Leksema
JURNAL BAHASA DAN SASTRA

Criticizing Yogyakarta Environment on the Official Website of Indonesian Tourism: An Ecolinguistic Study

ARINA ISTI'ANAH
arina@usd.ac.id
English Literature Study Program, Universitas Sanata Dharma
Yogyakarta, Indonesia

ABSTRACT

Tourism is one of the sectors which defines the identity of a country. In Indonesia, rich in culture and nature, the use website is benefited by the government to portray as well as gain profit from the tourism sites. This paper, thus, intends to discuss how the environment in Yogyakarta tourism is criticized on the website. The interest of linguistics to criticize how its usage affects the environment triggers the development of ecolinguistics. Saphir distinguishes three ecological territories: physical, economic and social. Ecological domains are exercised to present Yogyakarta on *Wonderful Indonesia*, the official website of Indonesian tourism. This paper observed the employment of clauses of Yogyakarta text found in the Destination Highlight on the front page of the website at www.indonesia.travel on March 31, 2019. The method applied is ecolinguistics by exercising the ideational metafunction of language proposed by Halliday's Systemic Functional Linguistics (SFL) to figure out how the website portrays the real world of Yogyakarta environment seen from the choice of process, participants and circumstances. The analysis reveals that social environment dominates the website, meaning that Yogyakarta is advertised as a carrier and attribute in terms of its culture and value. Yogyakarta, is attached to the attributes as a city with respect for values. This paper proposes criticizes to present Yogyakarta through material processes to demonstrate how local people, as well as tourists, value and engage in preserving the environment of Yogyakarta.

Keywords: Yogyakarta, ecolinguistics, tourism, environment, transitivity

INTRODUCTION

Tourism is an important sector for presenting the picture of a nation and for increasing its financial income. The number of foreign tourists visiting the destinations of a country is expected to support the income of the country. The tourism sector affects a country's economic growth as it is a source of government revenue in the present era of globalization (Salim, Ibrahim & Hassan 2012). This situation also exists in Indonesia, which has thousands of islands with large types of flora and fauna such as dances, songs, temples, traditional medicines and musical instruments.The above examples are benefits for the Indonesian government as the country's distinctive values will reflect Indonesia's picture of diversity. Lepp & John (2008) claim that tourism is officially conceived as a means of creating a positive national identity for international consumption, expecting a positive national identity to increase foreign investment and promote growth (Salim, Ibrahim & Hassan 2012).

Indonesia is the largest archipelago nation with over 13,000 islands and 2/3 of its territory is water (Pranita 2018). Yogyakarta is one of the provinces rich in culture and nature. Geographically, the Yogyakarta city has 318.58 hectares and an ocean of 2169.6 km2 (12 miles) (Priatmoko 2018), dominated by forests followed by rice fields and settlement. The harmony of local knowledge, history, and friendliness of the people, however, has become a magnet for visitors. There were as many as 397,000 international tourists visiting Yogyakarta in 2017 and 4.7 million domestic tourists (Antara 2018). In response to the massive tourism activities and the inherent nature established as a tourist destination, the euphoria takes place in the community (Priatmoko 2018). What is happening in Yogyakarta shows that

tourism is an industry that always has a dynamic movement that can support the local community and other involved parties (Ginting & Halim 2019).

It is expected that the tourism sector will contribute to the national economy's growth, promote regional development and enhance public welfare (Putri & Adinia 2018). The government is therefore encouraging tourism through social media, such as Twitter, Facebook, and the website. The website of *Wonderful Indonesia* at www.indonesia.travel is operated by the Indonesian Tourism Ministry. The site provides tourism-related information, covering Indonesia's 34 provinces. The data is described in details in the website as well as promotion. The study shows that promotional media including the website is widely accepted as an important and effective part of the selection oftravellers (Salim, Ibrahim & Hassan 2012). As addition to telling tourist destinations, the language on the website frequently advertises what travel events and experiences visitors may enjoy. Advertisers, in this case is the website, actually "stimulate ideas as well as develop their curiosity and interests by creating new meanings from the advertised commodity" (Salim, Ibrahim & Hassan 2012).

