

Persuasion in Tourism Promotion Bilingual Texts: The Importance of Syntactic Forms and Choices

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ABSTRACT

This study is aimed at examining the message communicated by verbal material in bahasa Indonesia and English in the Boyolali tourism promotion bilingual booklet. The study employs descriptive qualitative approach and applies qualitative data analysis under the framework of Syntax. The research data take form of sentences in the Boyolali tourism promotion bilingual booklet in bahasa Indonesia and in English. The findings show that Boyolali tourism promotion bilingual booklet carries an inequivalent message in terms of informative content and persuasive force. This research has also proven that syntax is a substantial asset in the formation of promotional messages in the promotion of tourism destinations of Boyolali.

Keywords: bilingual text, syntax, promotion, persuasive force

INTRODUCTION

Tourism booklet aims to evoke potential tourists' interest and lead them to come to particular attractions. For this reason, it is remarkably vital for tourism booklet writer and designer to depict and portray the advertised attractions as appealing as possible in the booklet they produce. This text can target any potential tourists, either those within the same culture or potential tourists coming from different cultures. An idea can thus be understood that whenever a booklet is intended for winning over the hearts of audiences from more than one cultures, with different customs and languages, it has to possess equal appeal directed to potential tourists from the different cultures.

This type of booklet, containing different languages to target people from different cultures, belongs to the category of bilingual text, which Simón (2012, 135) loosely defined as "a document which has versions in two or more languages, but equivalence between versions is unusual, because there are variations due to conventions." It needs to be emphasized that the unusual feature of the equivalence refers to the form, instead of content, since the definition is understood in this article simultaneously with Campanile's criteria of this type of text. Campanile (in Bae 2008, 136) set the criteria for a bilingual text as an identical text in two versions in different languages and showing clear indication of simultaneousness on the level of its physical origin, which is located on the same object. The first of the two criteria, identical text in two versions in different languages, suggests that the same text with the same content is made into versions in different languages.

Discussion centering on bilingual texts can be linked to concepts in translation studies as both concern the delivery of message in different

languages and cultures. The following statement by Sulaiman (2016, 30) regarding the translation of tourism promotion material is one concept having important notion. In tourism advertising, the fundamental goal is to turn potential tourists into actual tourists. The point which is more important than fidelity to the microlinguistic features of the source text is the compulsion that demands the target text to function best in the target culture to achieve the intended goal. To fulfill such a requirement, it is crucial to understand cultural differences and the difficulties these can create. Adopting the concept stated by Sulaiman and acclimating it into the context of tourism promotion with the medium of bilingual text leads to an important point. Texts in a bilingual tourism promotion material in both languages have to be equally successful in turning potential tourists into actual tourists, instead of being successful in being analogous concerning micro-linguistic features.

Binding together the ideas in the previous section and looking into them deeper directs the discussion to the issue about content of a bilingual tourism booklet, particularly its force concerning the appeal to draw visits of audiences from different cultures. As this research is directed towards discussion of tourism promotion booklet targeting domestic (Indonesian) and international public, the term "audiences" here signifies the Indonesian potential tourists and those coming from outside Indonesia. The former is reached by text in bahasa Indonesia while the latter is reached by equivalent text in the international language, English.

Bilingual tourism promotion booklet is selected as one medium among other forms of communication to promote tourism destinations in Boyolali, one of the regions in Indonesia having abundance of tourism destinations. Both texts in bahasa Indonesia and in English have a well-defined goal: making the target come to visit the region's tourism destinations through the appeal communicated by means of the texts. Considering the appeal targeting potential tourists which is delivered through different languages, and thus, different linguistic and cultural contexts, whether or not this bilingual booklet communicates equivalent message to different audiences is a challenging subject to study.

