

# Salience of Sustainable Bali Tourism: Ecolinguistic Analysis in Kembali Becik's Instagram Posts

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**Abstract.** Currently, sustainable tourism has become an ongoing trend in Bali. One of the forums that has emerged to support this movement is “Kembali Becik”, which is a collaboration between the government, civil society, traditional villages, and businesses based in Bali. This study aims to delve into the saliency in Kembali Becik's Instagram posts in promoting sustainable tourism in Bali. This study was designed with descriptive qualitative method. Furthermore, the data source is @kembali.becik Instagram account (instagram.com/kembali.becik). Data were obtained by collecting Kembali Becik's Instagram posts from September 2022 to March 2023. Additionally, data analysis was conducted using ecolinguistic approach by referring to the theory of saliency. The results revealed that the saliency is in the use of imperative and affirmative sentences which point out the importance of environmental preservation, especially when traveling in Bali. Given the limitations of this study, conducting further research is needed in order to examine more than one media. Moreover, it is hoped that critical discourse theory can be applied in future research, so that it can be analyzed more deeply and thoroughly.

**Keywords:** saliency, sustainable, Bali, tourism, ecolinguistics

## 1 Introduction

It is undeniable that language and ecology are closely linked. This is due to the fact that ecolinguistics highlights the role of language in preserving the environment [1], and it has become an ongoing trend as the number of studies on ecolinguistics has increased gradually. Ecolinguistic studies have been done in various types of media. For instance, [2] conducted an ecological analysis in poetry book. Meanwhile, [3] delved into environment-related texts in Moroccan textbooks. In addition to that, the most recent one, which was done by [4], discussed ecological aspects of food product commercials. Hence, it implies that numerous researchers from different parts of the world are aware of the existing ecological issues.

Language has a huge role in shaping a story, whether it becomes destructive or beneficial for the world, especially the environment. As an example, [5] conducted a study on ecological impacts of using indicative sentences on Papuan online mass media. The results of this study revealed that Papuan online mass media gave both constructive and destructive impacts. It also shows how positive texts can turn negative environmental ethics into positive ones. Besides printed media, ecolinguistic studies have also been conducted using online media as research objects. As an example, [6] delved into “Kaltim Green” online media, which revealed how several news headlines published by online media actually reported the catastrophic destruction

of forests in East Kalimantan in reverse. Therefore, it is evident that text has the power to influence the readers' perspectives and acts [5].

Immense attention has been paid to the issue of ecology in the tourism sector [7]–[9]. Speaking of tourism, post-pandemic tourism designed by the Bali Government Tourism Office is sustainable tourism, since Bali has to maintain its renowned culture and nature. This is carried out with attention starting from preserving the environment and local culture, to increasing the living standard of local people through sustainable tourism in Bali. Sustainable tourism is defined as tourism that invites all parties, especially community members, to manage resources in ways that meet economic, social and aesthetic needs while ensuring the sustainability of local culture, natural habitats, biodiversity and other important support systems.

One of the forums that has emerged to support sustainable tourism is “Kembali Becik”. It is a collaborative campaign between the government, civil society, traditional villages and Bali-based businesses that promotes sustainable tourism, renewable energy, and low-carbon transportation. Through posts on the Instagram account, which is @kembali.becik, it calls for efforts to preserve the environment by implementing sustainable tourism. The language patterns used by @kembali.becik have a distinctive feature that attracts readers or other Instagram users to take action in various eco-friendly activities. The ecolinguistic theory applied in this study is “salience” by [10]. Salience is a story in the human mind that depicts something that stands out and deserves to be taken into consideration. Studies on salience have been done by a number of researchers, one of which was conducted by [11], which focused on vegan campaigns. This study mainly focuses on the salience of language patterns on @kembali.becik Instagram account in order to support the sustainable tourism campaign in Bali.

## 2 Method

This study was designed with descriptive qualitative method. Furthermore, the data source @kembali.becik Instagram account (instagram.com/kembali.becik), which currently has 237 posts and 3.841 followers (September 2023). The data were obtained in the form of captions from Kembali Becik's Instagram posts in 6-month period (September 2022 to March 2023). Data analysis was conducted by paying attention to the salience of linguistic patterns referring to theory by [10].

## 3 Results and Discussion

The results of the study show that salience of sustainable Bali tourism in Kembali Becik's Instagram posts lies in the constant use of imperative and affirmative sentences. These sentences were used to persuade the readers to take actions in preserving the environment while traveling in Bali. Datum (1) shows the use of imperative sentence.

**“As people who care about this island, let's take steps to change the way we travel, bring an umbrella, and be a more responsible tourist!”**

The imperative verbs in datum (1) are *take*, *bring*, and *be*. In this case, the context deals with how tourists are expected to protect the environment while traveling by implementing responsible and sustainable practices. The example given is bringing an umbrella, which is a small act that can be done while traveling. By utilizing these verbs to make an imperative sentence, it can influence readers' minds to preserve the environment.

