

Print Advertisements Used by Tourism Department of Yogyakarta Government: Multimodality Discourse Analysis

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Abstrak

Iklan dalam industri pariwisata memiliki peran penting dalam mempromosikan destinasi wisata. Komponen iklan cetak pariwisata sangat penting untuk membangun makna dan menarik minat pembaca untuk mengunjungi tempat wisata. Dengan demikian, analisis iklan cetak pariwisata sangat penting untuk menciptakan makna yang baik melalui pemaknaan representasi dan peran iklan cetak tersebut. Objek utama penelitian ini adalah tiga brosur iklan pariwisata tercetak yang digunakan oleh Dinas Pariwisata Kota Yogyakarta. Penelitian ini menggunakan metode kualitatif untuk menganalisis data. Data penelitian dikumpulkan dengan menggunakan dokumentasi, wawancara, dan kuesioner. Studi ini mengungkapkan makna representasi semiotik yang mengidentifikasi proses dalam brosur dalam bentuk gambar dan teks untuk merepresentasikan makna dan menyampaikan makna kepada pembaca untuk menarik pengunjung dalam tiga brosur dimana hubungan yang lebih dalam antara objek iklan pariwisata dalam iklan yang berada di luar definisi eksplisit. Peran iklan cetak dalam mempromosikan atraksi wisata untuk menarik pengunjung menunjukkan keberhasilan melalui iklan cetak milik Dinas Pariwisata Kota Yogyakarta yang sesuai dan memenuhi fungsi periklanan. Kajian ini akan sangat baik jika kajian selanjutnya dapat menemukan topik yang lebih mendalam untuk dibahas atau topik lain untuk melakukan analisis wacana multimodal khususnya pada iklan pariwisata.

Kata Kunci: *multimodal, pariwisata, brosur, naratif, konseptual.*

Abstract

Advertising in the tourism industry has an important role in promoting tourist destinations. The tourism print advertising component is crucial to build meaning and attract readers to visit tourist attractions. Thus, the analysis of tourism print advertisements is fundamental to creating good meaning through the meaning of the representation and the role of the print advertisement. The main objects of this research are three printed tourism advertisement brochures used by the Tourism Department of Yogyakarta Government. This study uses qualitative methods to analyze data. The research data was collected using documentation, interviews, and questionnaires. This study reveals the meaning of semiotic representations that identified the process in the brochure in the form of pictures and texts to represent the meaning and to convey the meanings to the readers to attract visitors in three brochures where the deeper relationship between tourism advertisement objects in advertisements is beyond explicit definition. The role of print advertising in promoting tourist attractions to attract visitors shows success through print advertisements owned by the Tourism Department of Yogyakarta Government that are appropriate and fulfill the advertising function. This study will be excellent if further studies can find more in-depth topics to be discussed or other topics to conduct multimodal discourse analysis, especially on tourism advertising.

Keywords: *multimodal, tourism, brochures, advertising, narrative, conceptual.*

INTRODUCTION

Advertisements are used for numerous purposes outside only product promotion. It is also used to promote places, especially tourist places, to increase the number of visitors in tourist destinations to develop economic activities. Tourists are utilized to equalize and develop economic activity and provide a location for relaxation by equally distributing job possibilities to boost regional and national income through the tourist industry. Additionally, it seeks the wealth and welfare of the local populace and raises the importance of economic growth in space (Dinda Puspa Prastiyanti (1), 2019). Tourism promotion is one of several strategies to improve this.

Yogyakarta is one of the cities that plays a significant role in the tourism industry in Indonesia. Yogyakarta is the second largest tourist destination after Bali, and the number of visitors in 2022 was 7.444.894, consisting of 106.219 foreign tourists and 7.333.675 archipelago tourists. Recognizing the significant tourism potential for economic development, the City of Yogyakarta has carried out lively promotions in various forms. One way is through print advertisements. As a Tourism Information Center, the Tourism Department of Yogyakarta Government has an essential role in providing Information for all tourism objects in the City of Yogyakarta and tourism promotions to attract tourists to visit various tours in the city of Yogyakarta. Therefore, the

Tourism Department of Yogyakarta Government has a TIC or Tourism Information Centre to provide all the Information about the destinations in the City of Yogyakarta.