To respond to the challenge, this study is aimed at investigating the message communicated by the Indonesian and English verbal materials in the Boyolali tourism promotion bilingual booklet. The term "message" in this study not only includes informative content but also covers the persuasion suggested by the material and content in the booklet. Comparisons are made between linguistic constructions in both languages to reveal the equivalence in terms of informative content and persuasive content, applying analysis of linguistic units within the coverage of syntax. The analysis within the framework of syntax is decided with the underlying consideration that the meaning of a message comprises the words chosen, and the interrelation among those words, i.e. syntax (Atalay, El Kihal & Ellsaesser 2020). Although this study is under the framework of syntax analysis, understanding the persuasive language or persuasion in tourism promotion text relates to the matter of affective meaning directly or indirectly. The affective meaning is a sub-discussion in semantics that reveals information, facts, or evidence through the feeling, mood, as well as emotion in the lingual symbol or words. The persuasive language can be written in different forms of sentences, such as declarative, imperative, or interrogative. The sentence itself describes the relation between the form of language and its message or meaning.

The task of expressing the appeal in different linguistic and cultural environments within a single manuscript is not an effortless one. The efforts which are demanding and sometimes problematic are inferred in the following account about tourist brochure, a type of promotion material which has features close to those of tourism booklet. According to Zahiri, Sadeghi & Maleki (2015), tourism brochure is a special kind of text containing many technical data used for advertising purposes. It has features such as graphical design, pictures or different fonts and is not continuous but takes form of separated sentences or paragraphs, which can be followed by visuals, like pictures, graphics, tables. Furthermore, Napu (2019) identifies problems in translating tourism promotional materials, concerning "low-level linguistic aspect", namely linguistic translation problems (consisting of syntactic and semantic problems) to "more significant cultural reference problems". Conveying message using the medium of texts with separated sentences or paragraphs unquestionably poses certain challenges and to intensify the complexity, the conveyed message is persuasive, which demands special care. The results of this study are expected to be useful in the production and study of tourism promotion materials, not only those in the form of printed material but also materials broadcast via digital media. In particular, the results are expected to contribute to the understanding of how Syntax supports the construction of the promotional message as part of the efforts to advertise tourism destinations targeting potential tourists from different cultures, natives of different languages.

LITERARY REVIEW

Developed from a concept formulated by Yoeti (in Helpiastuti 2018, 18), tourism promotion attempts to propose for acceptance of the following 3A to potential tourists: attractions to relish, activities to take on, and artifacts to purchase and ultimately change them from potential into real tourists. The attempts can be accomplished, one of which, by showing the unique features of the destinations being promoted, creating the impression that the experience gained in a destination is nowhere to be discovered in any other place.

Language plays essential roles in shaping the impression. Topler (2018) stated that language as means of communication, thoughts, and connotations, plays a major role in the domain of tourism industry and language also has essential role in the branding of particular tourism destinations. In addition, he also argues that linguistic choices are perceived as playing a fundamental part in the construction of the tourism discourse, significant in the branding of tourism destinations.

In relation to linguistic choices and how fundamental their role in tourism discourse is, syntax -a branch of linguistics-, has an immediate relevance. It is the branch dealing with structures of words, how words are arranged and related to each other to form larger constructions. The arrangement of words can serve many purposes, one of which is persuasive purpose, and syntax is so vital that it is viewed as an indispensable creative asset utilized in the design of messages produced for the purpose of advertising (Malyuga & Tomalin 2017, 145). Of many other statements that emphasize the central role of syntax, the following statement featured in a study examining the Official Tourism Website of Indonesia (OTWI) is an obvious one. It affirms that a particular extract displayed on the studied website may have indicated that the OTWI attracts the tourists to get involved in the destination by means of the use of

specific lexical and syntactic elements (Arifin, Salim, Ibahim & Hassan 2018, 339).

Appeal with the aim of changing potential tourists into real tourists performed by means of language can be classified as a form of act of persuasion. The term "persuasion" derives from Old French *persuasion* and from Latin *persuasionem* (nominative *persuasion*), as stated on *Etymonline* (2021), which means 'to convince' or 'to induce'. Persuasion is an act of communication with the aim of influencing the attitudes or beliefs of others. Persuasion is an essential element of tourism discourse as it may augment the impression created by the dictions and expressions within the potential tourists' thoughts.

