
THE USE OF FIGURATIVE LANGUAGE IN THE TOUR EAST TRAVEL AGENT BOOKLET AND ELEPHANT SAFARI PARK LODGE BALI WEBSITE

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Abstract: This study aims to explain the role of figurative language in tourism advertisements, focusing on the Tour East booklet and the Elephant Safari Park Lodge Bali website. Descriptive methods were used to collect and analyze samples of tourism promotional advertisements, with an emphasis on the use of figurative language such as similes, metaphors, metonymy, personification, and hyperbole. The data analysis method tabulates the phrases and sentences included in figurative language, categorizes figurative language into words, phrases, and sentences, interprets the meaning of figurative language, and classifies it into various types of figurative language. From the results of the data, it is known that the number of figurative phrases found is 30, including: 3 similes, 9 metaphors, 5 metonymies, 6 personifications, 6 hyperbole, and 1 rhetorical question. The results show that figurative language is used to create vivid images and convey unique experiences to the audience. The use of figurative language not only adds depth and emotion to the promotional content but also makes it more memorable and impactful for potential travelers. Few studies discuss figurative language in tourism advertisements. This research analyses figurative language in advertising slogans, using Tour East and Elephant Safari Park.

Keywords : figurative language, tourism advertisements, Bali tourism

1. INTRODUCTION

Language is the most important part of communication that plays many roles in interpersonal, cultural and information exchange (Mailani et al, 2022). With the help of language, people express their thoughts, feelings and enable the sharing and exchange of information and ideas. Language is a communication tool that allows humans to convey messages, opinions, and experiences to others. In the era of globalization, language plays an important role in the delivery of information and communication. Most importantly, humans communicate through language, and without language, humans would not be able to interact or socialize. To conclude, language is the most important means of communication to convey the messages and intentions of one person to another. Language has literal and non-literal use of language. Non-literal uses of language are traditionally called figurative (Saeed, 2009). According to Farichah et al., (2020), figurative language is the use of words and expressions that deviate from their true meaning and are intended to evoke vivid images, emotions, or experiences in the audience. In the context of promotion, the strategic use of figurative language can effectively convey the unique qualities, attractions, and experiences associated with a destination. (Pathumratanathan et al., 1996) Figurative language plays a role in attracting attention, especially in tourism promotional advertisement. Advertisement is a form of information or message made by a person, institution, or company on a product or service aimed at the general public with the aim of persuading them to buy or use the advertised service/product (Atmaja, 2022). In this regard, tourism advertisement plays an important role in promoting destinations and attracting tourists to new places. To attract the attention of potential tourists and leave a lasting impression, advertisers often use various persuasion techniques and semantic, including the use of figurative language. According to Putri et al (2015), advertisement language is

one type of language that is interesting to listen to. The language used in advertising is very convincing. The choice of words, fonts and language styles used in advertising have the ability to attract the attention of potential consumers and indirectly "persuade" them to use the advertised product.

According to [Oyesomi & Salawu, \(2019\)](#), in the world of advertising, figurative language is used to help advertisers achieve the common goal of convincing people to buy products. Figurative language uses words in a way other than their commonly known meaning to convey a more complex meaning. Figurative language is often formed by presenting words in such a way that they are related, connected, or related to different meanings. In advertising texts, figurative language is very often used to attract consumers. Sometimes figurative language can simplify a complex idea, but sometimes it can also complicate a simple idea [Kosimov \(2022\)](#). If one wants to use figurative language in a sentence or paragraph, the most important thing is to ensure that the meaning does not become complicated or ambiguous. According to [Vega et al \(2018\)](#), figurative language is a method used to express emotions or ideas by comparing two different things, comparing one thing to another that has nothing in common or nothing in common with each other or in contact with inanimate objects such as living things. In the world of communication, figurative language plays an important role in conveying messages expressively and imaginatively. The use of figurative language in advertising has become a popular strategy used by marketers and advertisers to attract attention, increase appeal, and convey messages in a creative and engaging way [\(Wibisono & Widodo, 2019\)](#). According to [Ladika \(2018\)](#), there are 8 categories of figurative language, namely: 1) Metaphor 2) Simile 3) Hyperbole 4) Metonymy 5) Synecdoche 6) Rhetorical Question 7) Anaphora 8) Personification. *Metaphor* works by making an implied comparison between two things that are not similar. In metaphor, both the main subject and the auxiliary subject undergo transformation but are retained. Metaphors do not use the words "like" or "as" as similes do. *Simile* is a conceptual and discursive process of analogy that follows the structure of literal comparisons, that is, it consists of two elements: A & B. [\(Romano, 2017\)](#) For example: independence is like an elephant. *Hyperbole* is an emphasis on lexical stylistic devices achieved by deliberate exaggeration, e.g., "You've made this mistake a thousand times" [\(Ataxojayev, 2023\)](#). *Metonymy* is a cognitive and linguistic process where we use an entity, process, or event to describe or refer to a related entity, process, or event. For example, we might use 'Hollywood' to refer to American films [\(Littlemore & Tagg, 2018\)](#). *Synecdoche* is a rhetorical trope and a type of figurative speech similar to metonymy – a figure of speech in which a term that denotes one thing is used to refer to a related thing. *Rhetorical questions* in certain contexts refer to the type of question asked not to get a direct answer but to confirm or emphasise a statement. The purpose of using rhetorical questions in such situations is to counter-attack the listener without expecting an actual response. *Anaphora* is a rhetorical technique used to emphasise an idea or strengthen the impression of speech. *Personification* is a rhetorical figure of speech used in describing something that is not human, humans are given identities such as facial features, but their form and cognitive functions, rhetorical effects and imagery rarely cause scientific attention. Example of personification: "The wind whispered secrets through the trees."