The Tourism Department of the Yogyakarta Government promotes all tourist information in the City of Yogyakarta, including brochures as print media updated monthly and yearly. Proves that promotion through print media is still influential today. In 2022 the Tourism Department of the Yogyakarta Government had 23 printed promotional media to promote tourist objects in the City of Yogyakarta. With the theme "*Kangen Jogja*" has become an effective instrument of tourism promotion media for the city of Yogyakarta, which is used in various activities in the Special Region of Yogyakarta.

The current research analyses the three most frequent tourist places in the City of Yogyakarta: Taman Pintar Yogyakarta, Gembira Loka Zoo, and Kraton Ngayogyakarta Hadiningrat. Based on the data of the Tourism Department of the Yogyakarta Government, the number of tourism visitors in 2022 in the City of Yogyakarta is 7.444.894, consisting of foreign tourists (106.219) and local visitors (7.333.675) then, the amount of the most frequently visited places are in three destinations are Taman Pintar Yogyakarta (566.681), Gembira Loka Zoo (530.921), and Kraton Ngayogyakarta Hadiningrat (530.921).

Analysis in tourism advertising brochures needs to be carried out to construct relevant Information to attract tourists and represent tourist objects appropriately and in a structured manner. Many print advertisements still use excessive language, hyperbole, untidy structure, incomplete and precise Information, and an unattractive appearance. For example, the use of English is still simple, and advertisements do not use persuasive expressions (Wibowo & Kristina, 2018). Therefore, it is hoped that this research will contribute to the manufacture of print advertising brochures and can be used as a reference for other studies. The interest of this study is the printed advertisement, especially the true story presented in the advertisements, to attract tourists. In particular, the structures and elements used to represent tourist objects in the Tourism Department of Yogyakarta Government attract tourists through print advertisements.

Some previous studies also implemented the same field in conducting multimodal analysis on advertisements research. The first study was written in 2019 by (Ananda et al., 2019); it employed the same multimodal theory in Cigarette advertisements to persuade the audience using the representative function in multimodal discourse analysis. This study used the Representational Meanings theory (Kress & Van Leeuwen, 2006). The third study, written in 2019 by

(Ansori & Taopan, 2019), employs a promotional video, Wonderful Indonesia, using the same analysis by Systemic Functional Linguistics and Visual Grammar to explore conceptual and representational meaning in the video advertisements to attract tourists. This study used the representational function by (Kress & Van Leeuwen, 2006). This study found the Information and messages from those video advertisements with psychological aspects for manipulating the viewer for advertisement.

This study found differences from previous studies. Previous studies only used one theory and only analyzed advertisements. This research used one idea to explore print advertisement and two approaches. This research analyzes the representational meanings in print advertisements and knows the roles of tourism print advertisements in promoting tourist attractions to attract tourists in the city of Yogyakarta. In addition, the results of this study will be used as evaluation material for the Tourism Department of Yogyakarta Government in making other tourism print advertisements.

In contrast to previous studies, this study used a complete theory to analyze the research object. In line with the research background, this study aims to reveal messages in tourism advertising brochures based on the theory of Representational Meanings, Multimodal Discourse Analysis and Advertising Functions to prove the success of the Tourism Department of Yogyakarta Government in representing tourism objects in the City of Yogyakarta. In practice, this research is expected to be an evaluation material for making print advertisements by the Tourism Department of Yogyakarta Government.

Two approaches are used, representational meanings and advertising functions. First, Representational Meanings by Kress and Leeuwen (2006), as stated in (Kress & Leeuwen, 2006), Objects and their relationships outside of a representational system or in the context of culture are represented by semiotic systems in a way known as representational meaning. Representational Meanings consist of two processes. There are Conceptual and Narrative Processes.

Conceptual representation in print advertising involves using symbols, metaphors, and visuals to convey ideas and influence the target audience's thoughts. The classificational process categorizes and organizes advertisements based on factors like product type, target audience, or campaign, helping advertisers reach their desired audience. The analytical process examines an advertisement's strengths, weaknesses, and potential impact, breaking it down into its constituent parts. Based on the participant's meaning or identity, the symbolic technique involves the Carrier and extended characteristic reflecting the meaning or identity itself.