This paper uses an ecolinguistic point of view to criticize the Yogyakarta environment to examine how the website portrays a particular area. Ecolinguistics is characterized as a search for new language forms that empower individuals to protect the natural world (Stibbe 2015, 1). As tourism is related to environment, the choice of wordings on the website needs to be criticized. The website can perform as a medium to influence people's attitude on how to treat environment in tourism sector, for example, whether tourists are persuaded to protect nature, or vice versa, how environment is reduced as an object of consumption only. In addition, in the eco-linguistic review, Stibbe discusses main stories: how economic systems are developed, how these systems contribute to immense suffering and ecological destruction, and how the economy is created (2015, 2). In *Wonderful Indonesia* website, the promotional text describing Yogyakarta is examined in terms of how it depicts Yogyakarta atmosphere as shown by Halliday's SFL.

The first issue discussed in this paper is what ecological environments are represented on the website. Saphir proposes three aspects of environment in the ecolinguistic study: physical, economic and social.The physical environment deals with geographical character, while the economic environment deals with the basis of human life. On the other hand, the social environment involves the life and thought of community (Fill & Muhlhauser 2001, 14).The discussion is essential since people often relate environment to nature or physical environment. The presence of cultural values and economic activities are neglected, which results in the lack of awareness of how to secure the potential sources in a tourism destination.

Yogyakarta environment categorization requires more in-depth analysis of how each environment domain is represented.The representation of the 'real world' is facilitated by Halliday's Systemic Functional Linguistics (SFL). Halliday suggests a functional approach toward language research, and that the anthropocentric nature of human langue renders it at least partly responsible for the unecological actions of human beings (Chen 2016). Halliday's approach is realized by applying critical discourse studies in the form of how discourse promotes consumerism and material growth. It is by SFL that language is criticized so that it creates ecological awareness.

In SFL, meanings are represented through metafunctions of language: ideational, interpersonal, and textual. Ideational function deals with 'construing experience' shown in the structural configuration process, participants and circumstances (Halliday & Webster 2009, 6). The interpersonal function is about the relationship between speakers in a given discourse (Ezzina 2015, 286). The textual function is about how parts of a text are put together into a coherent whole (Fairclough1995, 6).

This paper utilizes the ideational function of language, or how language represents the real world represented in the transitivity system. The system "construes the world experience into a manageable set of process types" (Yuqiong & Fengjie 2018, 71). There are six processes in transitivity system: material, relational, verbal, mental, existential and behavioural processes. The material process is marked by verbs of 'doing'; relational process is the process of 'being'; verbal process is the process of 'saying'; mental process is the process of 'sensing'; existential process is the process of 'existing'; while behavioural process is the process of physiological and psychological behaviour (Yujie & Fengjie 2018). Transitivity analysis takes clauses as the data since they are 'composed of process verbs, participants and environment, and the participants complete the whole process in certain environment' (Zuo 2019, 822).

Research on ecolinguistics has been conducted by some scholars. Studies on ecolinguistics in Iran in the last 20 years was conducted by Dastenaee & Poshtvan (2018). The use of Persian in the study rather than English signifies that ecological discourse in Persian is in character. The paper also criticizes the study's lack of impact because Persian research focused only on morphological observation without addressing the effects of Iran's environmental characteristics. Hassan (2014) used different data, the language of tourism found in the brochures of Malaysian tourism. From the study of multimodal discourse, how visual images reflect Malaysian cultures is observed.The analysis was focused on brochures featuring Penang, Malacca, and Sarawak. The research concludes that the cultural elements presented in the brochures are people, festivals, traditional lifestyles, traditional music and traditional games (Hassan 2014).

The current research, triggered by the above-mentioned studies, takes similar data, text on tourism. The study is based on Yogyakarta text to decide how environment discourse is presented. Halliday's SFL is formulated on the basis of the assumption that language expresses its existence in discourse between a possible interpretation and its realization (Weiss & Wodak 2003). The way in which the website's lexical option reflects a particular area is defined using the study of transitivity. The use of wordings in the data is discussed with regard to the purpose of the government to represent Yogyakarta.

RESEARCH METHOD

The clauses found in Yogyakarta text, one spot in *Destination Highlights* on the front page of the web, were taken from *Wonderful indonesia*, the official website of Indonesia Tourism accessed at www.indonesia.travel on March 31, 2019. Yogyakarta text is described in 636 words, realized in 33 clauses.Many pictures also help the highlight, but this work focuses on the selection of ecolexicon without relating it to the pictures. The presence of language in ecology area is important since "It is through language that the natural world is mentally reduced to objects or resources to be conquered, and it is

through language that people can be encouraged to respect and care for the systems that support life" (Stibbe 2015, 2).