There have been several studies examining the use of figurative language in advertisements. First research, in a study entitled "An analysis of Types of Figurative Language Used in Internet Advertisement", the purpose of this research is to find out the types of figurative language which are most widely used by advertisers to promote their products, and the similarities and differences of use of figures of speech in men's and women's products [\(Ratna & Rosa, 2013\)](#). The second study entitled "Analysis of Figurative Language Used in English Slogans on Commercial Drink Products." [\(Yuvita & Susongko, 2019\)](#). The purpose of this study is to know the figurative language and the frequency of adjectives that build the slogans of commercial soft drink products. The third study is about "The Use of Figurative Language in Maybelline New York Slogan Advertisements". [\(Elfiera & Ramadhan, \(2022\)](#). To this date, very few researches have been conducted to analyse figurative language in tourism advertisements. Thus, this study aims to analyse the figurative language commonly used in tourism advertisements, focusing on Tour East booklet and Elephant Safari Park and Lodge Bali website.

2. METHOD

Based on the aim of the study, this research applied descriptive design, collecting samples of tourism promotion advertisements, analysing the structure and use of figurative language in tourism promotion advertisements, such as metaphors, similes, and other figurative language. The subjects of this research were two sources: Tour East booklet and Elephant Safari Park and Lodge Bali website. The researcher did not use the sampling method but took all the tourism promotional advertising texts analyzed in this study. The booklet is the one published in 2024 and the website is accessed in from March – May 2024. Method of data collections are as follows: collecting tourism promotion advertisements that use figurative language from the sources, Tour East booklet and Elephant Safari Park and Lodge Bali website. These documents then were analysed to identify the type of figurative language used, and the meanings conveyed through the figurative language, reading the data thoroughly and mark the data for language, and analyzing the data to answer the research questions. Data were analyzed as follows: 1) tabulating the phrases and sentences which belong to figurative language, (2) categorizing

the figurative language into the form of words, phrases and sentences; 3) interpreting the meaning of the figurative languages, and 4) classifying them into the different types of figurative language.

3. RESULT AND DISCUSSION

The results are presented below in detail, regarding the use of figurative language in tourism promotion advertisements found in the Tour East booklet and the Taro Elephant Safari Park website in tabular form.

Table 1. Types of Figurative Language Tourism Advertisements Tour East Travel Agent Booklet and Elephant Safari Park Lodge Bali Website.

NO	Type of Figurative Language	Number
1	similes	3
2	metaphors	9
3	metonymies	5
4	personifications	6
5	hyperbole	6
6	synecdoches	0
7	rhetorical question	1
8	anaphora	0

The table above presents data on the use of various types of figurative language found in two sources: the Tour East Booklet and the Elephant Safari Park and Lodge Bali website. The data is broken down into several categories of figurative language, namely 3 simile, 9 metaphor, 5 metonymy, 6 personification, 6 hyperbole, 0 synecdoche, 0 anaphora, 1 rhetorical question. Below are the representatives of data analysis presentation about types of figurative language and the meanings.

Data [1] Lombok Island, often described as the Bali Yesterday, offers tranquil beaches and unspoilt villages.

Data [2] Lake Batur shimmers like a sheet of blue glass.

Data [1] and [2] are similes. Data [1] were taken from Bali Beyond Lombok Island page 36. The sentence compares Lombok with Bali to show the exotic and traditional impression. The use of simile is by using "as" by comparing Lombok Island to Bali with 'as Bali Yesterday'. This gives the reader a clear picture of how Lombok Island has a similar atmosphere to Bali, but with a calmer and more natural feel. Data [2] is taken from Kintamani Lake & Volcano Tour page 30. The sentence is also a simile because it uses the word "like" to directly compare the shimmering quality of Lake Batur to a sheet of blue glass, highlighting the similarities between the two. The use of "like" is a clear indicator of a simile. *Simile* is a conceptual and discursive process of analogy that follows the structure of literal comparisons, that is, it consists of two elements: A & B. (Romano, 2017)

Data [3] The temple is almost 1,000m above sea level and is considered the Mother Temple of Bali, originating as a prehistoric sanctuary.

