

SPEECH ACTS IN TOURISM PROMOTION: A CASE STUDY OF API BALI MAGAZINE

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Abstract

Tourism is one of the economic sectors that relies heavily on effective communication to attract tourists. Speech acts in tourism promotion play an important role in shaping tourists' perceptions and interests. This study helps understand how language and communication are used to promote destinations, thereby improving the effectiveness of marketing strategies. Through the analysis of the speech acts used in this magazine, one can ascertain the impact of local media on worldwide impressions of Bali, as well as the potential of local content in fostering a favorable image and augmenting tourist arrivals. The way words are chosen and arranged in tourism promotional materials can have an impact on how tourists understand the information and whether they are interested in visiting the destination. This research aims to analyze the types of speech acts in Api Bali tourism magazine, English-Indonesian version published in 2019, and find the most common types of speech acts. This study employed a descriptive qualitative approach, utilizing the purposive sample technique along with observation and note-taking techniques. To analyze the types of speech acts, this study uses the theory of speech acts proposed by Austin (1962) and Searle (1979). The findings show that of the 17 speech acts identified, 10 are representative or assertive, 1 is directive, 4 are expressive, 2 are declarative, and no commissive speech acts are found. This shows that representative or assertive speech acts are the most commonly found in the magazine.

Keywords: speech acts; tourism promotion; Api Bali magazine

INTRODUCTION

Promotion of tourism is essential for influencing attitudes and generating interest in tourist locations. With the intensifying rivalry in the global tourism business, promotional efforts have taken on a more strategic approach, focusing on unique selling factors and targeting specific demographics. The goal of tourism promotion is to draw tourists and boost the economy by presenting stunning scenery and encouraging cultural events. The language employed in these marketing campaigns is crucial since it aims to interest, influence, and eventually persuade prospective travelers to select one location over another. It is imperative that linguists and marketing experts alike comprehend the methods employed to accomplish communicative objectives and how this language is constructed.

The tourism sector relies largely on good communication to attract and engage people from a variety of linguistic backgrounds. Tourism magazines, a pivotal tool for destination marketing, play a vital role in promoting tourism by offering comprehensive insights into various destinations and attractions (6). Tourism magazines are a well-known means of promoting locations since they offer a forum for captivating narratives, eye-catching pictures, and thorough details on activities and sights. By employing a variety of techniques to grab readers' interest and entice them to learn more, these periodicals act as a conduit between travel destinations and prospective tourists. Leading travel magazine

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



Api Bali Magazine, which provides information on Bali's varied options, is an example of this strategy. The content of such magazines can be examined to gain insights into underlying communication techniques and the influence of language on travel-related decisions.

A framework for analyzing how language performs actions and achieves specific communication objectives is offered by speech act theory, which was established by scholars such as George Yule, John L. Austin, and John R. Searle. Since pragmatics is the study of the link between language forms and their users, speech acts are a component of pragmatics (10). It is clear from the definition that linguistics can study a wide range of pragmatics-related topics. It can be used to examine the context of utterances in addition to linguistic forms, as other branches of linguistics are able to accomplish. Since pragmatics studies more than just one particular linguistic form, several factors pertaining to the communication situation must be taken into account (7). This theory holds that when people write or talk, they are using their words to conduct acts in addition to just delivering information. Austin (1962) distinguished between locutionary acts, illocutionary acts, and perlocutionary acts as the three components of speech acts. Since it is conceivable for one utterance to mean multiple things to different people at different times, places, times, and/or speakers, those three aspects cannot be isolated from context. Then, according to Searle (8), illocutionary speech acts fall into five different kinds, including representative (assertive), directive, expressive, declarative, and commissive.

