ABSTRACT

Key words: Stylistics, Tourism, Advertising

Stylistics is a branch of linguistics which deals with expressive resources and functional styles of a language. Stylistics is usually found in literary works such as: poetry, short story, fiction, newspaper, magazines and so on. In this research, the writer wants to explain stylistics in Tourism Advertising language. The problems of this research are what language styles are used in tourism advertising language, what is the most used of language styles in tourism advertising, and why is some of stylistics dominant in tourism advertisement. This research aims to know language styles used in tourism advertising language and to describe the most used of language styles in tourism advertising, and to analyze the reason of dominant stylistics in tourism advertisement. This research used qualitative method in analyzing the data. The method is suitable with the research because the source of data in this research is in the form of words and sentences. The data is taken from DestinAsian magazines. The data are 50 advertisements found in the magazines. They include 20 climax, 20 anticlimax, 5 antithesis, 4 parallelism, and 1 repetition. The largest numbers of stylistics based on sentence structure were climax and anticlimax.

INTRODUCTION

The possession of language, perhaps more than any other attribute, distinguishes humans from other animals. To understand our humanity, one must understand the nature of language that makes us, human. Language is essential in human life. Language is the system of communication in speech and writing that is used by people. Language is the communication tool that is used by people to send their ideas, messages, thought, and emotion. The media for expressing what people are concerned of might be various, such as telephone, the newspaper, magazines, television, novels, and so on.

Nowadays, advertisement had become the trend setter. Many of the companies introduce their products by using advertisement. Advertisement can change the mind set of someone. Without advertisement, the companies feel difficult to introduce their products to the entire society. One of the products from advertising is
tourism. There are many products of tourism that are offered to the readers or audiences in the magazines, even in the electronic media such as television, radio, internet, and so on. The products of tourism included airlines, hotels, transportation, travel agents, and tourism objects.

The writer chose this topic to be analyzed because language styles in advertising are very important to make the products or services offered to the entire society more interesting. It can make the products or services popular and for the owner of companies get the benefit. Therefore, the writer conducts a research entitled “Stylistics in Tourism Advertising Language in the DestinAsian Magazines”.

Aims of the Study
1. To know stylistics used in tourism advertising language.
2. To describe the largest number of stylistics in tourism advertisement.
3. To analyze the reason of dominant stylistics in tourism advertisement.

THEORETICAL REVIEW
Definition of Advertising
William Lewis defines advertising as a paid non personal communication, from an identified sponsor using mass media to persuade or influence an audience. (William Lewis, 2000). Another definition about advertising is the paid non personal communication of the message intended to sell or promote a product, service, person, idea, or issue. The sponsor of the message is almost always identified. The media employed to transmit advertising include
newspapers, magazines, television, radio, direct mail, and so on. The goal of advertising, which may be regarded as a marketing tool is to persuade, remind, or inform the target audiences. (Wilson, 1998:1).

**Definition of Stylistics**

Stylistics is the study of varieties of language whose properties position that language in context, and tries to establish principles capable of accounting for the particular choices made by individuals and social groups in their use of language. A variety, in this sense, is a situational distinctive use of language. For example, the language of advertising, politics, religion, individuals authors, and so on, or the language of a period in time, all are used distinctively and belong in a particular situation. In other words, they all have place or are said to use a particular style. Stylistics is a branch of linguistics which deals with expressive resources and functional styles of a language.

According to Verdonk (2002:4), stylistics, the study of styles, can be defined as the analysis of distinctive expression in language and the description of its purpose and effect. How such analysis and description should be conducted, and how the relationship between them is to be established are matters on which different scholars of stylistics.

**The Classification of Language Style**

**Non-language aspect**

In terms of non-language, stylistics is divided into seven parts, including the following:

1.) Stylistics based on the author
2.) Stylistics based on time
3.) Stylistics based on medium
4.) Stylistics based on subject
5.) Stylistics based on place
6.) Stylistics based on audiences
7.) Stylistics based on goal
Language Aspect

1.) Stylistics based on Diction
2.) Stylistics based on Tone
3.) Stylistics based on Sentence Structure
4.) Stylistics based on Direct and Indirect Meaning

Stylistics based on Sentence Structure

This stylistics is created based on sentence structure. Sentence structure here is the phrase "how to spot a sentence that overlooked elements in the sentence." Keraf divided stylistics based on the structure of the sentence into two categories:

a. Climax, this stylistics that is derived from the periodic sentence. The climax is a kind of style that starts from the idea at the less important to something more important (Keraf, 2009:124). Another explanation based on http://www.durov.com/study/STYLISTICS-175.doc about climax or gradation is this figure of inequality consists in arranging the utterance so that each subsequent component of it increases significance, importance or emotional tension of narration: "There was the boom, then instantly the shriek and burst." Gradation which increases emotional tension of the utterance may be called emotional. Emotional gradation is created by synonymous words with emotive meanings: nice – lovely – beautiful – fair – magnificent. Gradation revealing the quantity of objects may be called quantitative: There were hundreds of houses, thousands of stairs, innumerable kitchens.
b. Anticlimax, stylistics that the ideas are sorted from most important to less important ideas. Anticlimax consists in arranging the utterance so that each subsequent component of it decreases significance, importance or emotional tension of narration. Example: If John's eyes fill with tears, you may have no doubt: he has been eating raw onions. Climax and anticlimax may be combined, like in the anecdote.

