

Lingual Representation and Discourse Strategy Implemented In Tourism Discourse: A CDA Study

I Nengah Laba

Linguistics Department of Udayana University
Bali Indonesia

I Ketut Riana

Linguistics Department of Udayana University
Bali Indonesia

Enno Schmoll

Jade University of Applied Sciences
Germany

Abstract

The aim of this study is to present the discourse strategy and the aspects of lingual representation used in tourism field by national printed media in Indonesia with a theoretical approach proposed by van Leeuwen (2008) and Burton (2008). The research methodology applied is descriptive-qualitative using discourse analysis on three national printed newspapers, Kompas, Bali Post and Nusa Bali during the period of March 2012 until October 2014. The discussion shows that different kind of discourse strategies are implemented both in news and articles published on Indonesia national printed media. The research results show there are nine categories of discourse strategy and two lingual representation used. The most frequent categories of discourse strategy are nominalizations and passivation with its lingual representation of determination emphasizing on social construction. Considering the research result, this means that the people are passive with the tourism industry and there a big tendency that investors have reconstructed socio-cultural life. Implications are discussed for the use of linguistic perspectives in tourism discourse along with suggestions for future research.

Key words: discourse, representation, tourism

1. Introduction

The development of tourism has influenced the linguistic dynamism. This can be seen from the intersection between languages in the world of tourism which has become a central phenomenon in the post-modern society (cf. Beratha , 2004: 68 , Fox , 2008: 13-15). The relation between tourism field and linguistics has been carried out by Hallet and Weinger (2009). They remark that “*The discourse of tourism is a discourse created through the creation and manipulation of linguistic and visual texts. Although these texts are specific to their locale, they share common goals that become transparent through the work of discourse analysis. Those goals involve both producer and audience*”

This implies that tourism is a discourse which also causes a creation and manipulation of linguistic identity and at the same time forming a recognition of the representation and domination where text production and the audience are involved. Burton (2012:190) stated texts in printed media are in a variety of construction and reconstruction of words, phrases, sentences or other grammatical expressions. These expressions indicate that the texts (linguistic forms) work in two ways, the determination and functionalism. Thus, the printed media can be used as an instrument in realizing the power of representation and domination through language. Therefore, language and other symbol systems that appear in the mass media have a very important role in providing information to the public and at the same time can focus their views on an issue and mass media can also be the center of power (see Matheson, 2005: 6; Pastika, 2013 : v-vi).

In this context, critical discourse analysis can be used as a framework for dismantling the power of representation and domination presented in the text so that social reality can be explained through lingual construction (van Leeuwen, 2005: 95).

2. Research Questions

Based on rationale above, the research problem is formulated as follows:

- a. How are the discourse strategies of exclusion and inclusion implemented in tourism discourse?
- b. What lingual representations are presented in the tourism discourse in national printed media?

3. Research Objectives

The objectives of this study are:

- a. Analysing and explaining the strategy of exclusion and inclusion that occurred in the discourse of tourism in national printed media.
- b. Analysing and explaining the lingual representation featuring the circulation power depicted in the tourism field.

4. Review of Related Literature

The review of related literature and critical assessment of research results that provide valuable contributions and rationale for this study. A study was carried out by Ling Ip (2008) entitled *Analyzing Tourism Discourse: A Case Study of A Hong Kong Travel Brochure*. This critical study described the features in tourism discourse reflected in the travel brochure in Hong Kong. Ling Ip used multimodal analysis in reviewing the language use in the brochure that describes various tours in Hong Kong managed by a member of the Hong Kong Tourism Board called the Splendid Tours & Travel Limited.

Ip Ling examined the language used in the brochure from the micro level to the macro level. He focused his study on linguistic and visual elements contained in these tourist travel brochures and the factors that affect the interpretation of the discourse of tourism. The work of Ling Ip on tourism discourse analysis seeks to understand the aspects of linguistic features, especially from the stylistic elements and the choice of words (lexical choices) by using multimodal analysis. This work has advantages in using the device with the grounding of the lingual aspect of multimodal discourse analysis in analyzing tourism discourse. He found that the choice of words, grammatical and stylistic elements used in brochures tend to use hyperbole to increase the strength of the language with the goal of attracting more businesses to go on the tour in Hong Kong. This work did not review macro-linguistic elements to see how the representation and the domination of the elements affecting the language used. However, this work continues to be relevant in the study of lingual representation and discourse domination in tourism due to two main considerations. They are the approach of language (linguistics) used in dismantling the discourse in the field of tourism and it demonstrated a new approach in the field of tourism on how discourse can be awakened in the construction of linguistics works.