LITERATURE REVIEW

Numerous studies have focused on the speech acts in the tourism sector, which shows the importance of speech acts in the tourism sector. For instance, Izzatillayev A.A. (5) conducted an analysis entitled "The Importance of Speech Acts in Advertisement Concerning Tourism" focusing on the contribution of speech acts to the growth of tourism and the role of advertising in both foreign and Uzbek. Another study exploring speech acts in the tourism sector is conducted by Worasuda Wattanawong (9). The study discovered and examined three speech acts commonly employed by Thai hotel receptionists in their English interactions with clients. The findings show that to obtain 135 performance-reflective simulated speech samples, a set of nine situations was developed. A linguistic analysis of these data was conducted using Searle's (8) theory of speech acts. Another part of the study looked at how these three speech acts were depicted in various English for Tourism course books that are currently in use in Thailand. This portion of the study sought to evaluate how well and thoroughly the three speech actions frequently found in hotel reception employment are described in the existing coursebook materials.

Giyatmi et al. (3) conducted an analysis of speech acts, types and function focusing on linguistics perspective on the phenomena of tourism slogans in society. This study reveals that there are four speech acts in tourism slogans: representative, directive, commissive, and expressive. These slogans serve three functions: providing city history, nickname, hope, asking, and promising. The slogans are simple and emphasize the effective component in the message. Related to that, Dewi et al. (4) conducted an analysis of illocutionary speech acts on Balinese hospitality advertising discourse in Russian. Their study focused on analyzing the many speech acts, speech forms, and implicatures that advertisers use to market hotels to travelers looking to stay in Bali. The result showed that the majority of advertising has practical manifestations and is directive, aggressive, and compassionate. Both direct and indirect speech are used in the conversation, together with conventional and non-traditional implications. To provide a firm and clear message, advertisers need to be aware of the traits of Russian visitors in order to craft words that are obvious, practical, and uncomplicated.

Several studies have been conducted an analysis of speech acts in the tourism sector such as advertisement, hospitality, and slogans. However, there is no study using the tourism magazine of Api Bali to analyze the speech acts in content about cultural events, restaurant recommendations, or tourist tours. Therefore, the data of this study is the Api Bali Magazine English & Indonesian version. Based

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on the phenomenon of speech acts, this study aimed to analyze the types of speech acts in Api Bali magazine. The ultimate goal of this study is to identify and categorize the speech acts found in the content of Api Bali tourism magazine using theory of speech acts proposed by Austin (1) and Searle (8), and discovering which type of speech acts is commonly found.

Api Bali Magazine, a prominent publication in the tourism industry, is a prime example of how speech acts can be effectively utilized in tourism promotion. By analyzing speech acts, researchers can uncover persuasive techniques that can attract and engage tourists, provide a competitive edge in the tourism industry, and enhance promotional strategies that boost visitor numbers and support local businesses.

METHOD

This study used the qualitative method, in which the data is explained descriptively in order to identify and analyze the types of speech acts that occur in Api Bali magazine. The source of the data in this study was Api Bali Magazine, English-Indonesian version, published in 2019. The main data consists of articles, advertisements, and promotional content from Api Bali Magazine. The data gathered 17 data of speech acts from the magazine that have been classified. There are 10 data points of representative or assertive, 1 data point of directive, 4 data points of expressive, and 2 data points of declarative. However, not all the types of speech acts found. There is no commissive found on the magazine. The findings indicate that representative or assertive speech acts are the most prevalent in the magazine, with a total of 10 data points. These acts typically convey information and descriptions about Bali's attractions. The selection criteria focused on materials that explicitly aim to promote tourism in Bali. The data was collected by a purposive sample technique that selects the main data based on particular considerations related to the study's objective, proposed by Creswell (2) with observation and note-taking. It was used in this study since not all data may fulfill the criteria for main data and serve the purpose of the study. The data was gathered without the participation of any individuals. The data was analyzed descriptively based on the theory of speech acts proposed by Austin (1), and Searle (8).

RESULT & DISCUSSION

4.1. Result

The theory of speech acts proposed to examine language as a tool for performing actions. Austin introduced the concept of performative utterances, categorizing speech acts into locutionary, illocutionary, and perlocutionary acts. Searle expanded on this by defining illocutionary acts into representative (assertive), directives, commissive, expressive, and declarative. The researcher found 17 data of speech acts from the magazine that have been classified. There are 10 data points of representative or assertive, 1 data point of directive, 4 data points of expressive, and 2 data points of declarative. However, not all the types of speech acts found. There is no commissive found on the magazine. The findings indicate that representative or assertive speech acts are the most prevalent in the magazine, with a total of 10 data points. These acts typically convey information and descriptions about Bali's attractions.