Persuasion is closely related to one of the functions of language as the following statement points out that people use language to persuade others of the persuaders' convictions and urge others to commit action, which is done by crafting texts, demonstrating the logic and appeal of the convictions (Fasold & Connor-Linton 2006).

Persuasion can be further grouped into more specific categories as stated in the following statement. "In the modern science of language, persuasion is divided into non-verbal (gestures, mimics, body postures, etc.) and verbal one (speech, discourse, human thinking rendered by language means). Verbal impact is affected by the means of language at all of its levels, and complex sentences with homogeneously collateral sub clauses are of no small importance in this respect. These syntaxemes are more versatile and reach in their semantic and stylistic characteristics because they are 'designed' to be able to express and render very complex grammatical and semantic relations" (Nikolenko, Zakharchu, Babakova & Morenko 2019, 3).

The thoughts of persuasion, as stated in the previous lines, have close relation to the thoughts of affective meaning, this view is as equivalent as Ceil's (2002,151) view. They explain that affective meaning affords information about the signer's feeling, attitudes, or opinions concerning a piece of information. It can be conveyed by individual sign choice and be sentence structure.

Attempts to promote tourist attractions along with the persuasion involved within can be wrapped up in the form of bilingual text, in which content is delivered in two languages. Bilingual text is characterized as a self-translation, authored by a writer who has the capacity to produce composition in different languages and who translates the texts he or she produces from one language into another. (Hokenson & Munson 2007, 1).

A bilingual text is also invariably described as the combined blending of two texts, and it is principally unified, indivisible as the two sides of a coin. (Fulginiti 2014, 73). Bilingual text is chosen as one of many approaches in promoting Indonesian tourism destinations. This form of promotion is carried out by producing materials advertising tourism attractions packed in written form of communication containing Indonesian text along with English text. Such attempt in the internationalization of tourism information plays an important role in the promotion of the regional tourism industry in Indonesia.

Along with the development of technology, efforts to promote tourist destinations by employing digital material have entered the digital communication area. One example is the attempt to attract tourists using bilingual media using BD-Print application aimed to be a bilingual digital promotional medium. This application is fully utilized with the goal that tourist destinations in Southern Garut can be better known by and familiar to the

public. Ultimately, the destinations attract visits by local tourists as well as foreign tourists (Cahyani 2021).

Studies related to the topic investigated in this study have revealed a range of phenomena. A study investigating bilingual tourism text focusing on vocabulary features based on Muñoz's (2011) suggestions for special tourist language and discourse was done by Younesi, Navidinia, & Ozhan (2018). The findings demonstrate that the texts in different languages have similar forms but inequivalent purposes. Another study investigating bilingual tourism text with different focus on tourism terminologies was carried out in 2013 by Sianturi. The equivalence in terms of meaning of the terminologies in Indonesian and in English is represented by the phrase "quite accurate".

A study applying Systemic Functional Linguistic approach examining appraisal in bilingual tourism information media was accomplished by Suryaningtyas, Nugroho, Cahyono, Nababan & Santosa (2019). This study reveals a finding of minimum inequality related to the appraisal in the bilingual tourism information media. A study under related area of study was undertaken by Hilma (2011), exploring literal translation produced by Google Translate of a bilingual digital tourism brochure, whose findings show lack of equivalence due to the exploitation of literal translation. Lastly, a study of bilingual tourism text was performed, aimed at evaluating the translation quality of English equivalents of Persian proper nouns in the tourist signs and bilingual boards, by Fard, Moeini & Tabrizi & Chalak, (2011). This research shows a similar result, in the way that equivalence has not been established in both languages as a result of errors in the production of the bilingual texts.

The studies conducted previously uncover endeavors in investigating a range of facets of bilingual tourism texts of different types. Proposing different approach, this study applies linguistic approach (syntax) to find out distinct side of bilingual text, i.e. message taking forms of not only persuasive force but also informativeness in a bilingual text.