Saphir asserts, "It is the vocabulary of a language that most clearly reflects the physical and social environment of its speakers" (Fill & Muhlhauser 2001, 14). Thus, what is uttered in speaking or writing reflects what language user experiences with her/his environment. Halliday's Systemic Functional Linguistics (SFL) is employed in this paper to figure out the ideational meaning on how the language is chosen on the website to show a specific area, Yogyakarta. Ideational meaning is about how vocabulary is used to represent the real world.

The research starts by sorting out the clauses comprising environmental domains as indicated by Saphir. Every field is then categorized into the category of physical, social or economics. The area is classified from the lexical selection, such as beach, wayang, temple revealing the idea of various environments. Choosing the verb to define each condition decides the types of transitivity processes. After summarizing the types of transitivity in the environment representation, the text is then criticized from ecolinguistic point of view.

FINDINGS AND DISCUSSIONS

There are three environmental dimensions from an ecological point of view: physical, social, and economic (Saphir quoted in Fill &Muhlhauser, 2001). The physical environment is concerned with a specific area's topography, such as coast, mountain, weather, and some others.The social environment encompasses a specific area's belief and community. On the other hand, the economic environment is about the natural resources for commercial purposes that people benefit from.

Yogyakarta is portrayed in various environmental realms at *Wonderful Indonesia* website. By lexical analysis, categorization is achieved by paying attention to what vocabulary applies to each environment domain. Halliday argues that language is the foundation for conceptualization of concepts (Manan 2001). *Table 1* lists ecological areas of tourism in Yogyakarta.

Table 1: Domains of Environment in Yogyakarta Tourism

Domains of Environment	Number	Percentage
Social environment	26	79%
Physical environment	6	18%
Economic environment	1	3%
Total	33	100%

It is seen from *Table 1* that the text is governed by the sphere of the social environment. It is adopted out of a total of 33 sentences in 26 words. It occupies 79% of the entire text. First, the physical environment domain is put in the second most commonly used environment domain with a total of six sentences. Economic environment is also the least-used area of the environment. It has only one sentence.

Discussing the types of environment contained in the tourism text of Yogyakarta is accompanied by exploring how each domain of the environment is portrayed by transitivity study.Transitivity analysis, regarded as 'foundation of representation', reveals the interpretation of a particular event or situation in different ways (Manan 2001). The central analysis of

transitivity analysis is a verb, seen in the clause analysis. Simpson (1993) categorizes three main components of a clause: processes, participants, and circumstances (Manan 2001). The process is identified from the types of the verb, which then determine transitivity types: material, mental, relational, verbal, behavioral, or existential. Each process takes particular participants. For example, mental process is marked by the use of mental verbs, such as 'think'. The participant who conducts the action *think* is called a senser, while what is *thought* is called a phenomenon. The types of transitivity of Yogyakarta tourism text are summarized in *Table 2*.

Table 2: Summary of Transitivity Analysis

Types of Processes	Number	Percentage
Relational	19	58%
Material	9	27%
Mental	3	9%
Existential	2	6%
Total	33	100%

Table 2 depicts that relational process is found the most on the website, presented in 19 clauses or 58% of the total data. This is the process of *being*. The process found below is material contained in 9 clauses, or provided in 27 percent of the total details. The following two processes found the least in 3 and 2 clauses are mental and existential processes, respectively 9% and 6% of total data. The discussion of the domains of environment along with the transitivity types is discussed below.

Social Environment

Social environment, as what is mentioned previously, deals with how the society lives and thinks. From the table shown previously, sentences in the domain of social environment dominate the text. There are 26 sentences categorized into the domain of social environment from total 33 sentences. Below is the example.

Clause:
Yogyakarta is known with the slogan of 'Jogja The Never-Ending Asia' for its endless appeals.

Transitivity Analysis:

Yogyakarta	is known	with the slogan of 'Jogja The Never-Ending Asia' for its endless appeals
PARTICIPANT: PHENOMENON	PROCESS: MENTAL	CIRCUMSTANCE: REASON

The clause above is categorized as a mental process, marked by the verb 'known'. Yogyakarta is presented as phenomenon, the participant that is sensed by senser. Senser is absent in the clause above, but the context is already clear that the senser refers to the readers and people in general. The other participant in the clause above is circumstance of reason, explaining why Yogyakarta is known. The slogan has been used since 2001.

The philosophy triggered the slogan is that Yogyakarta is put in the same position as Singapore with its 'New Asia' slogan and Malaysia with 'Truly Asia' slogan. It indicates that Yogyakarta is considered the most visited tourist

destination in Asia to have a good chance (Syahid, 2014).The cultural and global market reasons also affect the choice of slogan. In 2019, the slogan is still relevant due to the long-term tourism vision of Yogyakarta province, which is to be well-known tourism, education and cultural destination in 2025 (Pratama 2016). The datum above is categorized as social environment since what is offered on the website is about the experience and activities attached to Asia.