While narrative processes consist of Actional and Reactional Processes, narrative representation in multimodal analysis depicts a story or narrative through several modalities, such as text, sound, images, animation, and others. In multimodal analysis, narratives are analyzed and viewed regarding how the various modalities construct a story or message. This analysis pays attention to how each modality affects the interpretation and meaning of the narrative and how the interactions between modalities compromise the purpose of the narrative as a whole. The aim is to understand how the audience receives and understands the narrative by exchanging the various modalities. The narrative process involves erratic, energetic characters communicating the image's meanings through actional and reactionary methods.

One component in the narrative process is called the "Actor," from which the vector departs. Actors are typically present in visual scenes where there is only one character. The approach is non-transactional, has no practical purpose, and is not directed toward anybody or anything (Kress & Leeuwen, 2006). But both the actor and the Objective are a part of the transactional framework. The participant at whom or toward whom the vector is directed is the aim (Kress & Leeuwen, 2006).

As stated by Kress & Leeuwen (2006), the procedure is reactional, and the direction of one or more of the depicted participants' glances and an eye line together produce the vector. It has two parts: a phenomenon and a reactor. The person who performs the activities that look is known as the reactor. It may be a distinct species of animal or a person. The participant that the reactor is gazing at or at is the phenomenon (Kress & Leeuwen, 2006).

This research analyzes the role of print advertisements in the Tourism Department of the Yogyakarta Government. Advertising Theory by Mursid (2010) focuses on three main aspects: providing information, persuading and influencing consumers, creating an impression, satisfying customer desires, and serving as a communication tool. Advertising provides transparent information about a company's product, location, form, and ownership, attracting customers and influencing purchase decisions. By utilizing advertising as a communication tool, businesses can establish two-way contact between vendors and buyers, fostering new connections and facilitating a successful buying and selling process.

Thus, theoretically, this research would support representational meanings by (Kress and Leeuwen, 2006) and the role of print advertisement in promoting tourist attractions in the City of Yogyakarta with an interview (Polkinghorne, 2005).

This research helps increase the readership of the Tourism Department of Yogyakarta Government advertisements, especially for English literature students and advertisers. This research aims to increase understanding and knowledge of Multimodal Discourse Analysis (Kress & Leeuwen, 2006) and Systemic Functional Linguistics Theory (Halliday, 2009) by providing a systematic description that covers Yogyakarta as a tourism destination and the tourists attractions in Yogyakarta.

In practice, this research will be an evaluation material in making print advertisements at the Tourism Department of Yogyakarta Government as a promotional medium representing tourism objects to attract tourists in the City of Yogyakarta. If advertising succeeds in attracting more tourists and coming to tourist spots, this will also increase economic activity and people's income.

METHOD

This research uses the qualitative method, utilizing research questions, data analysis, outcome determination, and theory examination to describe and explain events in their lived and developed consciousness (Polkinghorne, 2005). The data in this research was taken from the Tourism Department of Yogyakarta Government. The object of this study was two print advertisements in the form of a brochure from the Tourism Department of Yogyakarta Government. The titles of the print advertisements are *Kangen Jogja Wisata Keluarga* and *Kangen Jogja Destinasi Wisata Sumbu Filosofi* contained the three most visited tourist places in 2022, *Taman Pintar Yogyakarta*, *Gembira Loka Zoo*, and *Kraton Ngayogyakarta Hadiningrat*. This research applied a multimodal discourse approach in representational meaning and advertising functions to analyze the data. The documentation, interview, and questionnaire were obtained to collect and analyze the data. The theory of Representational Meanings (Kress & Leeuwen, 2006) is applied to find the representational meanings in three brochures. While the advertising function (Mursid, 2010) applies to find out the role of tourism print advertising in promoting tourist attraction to attract tourists in the city of Yogyakarta based on visitors.

FINDING AND DISCUSSION

This section combines the results and discussion by answering two research questions. The first research questions answered the representational meanings in the print advertisements by Kress and Leeuwen (2006). The second research question answered the roles of tourism print advertisements in promoting tourist attractions to attract tourists in the city of Yogyakarta using the advertising function (Mursid, 2010).