RESEARCH METHOD

This research employs descriptive qualitative approach. The data were collected through document analysis. The data are all sentences in the Boyolali tourism promotion bilingual booklet, both in bahasa Indonesia and in English. After the data were collected, they were analyzed by employing qualitative data analysis. The procedure of data processing covers: (1) examining similarities and differences between sentences in bahasa Indonesia and in English in terms of syntactic forms, (2) presenting the data in the form of table, (3) analyzing the data by comparing the sentences in both languages and performing syntactic analysis to reveal the informative content and persuasive force, and (4) drawing conclusion in relation to the informative the persuasion in the Boyolali tourism promotion bilingual booklet.

FINDINGS

At the textual level, verbal content in both languages serves an equivalent function of conveying the author's intent and promoting the tourist destinations featured in the booklet. At the lower level, the equivalence in terms of informative content and persuasive force vary as presented in the *Table*.

The *Table* provides information that overall, the research data are classified into two, namely: (1) data in both languages with the same informative content and (2) data in both languages with different content. A more in-depth study shows that data with different content indicate a pattern in terms of different persuasive forces.

Table: Informative Contents and Persuasive Forces of the Sentences in Boyolali Tourism Promotion Bilingual Booklet

Informative Content	Level of Persuasion	Number of Sentences
Identical (similar wordings)	identical level of persuasion	27
Different	Indonesian text being more persuasive	10
	English text being more persuasive	54

In-depth analysis of the bilingual booklet reveals that 27 data, both in Indonesian and in English, were identified as having the same content with similar wordings, thus conveying the same persuasive force. In addition, the results of the analysis uncover 10 data in bahasa Indonesia which are more persuasive than those in English and 54 English data with greater persuasive power compared to their counterparts. Details specifying the results of the analysis are presented as follows.

Bilingual Texts with the English Versions Having Greater Persuasive Forces

The persuasion contained in the English language construction is stronger because of the difference in the choices of syntactic form in presenting the tourist attractions to the audience. The following counterparts can be an explicit example of the case:

- (1a) ... *atau yang terbaru kini **ada** Alun-alun Lor dan juga Monumen Tiga Negara (Montira).*
- (1b) ... **stroll around** our latest attractions, Alun-alun Lor and Monument of the Three Countries (Montira).

Examples (1a) and (1b) show syntactically different means for conveying message concerning the attractions being promoted, i.e. *Alun-alun Lor* and *Monumen Tiga Negara (Montira)*. With the medium of bahasa Indonesia, the attempt to promote the tourist destinations is done by means of declarative construction while in the communication using English, the same attempt is performed through different syntactic form, imperative. The different means of conveying message affects both the informative content within and the persuasive force they convey. Example (1a) creates an informative tone, telling the target readers that there exist new tourist attractions, the *Alun-alun Lor* and *Monumen Tiga Negara (Montira)* in Boyolali. Meanwhile, example (1b) encourages readers to have a leisurely walk, exploring the promoted tourist destinations. Example (1b) possesses stronger persuasive force because of the sense of call to do action communicated through the imperative construction.

- (2a) *Ada miniatur candi Borobudur dan Piramida (Mesir) lengkap dengan **patung sphinx-nya**.*
- (2b) ... such as miniatures of Borobudur temple and the Great Pyramid of Giza with its **ever-prominent Sphinx**.

Examples (2a) and (2b) present focal tourist icons, namely the miniatures of Borobudur Temple and the Great Pyramid of Giza along with Sphinx. The two constructions in different languages feature Sphinx as different elements

in the noun phrases containing it. Both parts in bold within the examples are part of larger linguistic constructions, prepositional phrases showing the miniature of Sphinx as an integral part of the Great Pyramid of Giza. The word "Sphinx" in the Indonesian text is embodied as an element functioning as the modifier of the head "*patung*". Meanwhile, in the English text, "Sphinx" appears as the head in the post-modifier of Pyramid of Giza, in which it is modified by "ever-prominent", making the two examples different in the informative content they carry.

In terms of persuasive force, example (2b) has a greater force for the following reason. Unlike its lack of modifier in example (2a), "Sphinx" in the English text is specified and characterized by the modifier "ever-prominent". The absence of modifier in bahasa Indonesia suggests that the miniature of Sphinx is merely a complement to the main miniature of the Great Pyramid of Giza. Meanwhile, the way the Sphinx is presented in example (2b) with "ever-prominent" as the modifier produces the impression that in the miniature Egyptian landmarks, the Sphinx is as striking as the miniature of the Great Pyramid.

