

#PA 5209

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**A GENRE-BASED ANALYSIS OF PRINT ADVERTISEMENTS FOR
HOSPITALITY AND TOURISM**

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For

Amir

Anis Adriana

Adam

Patience and perseverance pay off...

ABSTRAK

Malaysia menganggap pelancongan sebagai satu sumber yang penting bagi pertumbuhan ekonomi. Aktiviti pelancongan, termasuk pengiklanan, banyak diberi perhatian untuk menarik pelancong ke tempat-tempat pelancongan yang banyak terdapat di negara ini. Dalam pengiklanan, aspek linguistik tidak boleh diabaikan kerana ianya adalah satu kaedah untuk menyampaikan mesej kepada orang ramai. Dengan ini, kajian-kajian bahasa ke atas iklan diperlukan supaya terdapat garis panduan untuk menulis mesej iklan.

Kajian ini adalah satu kajian 'genre' ke atas 20 sampel iklan cetak untuk hospitaliti dan pelancongan yang dipilih daripada majalah dalam penerbangan Malaysia Airlines System (MAS), *Going Places*, dari bulan Januari hingga Disember 2001. Pemilihan sampel iklan ini dibuat secara rawak yang telah diubahsuai untuk tujuan tertentu. Dengan menggunakan struktur yang pertama kali diperkenalkan oleh Kathpalia (1992) sebagai garis panduan, kajian ini cuba untuk mengenalpasti dan mencadangkan suatu struktur yang spesifik kepada iklan hospitaliti dan pelancongan. Kajian ini termasuklah kajian semantik dan linguistik. Hasil kajian ini mendapati bahawa terdapat struktur 5 atau 6-gerak di dalam iklan hospitaliti dan pelancongan yang diambil dari *Going Places*. Dari sembilan gerak yang disenaraikan dalam struktur yang diperkenalkan oleh Kathpalia, cuma lima sahaja yang terdapat di dalam sampel kajian ini dan mereka adalah: 'Headline', 'Targeting the Market', 'Appraising the Place', 'Endorsements/Testimonials' dan 'Urging Action'. Kajian ini menunjukkan bahawa terdapat satu gerak baru di dalam sampel

iklan ini, yang penyelidikan labelkan sebagai 'Additional Information'. Ia juga menunjukkan penggunaan bahasa yang mudah serta bahasa kiasan. Adalah diharapkan kajian ini akan memberi faedah kepada mereka yang terlibat di dalam pemasaran pelancongan dan guru ESP yang mengajar Bahasa Inggeris untuk Pengiklanan.

ABSTRACT

Malaysia sees tourism as an important source of income for economic growth. Tourism activities, which include advertising, are given a lot of attention as a means to attract tourists to the numerous places of interest in the country. In advertising, the linguistic aspect must not be ignored as it is a means of getting the message across to the public. On this note, research on advertisements with a focus on language is needed so that there are some basic guidelines in writing the advertising message.

This research is a genre-based analysis of twenty hospitality and tourism print advertisements selected from Malaysia Airlines System's (MAS) in-flight magazine, *Going Places*, from January to December 2001, using a modified random approach. Using a move-structure first introduced by Kathpalia (1992) as a basis, it attempts to identify and suggest a move-structure specific to advertisements of hospitality and tourism. The analysis includes a study on semantic and linguistic realizations in this particular type of advertisements. The findings of this research suggest that there is a 5 or 6-move structure in the advertisements for hospitality and tourism sampled from *Going Places*. Out of the nine moves listed in Kathpalia's framework, only five are present in the corpus in this research and they are: Headline, Targeting the Market, Appraising the Place, Endorsements/Testimonials and Urging Action. This research reveals a new move in the corpus, which the researcher labels as Additional Information. It also reveals the use of simple, direct language as well as figurative language in the sample advertisements. It is hoped that this

research will benefit those concerned in tourism marketing as well as the ESP teacher teaching English for Advertising.

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