Representational Meanings in “Taman Pintar Yogyakarta” and “Gembira Loka Zoo”



The brochure of *Taman Pintar* and *Gembira Loka Zoo* has 2 similar processes in those ads. There are narrative processes consisting of actional and reactional processes.

a. Narrative Process

1. Actional Process

In the first brochure, “*Taman Pintar Yogyakarta*”, In actional processes, the actor is the person from whom the vector originates or which itself, in whole or in part, creates the vector (Gunther Kress, 2006). While in the second brochure, “*Gembira Loka Zoo*,” there are two objects in the picture above. The first object is a man showing half his body with the bird clinging to his hand. The man identified as an actor, and then the bird was the Objective. These pictures convey one of the activities that can be done in the *GEMBIRA Loka Zoo*.

In the actional process, there is an actor. In the brochure of “*Taman Pintar Yogyakarta*,” the girl wearing a blue t-shirt, the guide wearing red cloth, and the two children on the back of them were identified as participants. Then, the microscope in front of LoA is the goal, whereas learning activities are an action. It is identified as an action because the participants are doing activities in the picture and do not inanimate. Thus, it is called an actional process (Gunther Kress, 2006).

2. Reactional Process

The process is called reactional if the vector is formed through the staring of the eyes by one or more participants (Oyebode & Unuabonah, 2013). In the picture of *Taman Pintar Yogyakarta*, the reactional process occurred. The actor is doing an activity by looking at another actor, the children beside her, while her hand touches the microscope in front of the two actors. These activities involved the action by looking to another actor and classified to reactional process (Gunther Kress, 2006).

In the second brochure, the bird was identified as a phenomenon because of the participant the reactor was gazing at. These activities aimed to show an interaction between the animal in Gembira Loka Zoo and the animal keeper.

It can be concluded from this advertisement there is an actional process and a reactional process. In the actional process are actors, a man, and a vector bird, while in the reactional process are activities between the bird and animal keeper. The bird was clinging to his animal keeper's hand.

b. Conceptual Process

1. Classificational and Analytical Process

The whole focus of the brochure is the two people. The first is the girl wearing a blue T-shirt and the guide wearing red cloth. The activities are the guide explaining and teaching the girl how to use the microscope. Those are identified as the focus because it is the most salient picture that attracts the reader's attention when they see it first.

While the body part model in the room was identified as a possessive attribute in the advertisement because the combination of the image's participants creates the main emphasis, the possessive attribute (Ananda et al., 2019), it is identified as a posse. All of the components are constructed to build the meaning to convey that one of the activities can be done, such as learning in the *Taman Pintar Yogyakarta* tourism places.

In the third brochure, “*Kraton Ngayogyakarta Hadiningrat*”, the participants in the picture “*Kraton Ngayogyakarta Hadiningrat*” are motionless and unstable. It provides the picture building of *Kraton Ngayogyakarta Hadiningrat*, which are motionless or inanimate objects. Thus it can be identified as the classificational process (Gunther Kress, 2006). In this brochure, the advertiser does not show the activities that can be done there. Meanwhile, several activities can be done when visiting *Kraton Ngayogyakarta Hadiningrat*, based on the web of kratonjogja.id, there are providing the list of performances and activities in *Kraton Ngayogyakarta Hadiningrat*.

If we visit the place, we will be led by “*abdi dalem*” or a guide from the Keraton. We can learn a lot of history in *Kraton Ngayogyakarta* through the Museum of Sultan Hamengkubuwono IX and activities such as seeing “*tembang macapat*” on any given day. Unfortunately, these activities don't appear in the advertisement, while if they showed, it would attract readers to visit that place. Even though the secondary announcement showed detailed Information such as ticket price and location, it does not complete, with the ticket Rp.7000 or 12.500. It does not explain the benefits visitors can obtain with those prices. This Information is not complete, thus making the readers not clearly understand the Information.

If the advertisement provides a list of activities or tourist attractions in a picture, it will attract readers. At the same time, they see the advertisement instead of only displaying the building. If the brochure is attractive,

visitors will visit the tourist places (Furnama & Rosa, 2020a).

"*Taman Pintar Yogyakarta*" has completed representational meanings. It provides the narrative and conceptual process in the brochure, the elements of actional and reactional processes, and the classificational and analytical processes. All are complete. This message conveys representational meanings in the brochure.