Thurlow and Jaworski (2011) studied the relation of tourism and linguistics, entitled *Tourism Discourse: Languages and Banal Globalization*. This work describes the discourse of tourism in the global era, the role of language and communication in the field of tourism. It was understood that the existence of the relations of linguistics and tourism sector; lingual circulation rules such as genre and style of language and how the commodification of the local language can be realized in tourism communication.

This work used a sociolinguistic approach which examined the role and function of language in the study of tourism. They further explained tourism has the power to maintain culture and to show the unequal relations of power in the community. Language exchange in tourism activities is also an exchange of economic and ideological aspects. The work of Thurlow and Jaworski concluded that:

"all linguistic exchanges are economic exchanges; however, under the new economic conditions of globalization, the existing language and configurations forms (eg bilingualism) are put to new uses, gain new value, and become objects of intense scrutiny, as well as vehicles and sites of ideological struggle, contestation, legitimation and authentication of ethnic, national and other subject positions" (Thurlow and Jaworski, 2011: 28)".

The work explains how the ideology of representation and domination in the field of tourism can be revealed through linguistics. The most interesting part of this work is an integration of linguistic phenomena leading to tourism at the level of linguistic analysis.

Thurlow and Jaworski did not examine in detail the micro level linguistics (lexicon, phrases and grammar). So, further study needs to be carried to analyse the micro level of linguistics in tourism discourse. The Thurlow and Jaworski's work is of relevance with this in the theme of linguistic features to explore further about lingual representation and domination in tourism discourse through the study of critical discourse analysis .

5. Concept

5.1 The concept of tourism discourse

The relationship between discourse and tourism was stated by Hallet and Weinger (2009 : 11) as follows:

"The discourse of tourism is a discourse of identity construction, promotion, recognition, and acceptance. It is a discourse created through the creation and manipulation of linguistic and visual texts. These texts are specific to their locale. They share common goals through the work of discourse analysis. Those goals involve; both producer and audience"

It is then defined that tourism discourse is a textual discourse. It causes a creation and manipulation of linguistic identity. It is a recognition of the lingual representation and domination where texts are produced with the involvement of audience. Thus, tourism discourse is the written texts which explain any activities related to the tourism sectors. These can be in the form of news and articles.

5.2 Lingual Representation

Representation is defined as a description of reality presented in the text that depicts social and cultural phenomena. In this study, the concept of lingual representation refers to Burton's statement (2012 : 137-138) that lingual representation refers to units describing something, someone or a group of people related to the meanings associated with their beliefs. So, in this sense, this issue concerns the representation of meaning that makes the text (lingual form) as a means of communication. Citing Briggs and Copley (1998), Burton described representation as a means to transmit and transform representations via text news and opinion articles that works in two ways, namely determination and functionalism.

6. Theoretical Framework

6.1 Theory of Discourse Analysis

According to Mayr (2008), discourse analysis can be viewed from two perspectives. They are structuralist and functionalist. The structuralists view discourse analysis as the use of language in the top level of clauses and sentences which focuses on how the structure of the text is drawn from the cohesion and coherence (cf. Halliday and Hasan, 1987: 21-23; Halliday, 1994: 129). Meanwhile, the functionalist view discourse analysis as a form of 'language in use' (the use of language) which can not be separated from the purpose and function of language in social praxis.

On the other hand, the functionalists focus on language in use which are constructed and disseminated into text and undergo internalization to treat the information in it (cf. Schiffrin, 1994: 27-28; Locke, 2004: 5). Cotter (2003: 146) stated that media discourse is described on two-dimensional or key components, namely text media and involvement in the production process. Many media analysts focus on the text to find the value of representation and domination that affect the production process of the text. According to van Leeuwen (2005: 93-95), representation and domination can be depicted in any communication events occurring in the community on a particular situation. Furthermore, van Leeuwen introduced the model of discourse analysis to detect and examine the process of marginalising persons or groups of people in a discourse. In summary, van Leeuwen show how the parties and actors featured in a discourse with the exclusion approach: the discourse strategies used to remove the offender from the text for the sake of changing public understanding of an issue.

