

CHAPTER I

INTRODUCTION

In this chapter, the writer explains and introduced the beginning of the study about multimodal analysis of Sumenep tourism guidebook. There is background of the study that provides the academic rationales in conducting the study. Next is research questions that the main question that the study wants to answer based on theory. Then, objectives of the study explain the clear goals or targets that the study wants to reach. Significance of the study that shows why the study is important and how it can add to or improve what is already known. And the last is about scope and limitation of the study that explains the scope of the study and its limitation.

1.1 Background of the Study

Tourism is a broad concept that incorporates a variety of travel and leisure activities. Nuswardani et al. (2021) stated that tourism includes activities such as sightseeing, touring cultural or historical sites, attending events or festivals, and outdoor recreation. In addition, George (2021) argued that tourism can also be viewed as an industry that provides travelers with services and accommodations, such as transportation, lodging, and food and beverage services.

Every region has tourism potential, as well in Sumenep. Sumenep Regency is located on Madura Island, East Java province of Indonesia. According to Putri (2023) the regency is a popular tourist destination due to its natural and cultural tourist attractions. There were 2,859 tourists who visited Sumenep tourism during Eid al-Adha 2023, in particular for natural tourism such as natural scenery, hills, beaches, asta tinggi, and a variety of marine potential. As stated by Kurnia (2023) in Sumenep there a lot of beaches as tourism objects. Burvingt et al., (2017) argued that beach is an area of land closest to a body of water that is made up of loose rocks. These tiny pieces could be sand, grit, pebbles, or shells. Then, with the tourism object, it needs to promote to the public to get attention from the people and attract them to come and take a vacation in Sumenep.

To call more visitors to the tourism destinations in Sumenep, promotion is an important thing must do. According to Prodius & Donetskova (2022),

promotion is a marketing strategy that seeks to increase awareness and sales of a product, service, or idea. Advertising, personal selling, sales promotion, and public relations are all viable channels for promotion.

Effective promotion requires the media like verbal and visual elements to convey information objectively. Coordination between these aspects resembles a cohesive team effort, and multimodal discourse analysis reveals their interaction. Dialogue and language, as examples of verbal expression, communicate both explicit and implicit meanings. On the other hand, images and designs increase the effectiveness of words, like piecing together a puzzle to create a cohesive image. This viewpoint demonstrates how media advertising employs a variety of strategies to boost the power and importance of the message conveyed.

Moreover, the message contain in the promotion can analyze with discourse analysis method. Waugh et al. (2016) argued that discourse analysis is a method for investigating the use of language in social circumstances. Language in either its spoken, written or by visual form is analyzed with the purpose of gaining an understanding of how individuals use language to construct meaning, negotiate power, and develop social identities. So, to get an understanding of how meaning is formed, communicated, and perceived within the confines of a specific setting, discourse analysis can be applied to the study of language and communication in its many forms, including written, spoken, or visual forms of communication. Discourse analysis entails studying how various visual elements, such as photographs and images, contribute to the overall communication, shape perceptions, and influence the interpretation of the message with using the method named multimodal discourse analysis.

In other side, Kress & Leeuwen (2006) stated that Multimodal Discourse Analysis (MDA) is an analytical framework that extends beyond the analysis of language to examine many modes of communication. The recognition is made that communication encompasses a variety of modalities for expression, encompassing words, pictures, gestures, sounds, and spatial arrangements. Besides that, Mestre Segarra (2023) argue that an approach to the study of communication known as multimodal discourse analysis is include language,

visuals, sound, and gestures, amongst others. Analyzing the ways in which different modes interact to produce meaning and the ways in which they are used to attain communicative goals is a necessary part of the process.

Nowadays, the phenomena about multimodal discourse analysis easily find in daily life, like TV, social media, film, guidebook, books, etc. Regarding to the tourism promotion in Sumenep, there is an official guidebook about Sumenep Tourism from Department of Tourism, Culture, Youth and Sport of Sumenep that worth to be analyzed from the perspective of multimodal discourse analysis.

There are other studies that conducted by other writers that related to the study. The writers are Onyema Ahaotu et al., (2023), Sari (2023), Dania et al. (2023), Hu & Luo (2016), and Bo (2018). The previous research discussed about multimodal discourse analysis but in different subjects of the study. However, this study will analyze multimodal discourse analysis in tourism guidebook as media promotion for Sumenep tourism from Department of Tourism, Culture, Youth and Sport of Sumenep.

1.2 Research Questions

1. What are the meanings of verbal elements of beach tourism in Sumenep tourism guidebook based on appraisal theory?
2. What are the meanings of visual elements of beach tourism in Sumenep tourism guidebook based on visual grammar theory?

1.3 Objectives of the Study

1. To explain the meanings in visual meaning of beach tourism in Sumenep tourism guidebook based on appraisal theory.
2. To explain the meaning in verbal meaning of beach tourism in Sumenep tourism guidebook based on visual grammar theory.

1.4 Significance of the Study

Hopefully, the result of this research will bring some benefits to the theoretical and practical meaning.

1. Theoretically, the result of this research is expected to give contribution as a source the study of multimodal discourse analysis in Sumenep tourism

guidebook. This research increases the comprehension and knowledge of the MDA suggested by Kress & Van Leeuwen.

2. Practically, its potential to inform and improve the design and production of tourism promotional materials, particularly guidebooks. This research is very useful as reference about multimodal discourse analysis, especially in verbal and visual elements and their meaning. This research stimulates them to create further research concerning about multimodal discourse analysis especially in the visual and verbal element and meaning that represented in Sumenep tourism guidebook.

1.5 Scope and Limitation of the Study

The scope of this study is about discourse analysis, in particular multimodal discourse analysis (MDA). The multimodal analysis based on Kress and Van Leeuwen (2006) theories about visual meaning in visual grammar theory and Martin and White (2005) verbal meaning appreciation in appraisal theory based on guidebook as the media promotion of Sumenep tourism. The limitation of this study is analyzing in part of beach in Sumenep, they are Lombang Beach, Slopeng Beach, Sembilan Beach and e-Kasoghi Beach as the tourism object in the Sumenep's tourism guidebook by Department of Tourism, Culture, Youth and Sport of Sumenep.