In spite of the example discussed above, below is another clause included in the social environment.

This city is one of the foremost cultural centers of Indonesia.

This city	is	one of the foremost cultural centers of Indonesia
PARTICIPANT: CARRIER	PROCESS: RELATIONAL	PARTICIPANT: ATTRIBUTE

The clause above is categorized as a relational process, marked by the verb 'is'. 'This city"' referring to Yogyakarta is the carrier which is attached to the attribute 'one of the foremost cultural centers of Indonesia'. The clause is involved in the domain of the social environment since culture is a product of human beings. Indonesia's views and values are significant in shifting societies. In addition, the lives of humans also play roles in the growth of cultures. Yogyakarta is connected to Indonesia's cultural centers as it has hundreds of universities across different provinces in Indonesia occupied by students. Yogyakarta's student communities are welcome to maintain their own culture without sacrificing Yogyakarta's local interest. It sparks cultural quality innovation in the community. Yogyakarta's cultural wealth is available on the tourism website to encourage tourists to experience true Indonesia.

Similar to the above clauses which have a social environment domain, the datum below includes the cultural heritage located in Yogyakarta.

This city was the seat of power that produced the magnificent temples of Borobudur and Prambanan in the 8th and 9th century and the new powerful Mataram kingdom of the 16th and 17th century.

This city	was	the seat of power that produced the magnificent temples of Borobudur and Prambanan in the 8th and 9th century and the new powerful Mataram kingdom of the 16th and 17th century.
PARTICIPANT: CARRIER	PROCESS: RELATIONAL	PARTICIPANT: ATTRIBUTE

'This city' phrase, referring to Yogyakarta, is presented in a relational process marked by the verb 'was', performing as a carrier which is attributed to the seat of power owning Prambanan and Borobudur temples as well as Mataram kingdom. Geographically, Borobudur is situated in Central Java, but because of the historical connection between Borobudur and Prambanan, the tourism text on the website includes Borobudur. The temples' presence reflects the city's high culture of the 8th and 9th century. It also marks the quality of the society's architecture at that time. Another characteristic reflecting the above social environment is the Mataram monarchy, which is

still maintained by the Yogyakarta state and credited to being *istimewa* since the governor is also the King of Yogyakarta.

Despite the examples discussed above, the other example of the social environment domain in Yogyakarta tourism text is as follows.

Yogyakarta has a signature batik pattern that are usually made with a bright white basic.

Yogyakarta	has	a signature batik pattern that are usually made with a bright white basic.
PARTICIPANT: POSSESOR	PROCESS: RELATIONAL	PARTICIPANT: POSSESSED

The clause above is categorized into a possessive relational process marked by the verb 'has'. Yogyakarta is presented as the possessor whereas 'batik' is the possessed. The relative clause explaining batik above is included as the possessed. In 2009, *batik* was recognized by UNESCO as Indonesian cultural heritage. Initially, *batik* was made for the royalties, like *parang* style, which is only for Sultan's palace royalty. Scholars, however, claim that the royalties also use *batik* to communicate with their people. It would be considered that Javanese women who can build *batik* have a fair amount of skill (Steelyana 2012). What is unique about Yogyakarta *batik* is its patterns dominated by bright colour, especially white and large geometries (Wihardi, Pratikto & Kristanty 2015). *Batik* is an important part of human life, starting with wrapping a baby born, dressing the bride and groom, and covering dead bodies during their funeral (*Indonesia Batik: A Cultural Beauty* 2008).

The examples shown above mean that Yogyakarta is connected to a social environment that includes its cultural heritage, quality, and society. The use of relational system marks the identification of Yogyakarta with specific attributes that cannot be separated from each other. The website benefits from the use of mental process to connect the awareness of people to Yogyakarta as a tourism destination which they remember and care about. The social environment for redefining data-based Yogyakarta tourism is the website will employ activities related to the conservation of Yogyakarta's cultural heritage in the form of material operation.The persuasion can be made by involving tourists as the Actor to experience 'becoming' Yogyakarta.

In order to increase the local values of the area, the slogan *Jogja Istimewa* can also be included on the website. The idea of *istimewa* should be incorporated into Yogyakarta's activities related to the conservation of local traditions and wisdom.