c. Parallelism is a style that is parallel in the use of words or phrases that occupy the same function in the same grammatical form. But when too much is used, then the sentences would become stiff and dead.

d. Antithesis is a style that contains conflicting ideas, using words or groups of words as opposites. Antithesis is a confrontation of at least two separate phrases semantically opposite. Example: "... the age of wisdom, the age of foolishness" is an antithesis. Syntactic structures expressing the meaning of antithesis are quite various: a simple extended sentence, a composite sentence, paragraph or even chain of paragraphs. The main lexical means of antithesis information is antonyms (words opposite in meaning): danger – security, life – death, empty – occupied, to hurry – to go slow. However, the use of antonyms is not strictly obligatory. Antithesis may also be formed through situational
confrontation of two notions expressed by non-antonymous words. Ex-le: *Isabel’s salary was high; Isabel’s work was light. It was the season of light; it was the season of darkness.*

Repetition is the repetition of sounds, syllables, words or parts of sentences that are considered essential to the context. The types of repetition include epizeuxis, tautotes, anaphora, epistrofa, symploche, mesodiplosis, epanalepsis, and ananadiplosis. (Keraf, 2009:127)

**Method of the Research**

This research used qualitative and quantitative method. Generally, qualitative research is a research method for a problem which is not designed or arranged used statistical procedure. This research uses percentage research as quantitative method. Therefore this research called qualitative and quantitative research. The writer uses qualitative method because the data are in the form of words, not in numerical.

Qualitative data include observations, interviews, and life history accounts. They enable the voices of those being researched to be heard. Qualitative data is usually analyzed by subjecting it to some forms of coding process (Wilkinson, 2000:79).

**Source of Data**

The source of data in this research is the all tourism advertising that is in English magazines. The primary data is taken from *DestinAsian* magazines edition December 2006/January 2007 and edition February/March 2005. The sources of theories are taken from some books which related to the topic.
RESULT OF STUDY

Stylistics in Tourism Advertising

<table>
<thead>
<tr>
<th>NO</th>
<th>Tourism Advertising Text</th>
<th>Name of the product</th>
</tr>
</thead>
</table>

Figure 4.1 chart of Percentage of Stylistics in Tourism Advertising

Climax
<table>
<thead>
<tr>
<th>Scars of pollution. Aliments of age. And then you are road ready. Glowing body. Singing mind. Soaring spirit. <strong>Kerala. Your trip to eternal youth.</strong></th>
<th><strong>only at Four Seasons.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Enjoy the pleasures of your own private world. Pampered by Discreet, Personal service, Set amidst a playground of cooling waters, warming sunshine and fragrant gardens. An Experience both Exhilarating and Rejuvenating that Unfolds at Whatever Pace You please. <strong>A Destination Found</strong></td>
<td>3. We embarked on a journey to one of the world’s oldest and most pristine tropical rainforest. Odd-looking Proboscis monkeys, majestic Hornbills, exotic blooms, clear waterways, dense vegetation…all so easily accessible! <strong>We found more than we expected in Brunei.</strong> And so can you. Come and discover this safe and peaceful Kingdom.</td>
</tr>
<tr>
<td>Four Seasons Hotel and Resorts</td>
<td>Brunei Tourism</td>
</tr>
</tbody>
</table>

| 4. A private sanctuary at the hub of Jakarta’s Golden Triangle. A place where nature envelops you with her | Four Seasons Residences Jakarta |
swooning embrace.
Where landscaping harmonizes tranquil waters and noble stone.
Where touches of rich Indonesian heritage accent contemporary styling. Where
sweeping views take your breath away. And where indulgence is a part of everyday life.
Escape to the heart of the city. **Come home to Four Seasons.**

<table>
<thead>
<tr>
<th>5. Bright Lights, <strong>Big City</strong> Jakarta</th>
<th>1. Destination Hyatt <strong>Hyatt Resort &amp; Spas.</strong> Exotic destination. Spectacular properties. Gracious service.</th>
</tr>
</thead>
</table>

**Anticlimax**

<table>
<thead>
<tr>
<th>NO</th>
<th>Tourism Advertising Text</th>
<th>Name of the product</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>HYATT Hotels &amp; Resorts</td>
</tr>
<tr>
<td>2. Nestled on the coast of Bali’s most romantic corner, <strong>The Westin Resort, Nusa Dua, Bali,</strong> offers delightful sunrise, tropical white sands in a well-appointed setting to savour your precious times together. Painting it all elegantly into a memory of modern luxury in soft</td>
<td>The Westin Resort Nusa Dua, Bali,</td>
<td></td>
</tr>
</tbody>
</table>
touches of Balinese hospitality, you are beckoned to relish in your treasured moments and make them yours.

