

CHAPTER I

INTRODUCTION

This chapter gives an explanation of background of the study, statements of research problems, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the Study

Genre is inseparable from the communicative purpose of discourse. Bhatia (2004) states that genres are essentially identified in terms of communicative purposes they tend to serve, these communicative purposes can be described at various levels of generalization, and at the same time recognized in terms of a combination of rhetorical act. Genre has distinctive names and the aim of those is to represent distinctive structural matrices and to help the reader understand and interpret different texts from literature or business (Geest & van Gorp, 1999).

Promotional genre is the highest level of generalization promotional discourse in the form of a set of certain closely related genres with an overlapping communicative purpose of promoting a product or service to a potential customer (Bhatia, 2004). Advertisements, promotional letters, and book blurbs are the common examples of promotional genres, which they are different terms of the specificity of the product they promote.

Advertisement is one of the tools that have a goal to inform society about some products or services in order to gain people's attention. Everyone often needs information about some products or services from the advertisement. Debra (2003)

stated that people living in modern society have been surrounded by many advertisements. It shows that people and advertisement cannot be separate and advertisement is one of the important parts of people's lives. The advertisement can change opinions, behavior or awareness from people. In addition, Cook (2001) stated that promotion through the advertisements perhaps change opinions and emotions, built awareness, and create identities and attitude of the people. Thus, advertisement is a medium of communication that has a power to build a people perception.

Good structure in advertisement is needed to convince the reader about some product or services, such what the name of product or service, what the purpose, and what the use. Halliday (1985) states that language as a module of the “networks of relationship”, it means another system of meaning to support and facilitate communication to the reader. Most of prints the advertisements of hard-sell type make use of a number of typical rhetorical moves to engage potential customers (Bhatia, 2004). Generic structure of advertisement should be considered imperative for the reader because the advertiser’s understanding of generic structure will be easily to convince the purpose of advertisement.

Concerning with the advertisement, there are two various advertisements to promote products or services, offline and online advertisements. The use of offline advertisement nowadays could be television, magazine, newspaper, radio and brochure, while for the online advertisement such as internet, social media, and website. Offline and online advertisements offer promotion materials with its goal to inform and persuade the target audiences. Based on Eiriz and Wilson (2006), promotions are not only to engage consumers but also to inform, educate, and obtain

competitive benefit over competitor and increase overall target market and sales. In this modern era, with the development of internet, the advertisement builds innovation to engage the consumers. Through the online advertisement, it makes easily to give information to the target market about their products or services by displaying a one-click title will guide us to the website. Furthermore, online advertisement is always up-to-date and gives more information about products or services and consumers can directly access it through their phone.

The promotion of a destination is the most obvious example of advertising in tourism. In Indonesia, tourism is a part of the economic sectors. Based on the World Travel and Tourism Council (WTTC), this sector became an indicator of increasing tourist visits. With many underexploited natural resources in Indonesia, tourism promotion began to take this good opportunity to inform society cultural heritage sites as well as natural wonders. It can encourage the tourism destination in Indonesia to increase the promotion of tourism in each region.

Concerning to the tourism advertisement, it is one of the most important factors that can help the tourism industry to increasing tourist visits from both local and international marketplace. The tourism sector is responsible for promoting the cultural, natural resources, and heritage that help every tourist in experiencing the destination. Tourism advertisement helps the tourist to get familiar with the destination even before visiting it personally. The tourism promotion has multiple objectives to inform, persuade and stimulating an audience of the potential consumers, such as raising awareness of the product and introducing an image destination. So, the success of a promotion can be measured in terms of the number

of individuals reached by the awareness of the product with good image of destination.

The official website of tourism is considered to present an accurate and detail information about the destination. The right structural information about tourism can lead the readers to come to visit. The structure used in tourism website can aid the destination's picture in the reader's mind. Thus, the official website should proper with the generic structure of the advertisement.

An example of online tourism advertisement is Nihi website. Nihi is one of resort that provides many destinations in Sumba, East Nusa Tenggara. In 2012, Graves and Petra collaborated with Chris Burch and James McBride who bought the property to develop it became the most exclusive resorts, and officially opened in 2015. Nihi website presents many facilities and activities that can be enjoyed by visitors. This resort not only provides exclusive lodging, but also offers beautiful views, starting from the luxury accommodation to experiences in sea, land, cultural, culinary, and voyages. So, Nihi became the best hotel in the world. It is according to Travel and Leisure Magazine in 2016 to 2017.

From that, it is important for the company to actively promote the values and experiences of the destination to the target. Besides the detail information about the product, the eye-catching and beautiful images need to post on the website. To inform the tourism destination in Nihi Sumba, the content of the tourism promotion should have a good structural and language that can assist in constructing the destination's images in target's mind.

Several previous studies related to generic structure of advertisement have been carried out by Ekawati and Puspitasari (2019), Yaemwannang and Pramoolsook (2018), and Yong (2001). All of them use written text as the object of analysis. While, their study about generic structure but they use different theory. Thus, this study is important to be conducted. Therefore, this study is aimed to discuss about move and step of Nihi website leads to the generic structures. Under the title “An Analysis of Generic Structure of Online Promotion on Nihi Tourism Website”.

1.2 Statements of Research Problems

This study is arranged to answer the problem formulated through the following questions:

1. What are moves and steps of Nihi Official Website?
2. What are the linguistic features used in obligatory moves of Nihi Official Website?
3. How are the generic structures of Nihi Official Website?

1.3 Objectives of the Study

Based on the formulation of research questions that has been explained above, the objectives of the study are as follow:

1. To explain moves and steps of Nihi Official Website.
2. To explain the linguistic features of obligatory moves in Nihi Official Website.
3. To explain the generic structures of Nihi Official Website.

1.4 Significance of the Study

The finding of this study has two contributions, both theoretical and practical significances. Theoretically, the finding of this study is intended to enrich and increase knowledge about generic structure in written form. Practically, the writer expects that the result of this study upgrades the knowledge about generic structure of advertisement to readers, deliver information about generic structure of advertisement and can be used as references or guide for next researchers who want to analyze a similar topic.

1.5 Scope and Limitation of the Study

The scope of this study is promotional discourse of tourism destination. Meanwhile, the limitation of this study is analyzing facilities from Nihi that present on the website. This study focuses on analyzing generic structures which appear in Nihi website. In addition, the researcher uses the theory by Bhatia (2005) in analyzing the data.