The dominance of representative speech acts shows that the magazine is primarily concerned with giving extensive and descriptive information about Bali's attractions. The magazine's emphasis on factual and informative content strives to teach and educate readers about Bali's distinctive qualities and experiences, thereby increasing the destination's reputation and appeal. The lack of additional speech actions, such as instructions, expressive, and declaratives, emphasizes the magazine's policy of focusing informative over persuasive or emotive appeals in its tourism promotion activities.

4.2. Discussion

4.2.1 Representative Speech Acts

Representatives, sometimes referred to as *assertives*, include a variety of communicative actions, including reports, descriptions, claims, and assertions. Word-to-world fit, or the speaker's attempt to match their words to the reality they describe, is what distinguishes these speech acts. The speaker must sincerely think that the notion they are conveying is true in order for their speech to meet the sincerity requirement. A representational speech act involves the speaker making a commitment to the veracity of the notion they are expressing, which in turn shapes the listener's perception of the reality. Intention and belief play a crucial role in communication behaviors, and Searle's theory emphasizes how language serves to develop and disseminate shared knowledge (Searle, 1979). The representative speech acts will explain as follows:

- 1) *"Ubud has long attracted the attention of many tourists as an arts center with a Balinese rural atmosphere that never changes."* (page 5)

Since this statement depicts a situation or claims a truth, it qualifies as a representative speech act. In this case, it offers details about Ubud as a travel destination, emphasizing its enduring appeal as a center of the arts with a rustic Balinese feel. The term "long" is used to imply that this quality has persisted over time, which strengthens the statement's dependability and assertiveness. The speaker expresses confidence in the veracity of the information being communicated by making this claim. This kind of speech act is intended to teach the reader and present a particular image of Ubud, affecting their impression of the place's cultural and aesthetic attributes.

- 2) *"A photogenic restaurant where you can feel classic Western atmosphere. The concept is 1930s living room of Poland decor with semi-open and open-air. While watching the rice terrace in front of you, you can taste traditional Western food. Offers Western, French and Italian food menus that is surely made from the finest ingredients."* (page 10)

In order to inform the reader about the restaurant, the text mostly consists of representational (assertive) speaking acts that give descriptive details. As an illustration, the phrase *"A photogenic restaurant where you can feel classic Western atmosphere"* presents the eatery as having a particular ambiance and is visually appealing. Similarly, *"The concept is 1930s living room of Poland decor with semi-open and open-air"* characterizes the restaurant's unusual theme design, highlighting its decor that was influenced by a Polish living room from the 1930s. The expression *"You can taste traditional Western food while watching the rice terrace in front of you"* enhances the allure of the dining experience by combining the picturesque sight of rice terraces with the pleasure of traditional Western cuisine.

- 3) *"Pita Maha Resort & Spa located near in a valley a little away from the center of Ubud. Surrounded by traditional architecture and interiors, the room is full of calm and elegance where overlooking the valley of the Cerik River. Relaxing your body at once with the best location completed by trained traditional treatments."* (page 11)

The text effectively utilizes representative (assertive) speech acts to convey specific details about Pita Maha Resort & Spa. First, it gives prospective visitors a sense of the resort's setting and surroundings by indicating that it is situated next to a valley and somewhat outside of Ubud's center. The resort's image is further enhanced by the description of being surrounded by traditional interior

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



design and architecture, which highlights the resort's aesthetic and cultural appeal. The statement of having a view of the *cerik* River valley heightens the picturesque experience that visitors might anticipate. The claim that the rooms exude elegance and tranquility adds to the overall mood that is being conveyed. Furthermore, the claim that one can unwind with traditional therapies emphasizes the resort's emphasis on wellbeing and the caliber of services provided. By painting a clear picture of the resort's location, atmosphere, and services, these forceful remarks hope to inform and encourage prospective guests to think about staying at Pita Maha Resort & Spa.