(3a) *Kabupaten Boyolali memiliki berbagai macam makanan khas yang bisa dijadikan buah tangan.*

(3b) Boyolali regency has an assortment of traditional food and local cuisines **you can bring home as gifts.**

Another case indicating the English version having greater persuasive force is exemplified by example sentences (3a) and (3b). Sentence (3a) uses passive construction as modifier to describe one of the attractions promoted in the booklet related to tourism in Boyolali. The promoted attraction is in the form of various kinds of special foods that can be made as souvenirs. Sentence (3b) presents the same appeal through active construction, in which the subject is clearly stated. Both statements contain relatively equivalent informative content, yet they differ in the sense of readers' involvement because of the implicit state of the agent of the action in sentence (3a).

The difference in terms of persuasive force occurs because of the different syntactic forms. The use of passive construction in the example (3a) without explicitly showing the subject performing the action results in the implication of de-emphasizing the subject. Meanwhile, the active voice employed in example (3b) reveals and tends to emphasize the actor of the action. The use of the subject "you" directly addresses the readers of the booklet so that it creates a sense of interaction that engages the readers.

Bilingual Texts with the Indonesian Versions Having Greater Persuasive Forces

In a less considerable number, expressions in bahasa Indonesia have a stronger persuasive force. The persuasion contained in the statement in bahasa Indonesia has a greater force, again, because of the difference in the syntactic structures in presenting tourist attractions in the text. The followings are the examples:

(4a) *Montira langsung disambut luar biasa.*

(4b) Montira is **immediately** welcomed.

As both are compared, example sentences (4a) and (4b) show differences in the adverbs used in the constructions. Example (4a) uses multiple adverbs, adverb of time and adverb of manner, while example (4b) only embodies adverb of time. The use of multiple adverbs in example (4a) illustrates not only how quickly the community responded to Montira's presence but also how grand the response was.

(5a) *Sadranan merupakan tradisi **membersihkan makam leluhur** setiap tanggal 15 bulan Ruwah.*

(5b) The sadranan is a tradition of **tomb cleansing** every 15th day of Ruwah month.

Example (5a) and example (5b) show differences in terms of the modifiers as parts of the two larger constructions "*tradisi membersihkan makam leluhur*" and "tradition of tomb cleansing". Both have the same head, namely "*tradisi/tradition*" but the modifiers used for characterizing the head are different. The phrase in example (5a) is an Indonesian noun phrase having the structure of N + V + NP, in which it contains the word "*leluhur*" (ancestors), while the noun phrase in example (5b) is a noun phrase with a post modifier in the form of a gerund phrase (N + GP) without expressing the meaning of "ancestor".

The absence of the element in the modifier of the phrase in example sentence (5b) affects the informative content and persuasive force as "*leluhur*" in sentence (5a) modifies "*makam*", particularly adding information about the people buried in the tombs. This information affects persuasive force because the cleaning of ancestral tombs can be a cultural event that is worthy of being a tourist attraction, when such an event is compared to the occasion of cleaning public graves.

(6a) *Sanggaran merupakan ritual yang berlangsung di Makam R. Ng. Yosodipuro di Desa Bendan, Kecamatan Banyudono setiap **malam Jumat Pahing**.*

(6b) The Sanggaran is a ritual held in the tomb of R. Ng. Yosodipuro in Bendan Village, Banyudono Sub-district every **Friday Pahing**.

Example sentence (6a) is different from example (6b) due to the use of the phrases "*malam Jumat Pahing*" and "Friday Pahing", parts of the adverbs of time modifying each of the sentences. The term "*malam Jumat Pahing*" is a special form of noun phrase originating from Javanese culture. Such terms often appear in Indonesian texts and have been generally understood by people living under Indonesian culture, but in general, such terms are not found in English texts as often as in Indonesian texts. In the English version of the text, the term used as the equivalent of "*malam Jumat Pahing*" is "Friday Pahing", expressing different referential meaning. The difference occurs because "*malam*" in the Indonesian cultural term means "the night or day before".