Physical Environment

The physical environment deals with geographical characters. Topography, climate, and amount of rainfall are included in this domain. As what is mentioned previously, the number of sentences in domain of physical environment found in the text is 6 sentences. It owns 18% of the whole sentences in the text. Below is an example.

Breath taking points such as Puncak Becici, Pinus Pengger, and Jurang Tembelan are only several of plenty more exciting back-to-nature destination in Yogyakarta!

Breath taking points such as Puncak Becici, Pinus Pengger, and Jurang Tembelan	are	only several of plenty more exciting back-to-nature destination in Yogyakarta!
PARTICIPANT: CARRIER	PROCESS: RELATIONAL	PARTICIPANT: ATTRIBUTE

The clause above is realized in the relational process marked by the verb 'are'. The tourism sites presented as the carrier above are Puncak Becici, Pinus Pengger, and Jurang Tembelan, which is attributed as exciting back-to-nature destination in Yogyakarta located in Bantul regency. The green and shady pine trees are offered as natural forests having mild weather.

Similar clauses involving the physical environment in Yogyakarta tourism are below. Different from clause (1), clause (2) is complex, so it is split into three separated analysis.

(1) *Tembi, Pentingsari, and Nglanggeran are three of the places that you can start with.*

Tembi, Pentingsari, and Nglanggeran	are	three of the places that you can start with
PARTICIPANT: CARRIER	PROCESS: RELATIONAL	PARTICIPANT: ATTRIBUTE

(2) *Rock climbing can be done in Siung beach, while cave tubing is a major attraction in Goa Pindul and you can try to visit Jomblang cave for an extraordinary caving experience.*

Rock climbing	can be done	in Siung beach,
PARTICIPANT: GOAL	PROCESS: MATERIAL	CIRCUMSTANCE: PLACE

while	cave tubing	is	a major attraction in Goa Pindul
CONJUNCTION	PARTICIPANT: CARRIER	PROCESS: RELATIONAL	PARTICIPANT: ATTRIBUTE

and	you	can try to visit	Jomblang cave	for an extraordinary caving experience
	PARTICIPANT: ACTOR	PROCESS: MATERIAL	PARTICIPANT: GOAL	CIRCUMSTANCE: PURPOSE

Clause (1) above has a similar pattern to the previous clause. In clause (2), the readers are involved in material processes marked by the verb 'done' and 'try'. The physical sites above are both presented as goal, referring to the tourism destinations. The circumstance of purpose is also involved in the form of a prepositional phrase which refers to the extraordinary experience the tourists can have.

The physical environment of Yogyakarta mentioned above is classified as highland and coastal sites. Only to enjoy the scenery and explore the cave is the activity offered on the website.Those facts are categorized as nature activities, meaning the tourism involving experience natural places, typically

through outdoor activities. The proposed redefinition of Yogyakarta tourism is the idea of ecotourism which focuses not only on experiencing nature, but also on experiencing natural areas that encourage ecological and cultural awareness, involvement, tolerance and non-consumption of wildlife and natural resources which contribute to the protection of the site and the welfare of local residents (Magio, Velarde, Rios , Alberto, & Santillan 2013).

Economic Environment

The economic environment deals with the basics of human life. The employment of fauna, flora and mineral sources for human beings' needs is the marker of economic environment. In the text, it is found that there is only one clause categorized into the economic environment. This domain becomes the least used domain in the text. Below is the datum.

It will become even more expensive if it is made from precious silk fabric.

It	will become	even more expensive	if it is made from precious silk fabric
PARTICIPANT: CARRIER	PROCESS: RELATIONAL	PARTICIPANT: ATTRIBUTE	CIRCUMSTANCE: CONDITION

The clause above is presented in the relational process, marked by the verb 'become'. As a linking verb, 'become' is a linguistic marker in relational process. The carrier above refers to *batik* that is attributed to 'more expensive. The circumstance of condition is also employed in the above clause. The datum above is categorized into economic environment since *batik* as Yogyakarta cultural heritage is benefited for human being welfare. The use of silk which makes us of flora and fauna is an example of how human beings process silk and batik for their economic purpose.

The smallest number of the website's economic environment suggests that economic benefit is derived indirectly from the tourism sector, which considers culture and topography as the most possible resources. The website can, however, be redefined to explain how local people are innovative in using flora, fauna, and minerals for their basic needs. The local people, calling *batik*, also make use of green beans to make *bakpia*, the special food that is attached to Yogyakarta. *Jamu* or traditional medicines can also be described in terms of the product process, meaning the acts of local people to produce them.