4) *“A must visit restaurant for Asian food lovers! New restaurants in Seminyak” (page 15)*

Declaring the restaurant a *“must-visit”* for Asian food enthusiasts and implying that it provides an amazing dining experience that is highly recommended, the text demonstrates an assertive (representative) speaking act. The purpose of this statement is to enlighten and convince prospective customers about the value and appeal of the Asian food served at the restaurant. Furthermore, the fact that it is a *“new restaurant in Seminyak”* is mentioned, offering accurate details about its recent opening that can pique the attention of people curious to try out some new eateries in the neighborhood. All things considered, this bold speech act works to advertise and create buzz about the restaurant among Seminyak locals and tourists who enjoy Asian cuisine.

5) *“A beautiful wedding pavilion reminiscent of Noah's ark is within the 5-star resort 'Renaissance Bali Uluwatu' which located in the hills of Uluwatu, It's the perfect setting for two people who are going to a journey of a future household. A wonderful wedding ceremony also honeymoon and a warm airy view of the Indian Ocean from the hillside with warm air. Beach gardens and presidential villas also can be selected on request.” (page 16)*

The data presented primarily uses forceful (representative) speech acts to describe the Renaissance Bali Uluwatu resort's wedding pavilion and its surroundings: An aggressive remark that gives specifics on the pavilion's location within the resort and its aesthetic—*“A beautiful wedding pavilion reminiscent of Noah's ark is within the 5-star resort 'Renaissance Bali Uluwatu’”—*opens the paragraph. This establishes the atmosphere by painting a clear picture of the pavilion and connecting it to an opulent, upscale environment. The line *“situated in the hills of Uluwatu, it's the perfect setting for two people who are going to a journey of a future household”* emphasizes the venue's romantic and forward-thinking appeal while assertively describing how appropriate it is for a wedding.

Overall, the text successfully employs aggressive speech acts to present thorough and alluring details on the Renaissance Bali Uluwatu resort as a perfect venue for lavish vacations, weddings, and honeymoons. By highlighting the resort's exquisite features and superior services, the text hopes to draw in potential customers.

6) *“Experience many things in the northern part of Bali Island!” (page 19)*

The statement suggests that the northern region of Bali island offers a wide range of activities. It informs the reader about the range and depth of things to do or places to go in that area. By using the word *“many things,”* the author alludes to diversity and plenty, enticing readers to explore and learn about what Bali's northern region has to offer. The statement, which emphasizes the possibility of a variety of experiences in that area of the island, is clear and factual in its attempt to entice and convince prospective travelers.

7) *“Get Your First Experience to Taste a Wonderful Sake in Japan” (page 44)*

It states in this statement that the reader will get the chance to sample excellent sake for the first time in Japan. It informs the reader about the option of tasting sake and highlights its allure as a fantastic taste experience, all while presenting a factual statement about a possible experience. The term *“Get Your First Experience”* implies an encouragement or invitation to participate in this novel and thrilling encounter for the reader. The statement highlights the allure of trying sake for the first time in Japan in an effort to both educate and captivate the reader.

8) *“The Shop Which Has The Same Long History Likes Hokkaido” (page 41)*

According to this assertion, there is a long-standing store that has a fondness for or resemblance to Hokkaido. It gives an accurate account of the shop's background and its affinity for Hokkaido. The term *“likes”* here denotes a like or admiration for Hokkaido, implying that the store is connected to or resembles this area in some way. In summary, the statement aims to enlighten the reader about the background and interests of the shop by providing details about its features and history.

9) *“Commitment to ingredients, organics and handmade food. The café obtains ingredients from local farms in the area.” (page 46)*

According to this statement, the café is dedicated to serving food that is homemade and organic, and it uses only the best ingredients. It provides accurate details about the café's operations and where its ingredients are sourced from nearby farms. The word *“commitment”* highlights the café's adherence to these values and suggests a methodical and purposeful approach to food production. Ultimately, the goal of this forceful speaking act is to draw attention to the café's principles and methods regarding the origin of its food and ingredients, making it desirable to people who are looking for locally and organically produced cuisine.

