

ABSTRACT

Vici Diniyah Lestari. 17.05.111.00020. An Analysis of Generic Structure of Online Promotion on Nihi Tourism Website. Thesis. English Study Program of the Faculty of Social and Sciences, University of Trunojoyo Madura. Advisor: Dr. Rosyida Ekawati, S.S., M.A.

This study aims to investigate the moves and steps, the linguistic features used in each of the moves, and the generic structures of Nihi Official Website. The writer conducted this study by using two theories. They are theory from (Bhatia, 1993) about moves and step in advertisements and also theory from (Myer, 1994) about linguistic features. This study was conducted by using a descriptive qualitative method. The source of data in this study is the official website of Nihi, while the data are the sentences in promotional of tourism destination that contain of move and step of advertisement.

The results of the study, there are four moves: move 1 establishing credentials, move 2 introducing the offer, move 5 soliciting responses, move 6 pressure tactic and 2 steps in move 2: step 1 offering the product and step 2 essential detailing of the offer. Furthermore, the linguistic features in obligatory move in Nihi official website at syntactic features and at lexical features are found. They are statements, exclamations, ellipsis, pronoun 'you' or 'your', adjectives and nominal.

Key Words: Generic structure, move, step, linguistic features

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Penelitian ini bertujuan untuk mengetahui *move* dan *step*, fitur linguistik yang digunakan di setiap *move* dan struktur generic dari situs *online* resmi Nihi. Penulis melakukan penelitian ini dengan menggunakan dua teori. Dua teori tersebut adalah teori dari Bhatia (1993) tentang *move* dan *step* iklan dan teori dari (Myer, 1994) tentang fitur linguistik. Penelitian ini dilakukan dengan menggunakan metode kualitatif deskriptif. Sumber data dalam penelitian ini adalah situs *online* resmi Nihi, sedangkan data yang digunakan adalah kalimat dalam promosi destinasi wisata yang mengandung *move* dan *step* iklan.

Hasil dari penelitian terdapat empat *move*: *move 1 establishing credentials*, *move 2 introducing the offer*, *move 5 soliciting responses*, *move 6 pressure tactics* dan 2 *steps in move 2*: *step 1 offering the product* dan *step 2 essential detailing of the offer*. Selanjutnya, ditemukan fitur linguistic dalam *move* wajib di situs *online* resmi Nihi dalam fitur sintaktik dan fitur leksikal. Fitur linguistic tersebut adalah, *statement*, *exclamations*, *ellipsis*, *pronoun 'you' or 'your'*, *adjective*, dan *nominal*.

Kata Kunci: Struktur generic, move, step, fitur linguistik