

Metaphors in Jawa Barat tourism destinations promotion texts

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Abstract

Many researchers do study on metaphors, but it is very limited research of the metaphors in tourism destination promotion, especially Jawa Barat tourism destination promotion. This study tries to figure out the types of metaphors found in tourism destination promotion texts. The method applied on this study is a descriptive method. The data are taken from Jawa Barat tourism destinations promotion texts in printing and nonprinting media. The classification of the data refers to Newmark's metaphor classification. Results show that dead metaphor is the dominant metaphor found in data. The dead metaphor (36%) followed by metaphorical neologism or metaphorical neologism (29%), cliché (21%), and stock or standard metaphor (14%) as the last or least used in the Jawa Barat tourism destinations promotion texts.

Keywords: dead metaphor, metaphorical neologism, cliché, standard metaphor, Jawa Barat tourism destination promotion

Introduction

Jawa Barat or sometimes called West Java is one of the thirty four provinces in Indonesia. As an archipelago, Indonesia has about 13.466 islands with the five biggest islands. The five biggest islands are Jawa, Kalimantan, Sumatera, Sulawesi, and Papua while Jawa Barat is the part of Jawa Island. In Jawa Barat, the vernacular use in this area is Sundanese. Sundanese is in the second position of the number of speakers in Indonesia, after Javanese. That is why, the promotion texts of Jawa Barat tourism destination are influenced by Sundanese.

According to tourists' statistical data, Jawa Barat is in the fifth position of the tourists' numbers after Bali, DKI Jakarta, DI Yogyakarta, and Jawa Timur. Provincial Tourism Service of Jawa Barat stated in *Jawa Barat in Figures 2012* that 28,300,085 tourists (domestic tourist 844,557 and foreign tourist 27,455,528) come to visit Jawa Barat in 2010. Many tourists come to visit Jawa Barat to enjoy Jawa Barat tourism destination, culinary, and also its art and culture.

There are many ways to improve the number of tourists visiting to Jawa Barat. One of them is by giving information through promotion texts. By giving information of tourism destinations in Jawa Barat through promotion texts, the tourists will be in interested in visiting the tourism destinations.