Data [4] Your mind can rest easy with us.

Data [5] ant-like villages

Data [6] Come and meet the gentle giants in Mason Elephant Park!

Data [3], [4],[5] and [6] are metaphors. Data [3] were taken from page 1 beginning of Tour East booklet. The use of metaphor is by mentioning 'the "Mother Temple of Bali".' The term 'Mother Temple' is a metaphor because it describes the temple as if it were the 'mother' of all temples in Bali, giving the impression that this temple is the most important or primary among all temples, even though it is not literally the mother. This metaphor provides a deeper understanding of the temple's position and significance in the Balinese cultural and spiritual context. Data [4] were taken from The Park web: Mason Elephant Park & Lodge Bali. One's mind is likened to something that can "rest easy" while being with us. The use of the phrase "your mind can rest easy" describes a feeling of security and comfort without using explicit comparisons such as "like" or "as". This is another example of how metaphors are used to convey meaning implicitly and make statements more vivid and meaningful. *Metaphor* works by making an implied comparison between two things that are not similar. In metaphor, both the main subject and the auxiliary subject undergo transformation but are retained. Data [5] were taken from Tour east booklet (Royal Karangasem Heritage.) On page 28, the phrase "ant-like villages" is a metaphor. It compares villages to ants, suggesting that the villages resemble ants in some way, such as their size, structure, or the way people move within them. This comparison is made without using "like" or "as," and it conveys an image of small, busy, and perhaps organized communities similar to an ant colony. Data [6] were taken from Elephant Tour,

Mason Elephant Park Taro Web: Bali Elephant Trek. The phrase "gentle giants" in the sentence "Come and meet the gentle giants in Mason Elephant Park!" is a metaphor. It compares the elephants to giants, highlighting their large size, while the word "gentle" emphasizes their calm and kind nature. This creates a vivid image of the elephants as large but gentle creatures, enhancing the descriptive quality of the sentence. Metaphors do not use the words "like" or "as" as similes do (Ladika, 2018)

Data [7] Ubud's cultural heritage can also be regarded as the focal landmark of ubud.

Data [8] Free Helicopter Medivac Service

Data [7] and [8] are metonymy: Data [7] were taken from web: Visit the jhon hardy ubud workshop & boutique to experience the pinnacle of balinese handcrafted jewelry and ubud palace. The text uses the element of metonymy by referring to "the palace" as a representation of the entire beauty and cultural heritage of Ubud, including the preserved Balinese architecture and charming gardens. 'The palace' refers to the overall cultural and aesthetic experience of Ubud. And second data were taken from Mason Elephant Park. Information. Data [8] the phrase "Free Helicopter Medivac Service" effectively employs metonymy to represent the comprehensive medical care and transportation offered by the service. By emphasizing the helicopter, the phrase not only highlights the mode of transportation but also indirectly conveys the overall medical assistance provided. This metonymic usage enhances the phrase's impact and effectively communicates the service's value proposition. *Metonymy* is a cognitive and linguistic process where we use an entity, process, or event to describe or refer to a related entity, process, or event. For example, we might use 'Hollywood' to refer to American films (Littlemore & Tagg, 2018).

Data [9] Black Lava running down from its peak in the valley below.

Data [10] The volcanic chain of mountains runs across the north with deep ravines and rivers.

Data [9] and [10] are personifications. Data [9] were taken from Booklet Tour East (Kintamani Lake & Volcano Tour) Page 30. Depicting lava as an entity that 'runs' to show the powerful movement of nature. The use of personification is used to describe the movement of lava as if it has a living nature or the ability to move like humans or other living things. In this context, lava is likened to having the ability to 'run'. Data [10] were taken from Page 1 Beginning Booklet Tour East. In the sentence, the 'volcanic chain of mountains' is described as if it has the ability to 'run across', which is a human attribute. This is an example of personification as volcanoes do not actually have the ability to move like humans. *Personification* is a rhetorical figure of speech used in describing something that is not human, humans are given identities such as facial features, but their form and cognitive functions, rhetorical effects and imagery rarely cause scientific attention (Ladika, 2018)

Data [11] A Magnificent, alluring and saving show.

Data [12] Once In A Lifetime Experience.