7. Methodology

The method applied in this research is qualitative - descriptive which is driven from theory to observation of the data for further triangulation (Bungin , 2008: 23-24). Descriptive qualitative method is intended to present an accurate, factual and systematic data, the properties and relationships of the phenomenon under study. To reveal the context of the use of language in the tourism discourse, this research approach has two characteristics. First, the researcher is becoming a key instrument for collecting the data, commenting and analysing the data and research results (cf. Moleong, 2011:168; Litosselti, et al., 2010: 146). Second, this research focuses on the use of linguistic corpora in tourism discourse published in Bali Post, Kompas, and Nusa Bali.

Philosophically, the approach used in this study is a phenomenological approach that moved from the phenomenon of language use in the Bali Post (BP), Kompas (KP) and Nusa Bali (NB) with the theoretical framework of critical discourse analysis (CDA) using van Leeuwen's model. The analysis is designed in three stages, namely (a) a description, it is the exposure of exclusion and inclusion strategy implementation, (b) interpretation to reveal the existence of representation and domination; and (c) explanation, it is used to explain whole categories for in-depth elaboration.

8. Data Sources

According Sugiyono (2012 : 331), qualitative data can be obtained from various sources. Primary data in this study is the data collected directly from the primary data source. They are the elements of discourse described on tourism news and articles published on Bali Post, Kompas and Nusa Bali. It is extracted from the publication of March 2012 - October 2014. The primary data is in the form of corpus linguistics. They are lexicons, phrases, and sentence structures as well as the phenomenon of tourism discourse which reveal how the texts referred to demonstrate the representation can be revealed (see Baker, 2010: 93-95 ; Bednarek, 2006: 5-6)

9. Data Collection

This study uses a technique of documentation in collecting the data. Mechanical documentation done by documenting texts related to tourism discourse. In this context, the documents referred to tourism news and articles. The data was recorded, examined and explained accordingly (see Bungin, 2008: 121-123; Silalahi, 2010: 339; Moleong, 2011: 217; Sugiyono, 2012: 326). Through this technique, the researcher can explain the lingual elements used in the tourism discourse to a greater extent.

This study adopted data analysis techniques stated by Sugiyono (2012 : 332-333), which systematically collate the collected data from the documentation and observations. The collected qualitative data will be analyzed by means of organizing data into categories and put it into units, synthesize, reduce and choose the data which corresponds to the research questions and objectives. Furthermore, Sugiyono (2012 : 339) states that the presentation of the results of data analysis in qualitative research can be done with graphs, matrices, tables and in narrative or descriptive way. In this research, the presentation of the data results are descriptively done using tables.

10. Research Results and Discussion

Some of the representative data are presented and analyzed as follows :

Datum 1: Kawasan elite pariwisata dibayangi kemiskinan. (BP, 17/9/2012, hal. 17).

In order to get more detail analysis, functional grammar tool and transitivity analysis is used as follows:

<i>Kawasan elite pariwisata</i> "an elite tourism object"	dibayangi kemiskinan. "is overshadowed by poverty"
Theme	Rheme
Goal	Process: Material

Using theme and rheme analysis and strategy of passive, we can see that the text producer intends to drive the audience (readers) into the goal or the theme rather than focusing on the actor behind the poverty. The passive strategy without bringing up the actor is called passive agent deletion. This is categorized as a strategy of exclusion. Besides that, the transitivity analysis shows that there is no actor in the clause. Understanding this strategy, the audiences would not criticize the actor who should be responsible for the poverty in the area of tourism. Therefore, actor or area managers can be hidden (intentionally hidden) through a strategy of exclusion in the form of the passive voice. Referring to the theory of exclusion, passive voice is used due to the efforts of media to accentuate the lexicon of 'poverty' as opposed to the proposition in the form of the phrase 'elite tourism object' so that the actor who should be responsible for the poverty is hidden.

Datum 2: Kaji ulang, penambahan izin kendaraan pariwisata. (BP, 8/3/2012; hal. 1)

Kaji ulang, "to be reviewed"	penambahan izin kendaraan pariwisata. "the addition of the tourism vehicle license"
Process: Mental	Nominalization

This datum shows that it is written in the form of a noun phrase. By using noun phrase, the text producer tries to hide an actor who is responsible in adding more tourist vehicles on the island of Bali.

