11) the orm of simple promotion advertisement and highlighting the important part (57,3%).

6 Conclusion

The linguistic features found in advertising of rural ecotourism of Bali the weaknesses of language advertising in ecotourism village are: work with advertising language consultants; Very interesting promotional sentences; The accuracy of the use of adjectives; Developing a voucher and cashback system, while The strength of language advertising on ecotourism village are: the accuracy of the use of advertising language; harmony of language and image; the accuracy of the use of word diction; Ad content is very interesting; Ecotourism content; color selection accuracy; advertisements are arranged briefly; having a public relations promotion staff. Boarder line: Interesting and logical choice or words.

Advising to develop and implement the program that can improve the growth of ecotourism villages in Bali, those programs are as follows:

The model that is probably effective as an advertisement to stimulate the growth of an ecotourism village in Bali is the combination of 11 elements. They are (1) using language experts in developing advertisements; (2) language accurately; (3) language and image harmoniously; (4) accurate word dictions; (5) attractive content; (6) reflects ecotourism; (7) appropriate in color choices; (8) attractive sentence structure; (9) having an appropriate,

attractive, and polite word choice; (10) attractive and suggestive figurative languages; and (11) the form of simple promotion advertisement and highlighting the important part.

Even this study could not prove the significant effect of promotion on the growth of ecotourism villages in Bali; however, since several other studies proved this effect, it is necessary to recommend strengthening the weak promotion component, especially the use of language in advertisements.

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