“Looking to make a direct contribution to Bali’s community and environment? **Join a community gathering or volunteer in a beach clean-up or mangrove planting activities.**”

Similarly, datum (2) also shows the use of an imperative sentence, as it begins with the verb *join*. This can encourage readers to take action to protect the environment, and advocate for policies that support environmental preservation. The options given in datum (2) are joining a community or participating in beach cleaning activities or planting mangroves.

“Reducing your clothing consumption is good for the environment (and also for your pocket!). If you have to, **choose sustainable or second-hand products.**”

In addition, datum (3) highlights how the clothing industry has a major impact on the environment. Furthermore, the use of the verb *choose* at the beginning of the sentence transforms it into an imperative sentence. It is used for highlighting an alternative act to help decrease the amount of textile waste that goes to landfills, because no new production is involved in making used clothes, which reduces the negative impact on the environment.

“The music video highlights the magnificent nature that Bali has to offer. From lush mountains, green botanical garden, vast savanna, to pristine beach. If you’re planning to visit these spots, **be sure to be a responsible visitor by not leaving any trash behind or hire a local guide to support the locals.**”

Meanwhile, datum (4) displays the description of Bali’s natural beauty which is an attraction for foreign tourists. The context of datum (4) is one of the South Korean boy groups who shot their music video in several tourist attractions in Bali. Despite having different context with the previous data, this datum also showcases the use of imperative sentences beginning with the verbs *be* and *hire*. The purpose is to remind the readers to be a responsible visitor by doing certain actions.

“Once you understand the diving technique and equipment, **make sure you are aware of the marine life. Be mindful when you deep dive into the water and meet the marine life, lest you destroy them.**”

In datum (5), the messages conveyed are related to safety techniques and procedures in scuba diving. Salience in datum (5) is also the use of two imperative sentences that begin with the verbs *make* and *be*. These actions highlighted to remind the readers about the importance of preserving environment, and in this case—marine life in Bali.

“This is just the beginning of our collective journey to create a resilient and sustainable Bali. **Join us in our effort to green Bali travel.**”

Additionally, datum (6) also summons readers to take action, as indicated by the use of *join* to begin the imperative sentence. This attempts to minimize negative impacts on the environment, support local communities, and promote responsible tourism practices. While the primary focus of sustainable travel is on environmental preservation and socio-cultural benefits, it can also have a positive impact on personal health and wellbeing.

“Unfinished soap, shampoo, or toothpaste from a hotel are usually thrown away. By taking them home, you reduce the amount of waste that would have ended up in landfill.”

The context of datum (7) is related to being wise in traveling, namely by bringing unfinished hotel toiletries to help reduce waste. This action is highlighted through the use of affirmative sentences. These small actions contribute to sustainable travel practices by minimizing the use of single-use plastics and packaging waste.

“As we work to promote renewable energy, simple steps like remembering to turn off lights, appliances, and air conditioning when you leave your hotel room are some of the easiest ways for travelers to save energy and reduce emissions. And it doesn’t cost a thing!”

The same thing applies to datum (8), where the salience also lies in the use of affirmative sentences. The context of datum (8) is the phenomenon of electronic goods that are left on inside

the accomodation, namely hotel room. The action of turning them off is highlighted in order to help save energy, which clearly brings positive impact on the environment.

“Walking or cycling can give you an opportunity to have an immersive experience in your destination. It is also better for the planet and better for your health.”

Datum (9) highlights more eco-friendly activities while traveling in Bali. These activities can be alternative options to reach the desired location while on vacation. As described in datum (9), these activities lead to getting advantages that cannot be experienced while riding in a vehicle, such as the opportunity to explore surroundings while paying attention to small details that might be overlooked in other vehicles.

“Electric vehicles are better alternatives to conventional ones in terms of not polluting the air we breathe.”

Last but not least, the context of the datum (10) is the electric vehicle campaign which is one of the choices for driving in Bali, since electric vehicles are known best for reducing air pollution. The message is conveyed using affirmative sentence as well. It is evident that the findings are in line with the previous studies [12]–[14]. Therefore, salience is an essential way to influence more people to preserve the environment [15]. It can be implied that ecolinguists are in charge of initiating a greater contribution by evaluating and conducting research on the role of language in framing ecology issues in various kinds of media.

## 4 Conclusion

To sum up, salience of sustainable Bali tourism in Kembali Becik’s Instagram posts consists of imperative and affirmative sentences. In addition, the results show that Kembali Becik highlights the importance of environmental preservation for the readers—especially tourists when traveling in Bali. Given the limitations of this study, namely the data source was only obtained from Kembali Becik’s Instagram posts, conducting future research is needed in order to examine more than one media. In addition, it is hoped that critical discourse theory can be applied in future research, so that it can be analyzed more deeply and thoroughly.

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