Data [11] and [12] are hyperboles. Data [11] were taken from Booklet Tour East (Bali Dolphin Watersport & Adventure) page 20. The phrase "a magnificent, alluring, and saving show" functions as an advertisement that uses hyperbole to emphasise and dramatise the show, describing it as something extraordinary and not to be missed. Data [12] were taken from Our Commitment To Conservation & Care, Home /Page 1 Web: Mason Elephant Park & Lodge Bali. The phrase "Once in a lifetime experience" is a hyperbole. It's used to emphasize how memorable and extraordinary staying at the lodge will be, but it's unlikely to be a completely unique experience that someone would only have once in their entire life. *Hyperbole* is an emphasis on lexical stylistic devices achieved by deliberate exaggeration, e.g., "You've made this mistake a thousand times" (Ataxojayev, 2023)

Data [13] Why Choose Us?

Data [13] were rhetorical question. They were taken from Information in website: Mason Elephant Park. This question is often used in marketing or promotional materials to encourage audiences to consider the advantages or benefits of a product or service without expecting a concrete answer from them. *Rhetorical questions* in certain contexts refer to the type of question asked not to get a direct answer but to confirm or emphasise a statement. The purpose of using rhetorical questions in such situations is to counter-attack the listener without expecting an actual response (Ladika, 2018) This research provides a clear picture of the distribution of figurative language used in tourism advertisements. The results show that the use of figurative language in the Tour East Travel Agent Booklet and Elephant Safari Park Lodge Bali Website were 30 data of figurative language categorised into 3 similes, 9 metaphors, 5 metonymies, 6 personifications, 6 hyperbole, and 1 rhetorical question. The findings are not in line with a different research which investigated language styles: rhetoric and figurative language in makeup advertisements on Instagram. In that study, it was found figurative language styles including simile, personification, synecdoche, and metonymy. The language styles were identified in various official advertisements (Salim, S., & Purwaningtyas, I., 2023). Although there are similarities of the use of figurative

language in simile, personification and metonymy, synecdoche was not found in this study. The findings are also different with a research about figurative language used in English slogan of commercial beverage products. In that study, from 30 kinds of slogans, the writer found five slogans using metaphor, five slogans using simile, six slogans used hyperbole as a figurative language, six slogans used personification, two slogans used litotes, and one slogan used synecdoche. The most figurative language contained in the English slogan were simile and hyperbole (Ekoyono, R. D., 2019). The research also do not support the research on figurative language used in English slogans on commercial drink products." (Yuvita & Susongko, 2019). In that study, there were only 3 figurative language types are found: they are simile, hyperbole, and personification. The findings of this research are in some parts in line with a different research on figurative language in a novel entitled *The Alchemist*, where simile (42.9%) is the most dominant, followed by personification (38.6%), metaphor (17.1%), and hyperbole (1.4%). (Harya, T. D., 2017). The types of figurative language are also found in this study, though metaphor is the most dominant one in this study.

The comparison between previous studies and the current study shows that the focus of previous studies is different as it is more focused on different types of products and different sources compared to the current study which is more specific to tourism promotion advertisements. There are methodological differences in the research approach and data sources used between the previous studies and the current study. The current study on figurative language in tourism promotional advertisements shows significant differences with previous studies which focus more on different products and sources. This analysis helps to understand how different types of figurative language are used in tourism advertisements to attract attention and influence potential tourists. Compared to previous research on makeup adverts, novels, and song lyrics, this study offers insights into the specific role of figurative language in tourism promotion, which contributes to a broader understanding of its function across different forms of media.

4. CONCLUSION

This research contributes new insights into the application of figurative language in tourism advertisements, enhancing understanding within the tourism media sector. The conclusion of the above text is that this study provides an overview of the use of figurative language in tourism advertisements, particularly in the Tour East Booklet and the website of Elephant Safari Park and Lodge Bali. The data collected shows various types of figurative language such as metaphor, personification, simile, hyperbole, metonymy, synecdoche, rhetorical question, and anaphora. This study found that Tour East Booklet uses more metaphors and personification, while Elephant Safari Park and Lodge Bali uses more hyperbole and synecdoche. This analysis helps to understand how different types of figurative language are used in tourism advertisements to attract attention and influence potential tourists. This study aims to provide a deeper understanding of the effective use of figurative language in tourism advertisements. By dissecting the distribution and frequency of figurative language usage such as metaphor, personification, simile, hyperbole, metonymy, synecdoche, rhetorical question, and anaphora, we can see different preferences or communication strategies between the "Tour East Booklet" and the "Elephant Safari Park and Lodge Bali" website. However, this study has some shortcomings, such as limitations in generalizing the results due to the focus on two specific sources, as well as the potential to develop a broader and more in-depth study in the context of the tourism industry. Therefore, for future research, it is recommended to conduct a broader and more in-depth comparative study involving more tourism advertising platforms and sources, as well as exploring the impact and user response to the use of figurative language. This study not only contributes to the theoretical understanding of figurative language in the context of tourism but also provides a foundation for the development of more effective marketing communication strategies in the global tourism industry.

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