The nominalization strategy is used to obscure the social actors who should be taking the responsibility for the event of adding licenses. When the above sentence is changed into an active sentence, "the Governor of Bali(as an actor)who is adding tourist vehicle license",it's requiredaction raising the subject of 'the Governor of Bali' as the person responsible in the management of tourism which can cause more traffic jam in Bali.This strategy obviously did not show subject elements (subject exclusion) - who adds tourism vehicle license - was excluded from the discourse in the text. In relation with the language used by the printed media, the editorial team is keen to deliver an event (noun: the addition) than an action (verb: to add) for more emotional touch for audiences and probably to hide the social actors. Therefore, the actor who should be responsible for the addition of tourism vehicle license can not be criticized in depth at the level of social praxis.

Datum 3: banyak pramuwisata yang mengeluhkan kondisi jalan menuju Angseri. Sehingga, mereka enggan membawa tamu ke wisata tersebut. Padahal, banyak wisatawan yang tergiur dengan keaslian alam di Angseri.

Banyak pramuwisata yang mengeluhkan kondisi jalan menuju Angseri.	Sehingga, mereka enggan membawa tamu ke wisata tersebut. Padahal, banyak wisatawan yang tergiur dengan keaslian alam di Angseri.
“many tour guides complained about the condition of the road to Angseri”	“So, they are reluctant to bring guests to the tourist. In fact, many tourists are tempted by the authenticity of nature in Angseri”
theme	rheme

The datum shows that strategy of nomination-identification is used through the process of defining further information with the addition of a clause "So, they are reluctant to bring guests to the tourist" and "In fact, many tourists are tempted by the authenticity of nature in Angseri" as a descriptive phrase to identify the previous proposition. In this strategy, there are two or more propositions which explains or describes the first proposition, "... many guides complained about the condition of the road to Angseri". Nomination-identification strategies are expressed by two or more propositions like the datum above which is linked with the conjunction 'so' and 'in fact'.It is seen that in the conjunction 'so' has the function as a markerlinked with proposition of the first proposition. The conjunctions of 'in fact' functioned as a proposition-contrastive marker on the first and second proposition. The paradigm of critical discourse analysis of van Leuween model indicates that this granting or identification descriptors can provide a more detailed meaning in tourism discourse.

Datum 4:sebenarnya pariwisata Bali bukanlah dari, oleh dan untuk orang Bali, melainkan dari, oleh dan untuk orang asing. (BP, 16/10/2012, hal. 7)

.....sebenarnya pariwisata Bali bukanlah dari, oleh dan untuk orang Bali “..... actually Bali tourism is not of , by and for the people of Bali”	melainkan dari, oleh dan untuk orang asing. “but it is from, by and for foreigners”
theme	rheme

The datum shows that the social determination is shown by lingual representation, "... actually tourism in Bali is not of, by and for the people of Bali, but it is from, by and for foreigners". It is representating the determination of investors and foreigners. This phenomena exposes that in tourism industry, something or someone is marginalized. It means that there is a conflict between the superior (foreigners) with the inferior (localpeople). This lingual representation reveal the importance of improvements to what was going on. It is clearly legible that the selection and the use of contrastive conjunctions, "... not but"emphasize the importance of social reconstruction efforts in relation to the future development of tourism in Bali.

The analysis of the four data above shows that different kind of discourse strategies are implemented both in news and articles published on Indonesia national printed media. The research results show that there are nine categories of discourse strategy and two lingual representation used. The most frequent categories of discourse strategy are nominalizations and passivation with its lingual representation of determination emphasizing on social construction. Considering the research result, this means that the people are passive in the tourism industry and there is a big tendency that investors have reconstructed socio-cultural life at the tourism surroundings.

11. Conclusion

It can be concluded that various discourse strategies implemented on tourism discourse are passivation, nominalization and nomination-identification. They are implemented in the text of tourism news and article.

The aspect of lingual representation described on tourism discourse indicates the representation of functionalism. Considering the research result, this means that the people are passive in tourism industry and there is a big tendency that investors have reconstructed socio-cultural life through the tourism discourse. This study is limited to the analysis of text about tourism discourse in national printed media. Further study can be elaborated on analysing the ideology behind the tourism discourse using an approach of linguistics.

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