

FIGURATIVE MEANING IN PROMOTION TEXTS OF NATURE TOURISM OBJECT: A STUDY IN GARUT REGENCY, WEST JAVA-INDONESIA

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Abstract

This research is entitled "Figurative Meaning in Promotion Texts of Nature Tourism Object: A Case Study in Garut Regency, West Java - Indonesia". This paper tries to describe the figures of speech in nature tourism promotion texts. The purpose of this study is to describe the meaning of figures of speech predominantly found in the texts of the promotion of nature tourism in Garut Regency. The framework of this research Figures of Speech by Richards et al., (1989) discussing a word or phrase which is used for special effect, and which does not have its usual or literal meaning and Language of Promotion texts by Danesi (2004). The data used in this research are taken by observing and documenting the tourism information in Garut regency and its website, interviewing the person in charge of tourism office in Garut government and doing literature review of tourism language. The results of this research show that the figurative meanings often employed are metaphors and personification. Metaphors aim to describe the physical circumstances of attraction and implicitly to influence tourists to visit and enjoy the tourism attraction. Meanwhile, the personification has a deeper and more alive meaning as if the tourism objects are able to act like a human. Personification uses living creature as the imagery of tourism object. There is a promotive function of the figurative meaning as the link between the promotional text and the promoted tourism objects.

Keywords: Figurative Meaning, Figures of Speech, Nature Tourism

1. INTRODUCTION

Tourism is always tied with language and culture since a lot of tourism activities are, directly or indirectly, supported with both language and culture (Dann, 1996, Ignjic, 2001 and Hou, 2005). We can see, relics of ancient times, including ancient scripts, written in the language and runes as well, filling and also adorn museums in many countries, including America and Europe, and is regarded as masterpieces which are priceless is a reflection of past cultures (During, 1999).