10) *“A Bechamel sauce croque-monsieur that uses Yatsugatake jersey milk.” (page 46)*

This data states that Yatsugatake jersey milk is used to make the croque-monsieur meal with Bechamel sauce. It gives detailed details on each item that goes into the recipe, emphasizing how important Yatsugatake jersey milk is. The word *“uses”* denotes a purposeful decision or method in the dish's preparation. The overall goal of this forceful speaking act is to educate the reader on the dish's ingredients and quality, which may appeal to those who are looking for unusual culinary experiences or high-grade dairy products.

4.2.2 Directive Speech Acts

Directive speech acts concentrate on statements meant to elicit a response from the audience. Among other things, directive speech acts include directives, suggestions, advice, and requests. These actions are distinguished by their goal to shape the listener's behavior, fitting their direction word-for-word—that is, the speaker wants the world to change in a particular way as a result of their words. For an instruction to be considered sincere, the speaker must truly desire the listener to carry out the action. In social interactions, directives are essential because they help people coordinate and cooperate with one another (Searle, 1979).

1) *“A newly popular activity located in Tegalalang, an interesting tourist destination in Ubud”*

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



with beautiful view rice terraces. From an attraction that can be satisfying your adrenaline, such as an extreme swing about 25 meters above the ground, a swing for a couple and even a bicycle which can be driven at the height above the rice fields, etc'' (page 6)

The text contains components that imply action or urge interaction with the mentioned activities, even while there are no explicit imperative demands ("Do this," "Visit here," etc.). It is possible to read phrases like "*an interesting tourist destination*" and "*an attraction that can be satisfying your adrenaline*" as a subliminal instruction because they are meant to catch the reader's attention and possibly sway their decision to visit or engage in the activities that are stated. The text's suggestive quality is further enhanced by the depictions of daring actions like riding a bicycle above rice fields, severe swinging, and swinging for couples. These descriptions gently nudge readers to think about partaking in these activities themselves.

2.3 Expressive Speech Acts

Expressive speech acts focus on words that express the speaker's mental state or perspective on a specific circumstance or incident. Apologies, gratitude, congratulations, condolences, and grievances are a few examples of expressive speaking acts. The goal of these acts is to convey the speaker's feelings or emotions, not to make a claim or issue a directive. Because the purpose of an expressive utterance is to reflect the speaker's internal state rather than to alter the external environment, the direction of fit for expressive is null. For expressive to be considered sincere, the speaker must actually feel the sentiment or attitude they are expressing. Speakers foster social connections and emotional connection amongst others by sharing their personal feelings and emotions through expressive speaking activities. In order to convey and acknowledge human emotions and social ties, expressive play a crucial role in communication, according to Searle's thesis (Searle, 1979).

- 1) *Look fun to eat delicious colorful vegetarian food. A unique restaurant surrounded by vintage furniture, designed by Alexis Dornier. Lazy Cats features colorful vegetarian cuisine made with local grown product lead by a Mexican Chef. Leave the crowd of Jalan Raya Ubud while enjoying a healthy breakfast in the morning where the sun can be seen from the terrace. Taboule Salad IDR 50K++. Pink Crepes IDR 45K++. Lola Bites IDR 40K++. (page 7)*

The given text uses expressive speech acts to convey attitudes, sentiments, and feelings regarding the cuisine and dining experience that are discussed. Expressions such as "*look fun to eat delicious colorful vegetarian food*" express the speaker's enthusiasm and positivity about the dish. Furthermore, the description of Lazy Cats as a distinctive eatery with vibrant vegetarian food prepared with regional ingredients and overseen by a Mexican chef conveys respect or enthusiasm for the establishment's attributes and menu items.

- 2) *'A place for hangout to vegetarians with various healthy food' (page 9)*

This sentence is an illustration of an expressive speech act. It emphasizes the location's appropriateness as a hangout for vegetarians while expressing a favorable attitude and mood towards it. The word "*various*" denotes choice and diversity, implying that there are a variety of healthful food alternatives available for vegetarians to enjoy at the establishment. The phrase "*healthy food*" expresses a fondness for filling, healthful meals and further demonstrates the speaker's upbeat outlook on leading a healthy lifestyle. Overall, by expressing the speaker's favorable opinions about the location and its amenities, this comment exemplifies an expressive speaking act.