CONCLUSION

Yogyakarta known as a city rich in culture with its slogan 'Never Ending Asia'. In addition, the *Wonderful Indonesia* website depicts the city's historical and geographical topography features such as highlands and coastal areas. The use of a website-dominated social environment ensures that Yogyakarta is equipped to have an exceptional cultural heritage that includes temples and a kingdom that has been preserved to this day. Criticized from an environmental point of view, Yogyakarta can be redefined as a city with local interest in the slogan *Jogja Istimewa*, ecotourism activities in the natural environment domain, and the ingenuity of local people to exploit flora and fauna for their economic needs. The website can use more material processes to allow readers to learn how local people and visitors are actively involved in not only enjoying the environment but also appreciating and valuing the environment without causing damage to the environment.

Arina Isti'anah

REFERENCES Antara. 2019. "Yogyakarta Optimistic to Reach 10 Increase in Tourist Visits." *Tempo*. Last modified September 23. https://en.tempo.co/read/915229/yogyakarta-optimistic-to-reach-10-increase-in-tourist-visits

Chen, S. 2016. "Language and Ecology: A content Analysis of Ecolinguistics as an Emerging Research Field." *Ampersand* 3 (1): 108-116.

Dastenaee, MT & Poshtvan, H. 2018. "A Critical Review of Ecolinguistic studies in Iran." *International Ecolinguistics Association*, 1-10.

Ezzina, R. 2015: "Transitivity Analysis of *The Crying a Lot of 49* by Thomas Pynchon." *International Journal of Humanities and Cultural Studies*, 2 (3): 283-293.

Fairclough, N. 1995. *Critical Discourse Analysis: The Critical Study of Language.* New York: Longman,

Fill, A & P. Muhlhauser. 2001.*The Ecolinguistics Reader: Language, Ecology, and Environment*. New York: Continuum

Ginting, N & S. Halim. 2019. "Environmental Approach on Optimizing Tourism Facilities at Tourism Village in Indonesia." *7th AicQoL 2019*:109-116. Bali: e-International Publishing House, Ltd, UK. doi:10.21834/e-bpj.v4i10.1617

Hassan, H. 2014. "The Representation of Malaysian Cultures in Tourism Brochures."*Procedia,* 118: 140-151

Indonesia Batik: A Cultural Beauty. 2018. Jakarta: Ministry of Trade of the Republic of Indonesia

Magio, OK, VM. Velarde, Carlos Alberto Rios G & MAN Santillan. 2013."Ecotourism in Developing Countries: A Critical Analysis of the Promise, the Reality and the Future." *Journal of Emerging Trends in Economics and Management Sciences*. 4(5): 481-486

Manan, S. 2001. "Re-reading the Media: A Stylistic Analysis of Malaysian Media Coverage of Anwar and the Reformasi Movement". *Asia Pasific Media Educator*: 39-54

Pranita, D. 2018. "Digitalization: The Way to Tourism Destination's Competitive Advantage (A Case Study of Indonesian Marine Tourism)". *The Importance on Advancing Vocational Education to Meet Contemporary Labor Demands*:243-253. KnE Social Sciences. doi:10.18502/kss.v3i11.2763

Pratama, EH. 2016. "Evaluasi Branding Jogja Never Ending Asia Sebagai Strategi Memasarkan Daerah di Era Otonomi." *Jurnal Ilmu Sosial Mahaka*, 5 (1): 1-20

Priatmoko, S. 2018. "Working Rural Ecotourism Planning in Yogyakarta Using MSP+DM Analysis." *E-Journal of Tourism,* 5 (1): 22-29

Putri, FA & Adinia, NC. 2018. "The Role of Communication in Sustainable Development Tourism: A Case Study on Community-based Tourism (Pokdarwis) in Nglanggeran Village."*Jurnal Komunikasi Indonesia, 7* (2): 153-161

Salim, MA, NA Ibrahim, & H Hassan. 2012. "Language for Tourism: A Review of Literature." *Procedia: Social and Behavioral Sciences*: 136-143. doi:10.1016/j.sbspro.2012.11.255

Steelyana, E. 2012. "Batik, A Beautiful Cultural Heritage that Preserve Culture and Support Economic Development in Indonesia." *Binus Business Review,* 3 (1): 116-130.

Stibbe, A. 2015. *Ecolinguistics: Language, Ecology and the Stories We Live by.* London: Routledge

Syahid, AR. 2014. *Studi Pariwisata*. https://studipariwisata.com (Retrieved September 28, 2019)