The existence of "Friday Pahing" as an unfamiliar cultural specific term affects the persuasive force of example (6b). In general, such terms are not known by members of people under English-speaking cultures and have the potential to cause problems in terms of understanding. In a text within which some parts make it difficult for readers to understand, the level of persuasive force has a great potential to decrease.

Bilingual Texts with Equal Persuasive Forces for Both Versions

Within the data studied in the analysis, statements in Indonesian and in English having equal persuasive force are identified. The more comprehensive account confirming the point is presented as follows:

(7a) *Boyolali yang sekarang berbeda dengan Boyolali yang dahulu.*

(7b) The new Boyolali is different from the old one.

Example sentences (7a) and (7b) are featured in the booklet to convey a promotional message about the new Boyolali, which has greatly improved in comparison to the old "version" of Boyolali. The message is conveyed with a

similar syntactic construction in both languages. The similar way of communicating the message has an impact on the equality of informative content and persuasive force conveyed by the two statements. Although both use different wordings ("*sekarang*"-"*dahulu*" and "old"-*"new"*), they demonstrate the use of antonyms implying equivalent meaning in the two languages.

(8a) *Alun-alun Lor termasuk salah satu kawasan wisata baru yang langsung menyedot perhatian masyarakat.*

(8b) The Alun-Alun Lor (Northern Square) is one of new tourist area that immediately draws public attention.

Example (8a) and example (8b) indicate similar phenomenon, communicating a promotional message about the latest worth-visiting tourist attractions in Boyolali. The persuasive message is conveyed also with similar syntactic construction in the two languages. The similar construction used in conveying the message has an impact on the equal informative content and persuasive force communicated by the two sentences.

(9a) *Itulah daya tarik pemandian Tirto Marto yang berada di Desa Dukuh, Kecamatan Banyudono. Berjarak 12 km arah timur Kota Boyolali pemandian peninggalan Ki Ageng Pengging ini memiliki tiga sumber yakni Umbul Temanten, Umbul Ngabean dan Umbul Duda.*

(9b) ... that what makes this place exceptional. Located in Dukuh Village, Banyudono Sub-district, 12 kilometers east of Boyolali City, this heritage bath of Ki Ageng Pengging has three springs, namely Umbul Temanten, Umbul Ngabean, and Umbul Duda.

Example (9a) and example (9b) exemplify different research finding from what can be revealed from the examples previously presented within this category of data. The same message regarding the attraction of the tourist destination and the location of the destination is expressed in different syntactic forms. In example (9a), the statement about the attractiveness of Tirta Marto is placed in the same clause as the one informing the village where Tirta Marto is located. Meanwhile, appearing in different part of the English version of the text, information about the village in which Tirta Marto is placed is separated from the statement about the attractiveness of the tourist attraction. The information is adjoined to the part of the sentences containing the account about distance and the three springs. Despite the difference in the syntactic form, both texts convey equivalent information and persuasion.

DISCUSSION

As a self-translation, the texts in the two languages within the bilingual booklet ideally communicate equivalent information and persuasion. Equivalence is the central aim that must be established in any process of transferring message across languages, i.e. translation (Iswari 2015, 2). The idea that equivalence is central in translation conforms to the idea that in the case when an equivalent translation is to be produced, translators bear the obligation to convey the same referential, pragmatic and interlinked meanings. Due to differences between source language and target language cultures, however, semantic equivalence is limited to some (Kuzenko 2017, 41).