In the "*Gembira Loka Zoo*" brochure, only the narrative process was identified because there is an actional and reactional process in the brochure. The object is not inanimate or motionless, identified as a narrative process (Gunther Kress, 2006). If the brochure is identified as narrative, the object should be motionless, like the taman pintar showed the picture of the tourist place, and there are no activities inside the picture. The brochure showed one big picture describing one of the activities that can be done when visiting *Gembira Loka Zoo*. But, if we see further at *Gembira Loka Zoo*, there are many animals inside the Zoo. The advertisement will be attractive if they show the kind of animal as a picture (Furnama & Rosa, 2020a).

The third brochure, "*Kraton Ngayogyakarta Hadiningrat*," does not complete the representational meanings because there are only the conceptual processes in the brochure. *Kraton Ngayogyakarta Hadiningrat* is less attractive. The advertisement only showed a picture of the building; no other possessive attribute supports the whole focus. There are no tourist attractions in the brochure. Meanwhile, several attractive activities, such as learning about the culture, seeing the museum, etc., can be done when visiting the place.

From all those analyses in the three brochures, there are similarities in the processes and narrative process in *Taman Pintar* and *Gembira Loka Zoo*. In contrast, the conceptual process occurred in *Taman Pintar* and *Kraton Ngayogyakarta Hadiningrat*. Only the Brochure of "*Taman Pintar Yogyakarta*" completed the representational meanings because it consists of narrative and conceptual processes in the brochure.

The Role of Print Advertisements in Promoting Tourist Attractions to Attract Tourists in the City of Yogyakarta.

The role of print advertisement in promoting tourist attractions in Yogyakarta is measured with interviews and questionnaires. First, the interview was conducted to understand the role of print advertising brochures in promoting tourist attractions. Then, the questionnaire was conducted to measure the promotion results. Those two points will be analyzed as a paragraph using the advertising function by Mursid, M. (2010).

Based on Mursid, M. (2010), the function of advertisements is five. Giving Information, Persuading and influencing, Creating an Impression, Satisfying Desires, and Advertising are communication tools. Each function with the results and discussion based on the interview and questionnaire will be explained below.

a. Giving Information

According to Mursid M. (2010), the first function of advertisement is to provide Information on the use, location, form, and ownership of the company's products. Consumers will pay more for a product if advertised since they know its advantages and applications to find out the first function of the advertisement. The questionnaire was carried out to know about the Information in the advertisement is helping them to understand or not. If they are helping those advertisements to understand the Information, the advertisements succeed and fulfill their function, Mursid, M. (2010).

Twelve out of three visitors stated that the print advertisements are helping them to understand the tourism information contained in the print advertisements. In contrast, the three participants stated they were not helped to understand the Information in the print advertisements. For those who that already helped, it provides the results of the questionnaire:

"Yes. Previously, I only knew Yogyakarta, Malioboro market, and Vrederburg Fort. However, after reading the advertisement, it turns out that many interesting places in Jogja must be visited".

Four participants answered that they had already helped with the print advertisements by answering that they were beneficial.

"Very helpful, because it is not explained briefly but narratively," "very helpful."

While the other participants stated that the print advertisements are pretty helpful, they provided the answers:

All of those answers show that the tourism print advertising brochures are helped giving Information to the readers. It provides twelve people. They stated that tourism print advertising is helpful or quite helpful with explaining tourist places in the brochures. It has already been fulfilled and in line with the function of the advertising that is giving Information by Mursid, M (2010), because the advertisements give Information to the readers about the tourist places and help them understand the advertisements.

b. Persuade and Influence

According to Mursid M. (2010), advertising serves various purposes, including informing consumers about available goods and influencing them to purchase. Persuasive advertisements are often run in print and electronic media. If two merchants offer the same goods, they compete to attract clients by producing better marketing. Thus, the brochure is measured with the question about how interested the readers are in visiting tourist attractions based on the brochure. The answer will be explained below.

The results from the interview with Sub-Coordination of Information Services as the Sub-Coordination of Information Services, he stated, "But success is indeed there because in Jogja there are tourists almost every year there is an increase in tourism, the number of tourist visits. The number of tourist visits per month and the amount of tourist shopping. Of course, it is very effective."

Nine of fifteen visitors stated they were already interested in visiting these tourist attractions through print advertisements. Nine of them stated:

"Done. In terms of content, language, and appearance, it is very eye-catching and easy to understand",

"Yes, the Information provided is diverse besides history, which can add insight. There is also a lot of Information about tourist attractions and shopping places as well as special culinary spots",

"Yes. the composition of the text and images presented is quite representative".