3RD EVENT OF INTERNATIONAL CONFERENCE IN LANGUAGE, LITERATURE, AND CULTURE (ELITE) 2024



- 3) *“A taste of familiarity that I would like to visit again and again! Japanese Restaurant in Kuta.”* (page 12)

An expressive speech act in the given text expresses a favorable attitude and sentiment toward a certain Japanese restaurant in Kuta. The sentiment *“A taste of familiarity that I would like to visit again and again!”* conveys a deep sense of contentment with the restaurant's dining experience. The phrase *“again and again”* emphasizes the speaker's love for the cuisine, atmosphere, or overall experience offered by the restaurant and suggests a desire for additional visits. The speaker's sentiments and attitude regarding the restaurant are reflected in this statement, which presents it as a cozy and enjoyable spot with a unique charm. The general goal of this expressive speaking act is to make people feel good and inspire them to think about going to the Japanese restaurant in Kuta for a similar sense of comfort and joy.

- 4) *“Walk in the early morning on the Segway! “Yatsugatake Outdoor Activities””* (page 44)

This phrase, which is a component of the *“Yatsugatake Outdoor Activities,”* conveys joy, enthusiasm, and a positive outlook regarding the early-morning Segway walking exercise. The sentence *“Walk in the early morning on the Segway!”* and the usage of the exclamation point create a sense of excitement and anticipation while emphasizing how much fun the experience will be. To further enhance the allure of the experience, the term *“Yatsugatake Outdoor Activities”* implies a variety of outdoor pursuits and adventures. The overall goal of this expressive speaking act is to make the reader feel adventurous and happy, luring them to join us for an early-morning Segway Walk as part of a larger outdoor activity package.

2.4 Declarative Speech Acts

Declarations, or declarative speech acts, are statements such as "I hereby declare," "You're fired," "I pronounce you husband and wife," and "I name this ship." These activities have a special dual direction of fit that is both word-to-world and world-to-word, which means that the words of the speaker alter the reality they are referring to. For the act to be effective, the speaker needs to be in a position of authority or suitably positioned within the situation. The institutional or societal framework that gives the speaker the ability to bring about change is more important to the sincerity requirement for declaratives than the speaker's own convictions or desires.

- 1) *“Enjoy delicious food and coffee in the sparkling morning sun”* (page 18)

This phrase conveys a welcoming and enthusiastic attitude toward the morning ritual of indulging in food and coffee. The terms *“sparkling morning sun”* and *“delicious”* imply happiness and pleasure, hoping to arouse sentiments of coziness and contentment. It invites the reader to savour the experience of a morning breakfast and coffee by implying a pleasant and upbeat mood. The goal of this expressive speaking act is to paint an appealing and inviting picture of this enjoyable morning ritual by highlighting the sensory and emotional aspects of the event.

- 2) *“Cut off the Sea Breeze Luxury Cruise Ship on the Ground”* (page 20)

It appears that this statement declares or issues a command to stop or ground the "Sea Breeze Luxury Cruise Ship." The conduct, which is classified as declarative speech, seems to have the

intention of altering the current situation by directing the luxury cruise ship to stop its activities and dock. The imperative "CUT OFF" has an authoritative tone and implies that the speaker is in a position to compel compliance. The statement's form and words suggest a determined action meant to immediately affect the cruise ship's status, even though its context is not totally evident.

Based on the analysis, speech acts in the magazine demonstrates a predominance of representative or assertive acts used to deliver precise information and descriptions of Bali's attractions. Out of the 17 speech acts identified, 10 were representative or assertive, 1 was directive, 4 were expressive, and 2 were declarative, with no commissive acts discovered. This abundance of typical acts demonstrates the magazine's goal of educating and informing readers, improving Bali's reputation and attraction as a tourist destination. The absence of commissive, as well as the scarcity of directives, expressive, and declaratives, show the magazine's emphasis on factual information rather than persuasive or emotive discourse. This strategic approach indicates that the magazine prioritizes useful content in order to effectively promote tourism by highlighting Bali's distinctive features and experiences.

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