Not resembling the ideal condition, findings of this research indicate that despite their same goal at the textual level, i.e. promoting various tourist destinations in Boyolali, the sentences in different languages in general contain dissimilar information and disparate persuasive force, in which the

English text possesses stronger force. Similar findings are also identified in the previous researches. Younesi, Navidinia & Ozhan (2018) reveals in their study, inequivalence of text purpose. Sianturi (2013) labels the equivalence in terms of meaning of the terminologies in Indonesian and in English as "quite accurate", implying that perfection is not achieved. A study accomplished by Suryaningtyas, Nugroho, Cahyono, Nababan & Santosa (2019) reveals a finding of inequality (despite its being minimum in intensity) of the appraisal in a bilingual tourism information media. A study under related area of study was undertaken by Hilma (2011) and its findings show lack of equivalence in a bilingual digital tourism brochure. Lastly, a study of bilingual tourism text was performed, aimed at evaluating the translation quality of English equivalents of Persian proper nouns in the tourist signs and bilingual boards by Fard, Moeini & Tabrizi, & Chalak (2011). This study indicates mistakes and errors in the messages of bilingual boards. The findings of this research, thus, reinforce the idea that conveying messages in two different languages is not likely to end up in complete equivalence.

The next notable findings indicate that syntactic resources are proven to affect persuasion as previously stated that syntax is an "indispensable creative asset" (Malyuga & Tomalin 2017, 145). Words, how they are structured and, of course, their selection in the production of a text, can be utilized as a resource that leads to successful persuasion. The modification relationship between elements of a particular linguistic construction can be made best use of to augment persuasive force. The attempt to take benefit from modification relationship includes the use of more elements functioning as modifiers to specify, qualify, and characterize particular elements and sections of a text.

This finding, when linked to the one exhibiting the imperfection in terms of message equivalence in the Boyolali tourism promotion bilingual booklet, supports the notion of syntax as substantial asset in the formation of promotional messages. The examples presented in the previous section highlights the impact of syntactic forms and syntactic choices in shaping informative message and persuasive force. This proposition needs to be made as consideration of not only persuasive bilingual text producer for promotional purpose but also those producing bilingual text in general.

Another point worth of special attention is related to the nature of the text under study: a single manuscript designed to achieve a goal of attracting visitors from different cultures through tourism promotion. The bilingual booklet, when compared to a translation of tourism promotion booklet, i.e a separate booklet generated from a source text, proposes different challenges. Bilingual booklet with its embedded nature can be contrasted with the case raised in the study carried out by Sulaiman (2016). The study reveals the fact that tourism is differently conceptualized in the source language and target language cultures. In the original text under the source language culture, tourism is mentally visualized within the framework of post-sightseeing and anti-tourist. Meanwhile, in the translation, which is under the different culture, tourism is conceptualized within the traditional sight-seeing framework. The different conceptualizations are possible in translations which emphasize on the global goal of the texts, in this case turning potential tourists into actual tourists.

Such design involving different conceptualizations is possible in the production of translation, in which the source and target texts are independent from each other. However, whether different conceptualizations may exist in bilingual texts still requires in-depth study. It is not impossible

that a tourism promotion bilingual text is shared to and read by (target) readers who are bilingual or partly bilingual (those who know one language well and know a little about the other). These readers may find out different messages in two versions of text which are supposed to communicate equal message (since both versions are contained in the very same manuscript).

The discovery leads to a further discussion whether bilingual text, particularly bilingual text serving the purpose of tourism promotion, can be designed equivalent only at the level of objective at textual level (turning potential tourists into real tourists). The equivalence is materialized through text constituents that communicate different messages (adapted to the characteristics of different target readers). The issue also guides to a discussion about whether syntactic forms and choices are supposed to be directed mainly towards achieving the goals of the text (global level) or the equivalence of the content of the text constituents, which also ends up in the achievement of the objective at the higher level.

CONCLUSION This research has proven that being a bilingual text, Boyolali tourism promotion bilingual booklet carries inequivalent message in terms of both informative content and persuasive force. Between the two texts in bahasa Indonesia and in English, texts expressed in English contain different informative content compared to its counterpart and communicate stronger persuasive force. This research has also proven that syntax is substantial asset in the formation of promotional messages in the promotion of tourism destinations of Boyolali. Future researches can be directed to the study of the role of how words organized and related to each other to form larger structures construct the message in other types of bilingual text, and thus different contexts, such as bilingual web pages, bilingual children's stories, etc.

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