The other visitors answered they were already interested in visiting the tourist place.

While six of the visitors are less interested in visiting tourist places. It provides the answer:

"Less interested in visiting tourist attractions,"

"Still less visually appealing."

The others are similar. They are stated as less attractive.

From all of those answers, it can be concluded that the advertisements successfully persuade readers to visit the advertised tourist places. It provides nine visitors already interested in visiting tourist places through print advertisements. Sub-Coordination Information Services from the Tourism Department of Yogyakarta Government confirms there is an increase in tourist visitors through print advertisements and promotions. It is in line with the function of the advertisements by Mursid, M. (2010). The advertisement gives Information and persuades and influences buyers to buy the product or use the offered service. The function of the persuade and influence are in print media and electronic media. The print media used by the Tourism Department of the Yogyakarta Government has fulfilled this function.

c. Create an Impression

Ten of fifteen visitors stated that the advertisement was attractive, provided with the questionnaire results.

"The advertisement made by the Yogyakarta City Tourism Office is exciting. The language used is very effective and easily understood by readers. In addition, by providing the English version, the government indirectly facilitates foreign tourists to visit Yogyakarta. In terms of content, I think the government has done its best in promoting iconic spots in the city of Jogja that everyone may not know about"

"Has an attractive design, writing in magazines can also be read easily and clearly."

"Interesting, but does not represent the culture in Yogyakarta. The classic impression does not emerge from the color palette or the font layout".

"Quite interesting, but it's good that the advertisements do not use much text but are more applied to the image. Because most Indonesians are more interested in pictures than writing which is sometimes boring."

"The selection of designs and writing looks neat, so it is interesting to read."

"The design is good and quite interesting, the color and font combinations are just right or not excessive, the selection of pictures and photos is appropriate, and the content is informative."

"Pretty good, already represents what was conveyed because it describes tourism. Using bilingual language that the domestic community and other countries can use."

From all those answers, the visitors stated that the advertisements are exciting and have a good composition between the verbal and visual elements, in line with the construal ideational meaning by Cheong (2004), in which the advertisements are constructed verbal and visual elements combine each other to build the meaning to giving Information and make the advertisement informative and exciting.

While four of the visitors stated that the elements of the advertisements are too crowded, also the design and the composition of it. It provides the answer:

"Too much writing, so it's like a newspaper instead of an advertisement."

"In my opinion, the ad is good, but visually it is too busy so readers might be distracted because of the inaccurate composition between the text and the photo."

"Boring and uninteresting, there are several objects and backgrounds that clash in color, then there are several headlines that have inconsistent spacing between letters."

From all of those answers, print advertisements are less attractive. But, compared with the previous answer, the number of visitors who stated that they were interested in print advertisements is more than those who stated that

they were not interested. It is already giving an impression of "interesting" to the visitors. It fulfills the advertisement's function, creating an impression by Mursid (2010). The advertisements impressed the visitors because they stated they were exciting and informative.

d. Satisfy Desires

According to Mursid M. (2010), advertisements must have clear Information, and the items must satisfy customer desires. Advertising is a sort of marketing that uses an open flow of Information to persuade and fulfill client needs. It aligns with the tourism print advertising brochure that persuades and fulfills the tours in Yogyakarta. If the advertisement is easy to understand and the items satisfy customer desires, it fulfills the function of satisfying desires. Thus, in this research, the function of satisfying desires is measured through the questionnaire about the ease of understanding Information in the tourism print advertising brochure. It will be stated below,

In the questionnaire results, twelve of fifteen visitors stated that the advertisements are easy to understand, which aligns with satisfying desires. If the readers or buyers understand the Information in print advertisements, such as the picture and the explanation, it would satisfy them. Satisfy desire is achieved in a way to understand the advertisements.

It provides the answer, *"Very understandable. The images can represent advertising content, and explaining what is being promoted is effective and not wordy."*

The other answer stated the same answer as they already easily understand print advertisements.

