

# ***Figures of Speech in West Java Tourism Promotion***

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## **ABSTRACT**

*This research is entitled “Figures of Speech in West Java Tourism Promotion”. It aims to describe the characteristics of tourism language in the various forms of tourism promotion of West Java, particularly the Sundanese cultural tourism, the figures of speech appearing in various texts of Sundanese cultural tourism promotion, and the link between the figures of speech in promotional text with the promoted tourism destinations in an attempt to optimize the utilization of tourism language. The results of this research show that the figures of speech employed in West Java tourism promotion are personification is 70% as the highest number, metaphor is 20%, and simile is 10% as the lowest number.*

***Keywords: figures of speech, tourism promotion, personification, metaphor, simile***

## **Introduction**

West Java is one of the provinces in Indonesia. It is also one of the provinces that have many tourism destinations. Almost in every city or regency in West Java has, at least, one tourism object. To introduce the tourism destinations in West Java to local, national or even international tourists, we need a good promotion on it. The word promotion is a noun, derived from the verb *to promote*. The verb *to promote* means *to encourage the popularity, sale, development or existence of something* (Cambridge Advanced Learner’s Dictionary). In line with Dann, (1996) tourism promotion has the aim *“to persuade, lure, woo and seduce millions of human beings, and, in so doing, convert them from potential into actual client”*. From the two argumentations, we can understand that tourism promotion is very important in raising the number of the international, national, or even local tourists.

There are many types of promotion media. They could be printing or non-printing media. The printing media could be leaflets, brochures, booklets, billboards, or even street banners. The non-printing media could be radio advertisement, TV, or social media. The last type, social media is now more popular than others. Some people choose to promote their product through the social media than the printing media since it would be cheaper, faster,

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