3. **The most romantic place** to stay with only 40 luxury sea view villas, private Jacuzzis, outside bathrooms with big rain showers, hammocks, “The Solitude” Spa, fitness center, Mangosteen restaurant with wine cellar, fantastic sea and mountain views, huge infinity edge pool with 14 waterfalls, Jacuzzi, **The Mangosteen Resort & Spa** Phuket, Thailand

4. **Some of the best diving and snorkeling** in Bali is off the end of this jetty **Bali Tourism**

5. **The Kubu** **consisting of 9 exclusive villas**, each with its own wine cellar, is located in Modern Seminyak. It is a new concept of living in purely natural environment while being only few **The Kubu Bali**
<table>
<thead>
<tr>
<th>No</th>
<th>Tourism Advertising Text</th>
<th>Name of the product</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Take</strong> a closer look at your world. <strong>Then</strong> <strong>Goand see</strong> it.</td>
<td>Qatar Airways</td>
</tr>
<tr>
<td>2.</td>
<td>Sleep well in club world guaranteed or we’ll give you an upgrade to FIRST.</td>
<td>British Airways (Airlines)</td>
</tr>
<tr>
<td>3.</td>
<td><strong>We went</strong> in search of a tropical hideaway <strong>and we were</strong> greeted by nature’s treasure trove.</td>
<td>Tourism Brunei</td>
</tr>
<tr>
<td>4.</td>
<td><strong>Put a relaxing state of mind to your holiday and Do Nothing</strong> at Tongsai Bay.</td>
<td>The Tongsai Bay, KoSamui, Thailand</td>
</tr>
</tbody>
</table>

**Parallelism**

**Antithesis**
<table>
<thead>
<tr>
<th>No</th>
<th>Tourism Advertising Text</th>
<th>Name of the product</th>
<th>and Do Nothingat Tongsai Bay.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Worlds Apart, yet at the Centre of it all.</strong> Own the Four Seasons Experience. Forever.</td>
<td>Four Seasons Residences Jakarta</td>
<td><strong>But if you want to swim, the beach is just a stone-throw away.</strong></td>
</tr>
<tr>
<td>2.</td>
<td>You may come for the view, but you’ll be back for the smile.</td>
<td>INTERCONTINENTAL Grand Stanford Hongkong</td>
<td>The sudden disappearance of worldly cares, <strong>it’s our pleasure.</strong></td>
</tr>
<tr>
<td>3.</td>
<td>Put a relaxing state of mind to your holiday</td>
<td>The Tongsai Bay KoSamui Thailand</td>
<td>The Ritz-Carlton Asian Heritage Row</td>
</tr>
</tbody>
</table>

**Repetition**
The Largest Number of Stylistics in Tourism Advertising

The largest number of stylistics in tourism advertising is climax and anticlimax. From 50 data, 20 climax, 20 anticlimax, 5 antithesis, 1 repetition and 4 parallelism.

Analysis

Climax also called gradation is the largest number of stylistics which used in these tourism advertisements. They used climax because this stylistics starts from the idea that less important to something more important. In tourism advertisements, the uses of climax started from the less important statement, such as beginning with the facilitates of the tourism products and the end of the statement is the name of the product. Besides, this stylistics can increase the emotional tension of the readers.

Anticlimax has the same number of climax stylistics in tourism advertisements. The characteristic of this stylistics was different from climax that started with the less important to something important. This stylistics started from more important statement to the less important. The advertiser used this stylistics because it is easy to understand. In tourism advertisement, it is beginning with the name of the product to the description of the facilitates of the product tourism.

CONCLUSION

In this chapter, the writer draws the conclusion that stylistics is the study of varieties of language whose analysis of distinctive expression in language and the
description of its purpose and effect. The stylistics of Tourism advertising based on sentence structure, the writer found from 50 data, there are 20 climaxes, 20anticlimaxes, 4 parallelisms, 5 antithesis, and 1 repetition. Based on the finding of this research, the writer drew conclusion that the most dominant stylistics in these tourism advertising are climax and anticlimax. This findings show us that climax and anticlimax sentences in tourism advertising language become dominant stylistics because their uses to promote the product just put at the beginning or at the last of the sentences.Climax provides the ideathatless importantto thepages of something more important. Anticlimax provides the idea at the beginning of sentences.

SUGGESTION

Stylistics based on language aspect still has many divisions, such as stylistics based on diction, stylistics based on tone, stylistics based on sentence structure, and stylistics based on direct and indirect meaning. The writer suggests for the next researchers who want to analyze about stylistics in advertising, it is better for you to analyze stylistics in advertising language based on direct or indirect meaning.

BIBLIOGRAPHY


http://www.durov.com/study/STYLISTICS-175.doc