While the three visitors stated that the advertisement is less easy to understand, it provides the answer:

"Not enough to understand the Information"

The people who answer do not understand enough and do not explain why they do not understand the Information in the brochure. Compared to the previous answer, that is easy to understand, and the visitors give a clear answer with the reason. It can be concluded that the print advertisement is easy to understand, meaning that the Information given in the advertisements is clear and easy to understand. Compared to the visitors who do not understand the Information enough with those who already understand, many visitors understand the Information. Thus, print advertisements have already fulfilled the function of satisfying desires.

e. Advertising is a communication tool

In line with Mursid (2010), exchanging information between sellers and buyers through advertising is essential for buying and selling to meet the desires of sellers and

buyers efficiently. Thus, it is related to the previous function that is giving Information. The tourism print advertising brochure is a tool to promote tourism place in the city of Yogyakarta. Thus, in this study, the effectiveness of using print advertisements as a communication tool to promote tourist attractions in Yogyakarta is measured based on visitor valuation. It aims to measure whether the brochure has fulfilled this function. Because of this, the advertisements have the role of promotional things to promote the tourist places in Yogyakarta. The questionnaire measures this function; the visitors' answers are written below.

"Very successful. I think not only domestic and foreign tourists will also be interested in visiting these places."

"The print ad above might add to the existence of tourist attractions in Yogyakarta. And in my opinion, it's quite effective. Maybe you need to pay attention to the composition between the Information conveyed and the images that will be displayed."

"I believe it has been effective and should be disseminated, considering its clear explanation."

"Already quite effective."

"Quite effective, especially for a generation not used to gadgets."

"The layout and design between the writing and the background are less connected and a bit messy, so it is less able to read and understand the implied message in the brochure. But to be effective in print media, it is still needed, but it doesn't cover brochures or advertisements on social media, which are also very effective, and the spread of advertisements can be extensive."

"It was quite successful because of the clear writing supported by a good selection of pictures. It's just lacking in the design section."

While some stated that print advertisements are less effective, they prefer advertisements through social media.

It provides the answer:

"For some tourists, especially the younger generation, it would be easier to use online sites that are more efficient to access, but printed advertising brochures are still needed as a promotional medium to market the advantages of the tourism sector in the city of Jogja."

All of those answers revealed that print advertisements are valuable and effective for promoting tourist attractions in Yogyakarta, which aligns with the function of the (Mursid, M., 2010) advertisement as a communication tool. Creates communication with the readers about the tourism object that is advertised. Hence, the brochure as a communication tool effectively promotes tourist attractions in the City of Yogyakarta.

All those explanations about the role of print advertisements in promoting tourist attraction in the City of Yogyakarta have fulfilled the five advertisement functions (Mursid, M., 2010). It provides all the answers from the questionnaire advertisement that fulfilled the five

functions (Mursid, M., 2010). It can be concluded that the advertisements are successful and worthy as a tool to promote tourist attractions in Yogyakarta.

CONCLUSION

Representational meanings support the representational meanings but not the complete process. The most dominant process is the conceptual process, identified in three brochures, *Taman Pintar Yogyakarta*, *Gembira Loka Zoo* and *Kraton Ngayogyakarta Hadiningrat*. In comparison, the narrative process is identified only in two brochures.

Therefore, the role of tourism print advertising is essential and effective for promoting tourist attraction in Yogyakarta, measured with interviews and questionnaires. The Information in the brochure and the picture persuade the readers to visit those tourist places. All brochures have fulfilled the advertising function (Mursid, M., 2010). The functions are; giving Information, persuading and influencing, creating an impression, satisfying desires, and advertising as a communication tool. Therefore, based on the results from the visitors, tourism print advertisements successfully promote tourist attractions.

SUGGESTION

It is anticipated that the data, discussion, and conclusions from this study will assist other researchers in the same field of linguistic study in developing their work, especially for multimodal discourse analysis. Hopefully, this discovery will be the subject of another research investigation, so this research in multimodal discourse analysis in tourism print advertisements can have a complete result. The conclusions, findings, and comments suggest that this research may use some refinement. Therefore, it is anticipated that similar studies will be conducted to comprehend this topic better.

Consequently, this study may be excellent if a future researcher can discover a more in-depth topic to discuss or another subject to do multimodal discourse analysis, especially on tourism advertising. All of the findings and discussions from this study are anticipated to provide participants with a thorough understanding of tourist promotion through advertisements and multimodal discourse analysis.

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