

Functional Characteristics of "Language Game" in Tourism Promotion Text

Ary Setyadi^{1*}

¹EDP Sciences, Editorial Department, 91944 Les Ulis Cedex A, France

Abstract. The making of tourism promotion texts will be "selling value" if it is packaged in a figurative way with elements of "language game", because the existence of the text has the power of feeling "curious: interesting and tickling" due to the functional nature of the form of "language game". The purpose of the study is to provide examples and references on how to make tourism promotion texts with linguistic theory in the fields of: phonology, morphology, syntax and semantics; vocabulary subfield. Because words internally consist of: sound, form, word structure, and meaning; so that data analysis focuses on diction. The data analysis method focuses on direct element division by substitution and/or paraphrasing techniques. The research phase includes: 1. data provision, 2. data classification and analysis, and 3. report preparation. Data analysis to prove that the form of "language game" is functional.

1 Introduction

The use of the form of "language game" in tourism promotion texts has the strength of the aspect of "curious: interesting and tickling" for potential tourists, namely as a result of internal factors, the functional nature and the figurative nature of the "language game" form itself. Such a statement is reasonable, because of the existence of language as a text packaging tool, on the one hand the text can be packaged in a straightforward manner, on the other hand it can be packaged in a figurative manner. Thus, text packaging that is straightforward is different from packaging that is figurative in nature. Serving that is straightforward looks "stiff" - as a result of obeying the principles of grammar rules - so apart from the strength of the aspect of feeling "curious: interesting and tickling" because it is a figure of speech.

Considering that the use of "language game" has the strength of the aspect of "curious: interesting and tickling", the purpose of writing in this article is: an effort to prove the functional and figurative nature of the use of the form of "language game" in tourism promotion texts, so that they can be used as references. when the tourism promotion text will be made. The implementation of this research can be said to be important and interesting, because based on existing references, such a study has never been carried out by anyone.

* Corresponding author: mr.aryaetyadi@gmail.com

2 Research Methods

Considering that the study focuses on the functional and figurative nature of the use of the form of "language game" in tourism promotion texts, the application of research methods applies as in linguistic research in general. That is, starting from three strategic stages: 1) the data provision stage, 2. the data classification and analysis stage, and 3. the report preparation stage [1].

The stage of providing data starts from written sources, namely data obtained from written sources and the author's own creation, so that the data is secondary. Provision of data by listening method with direct recording technique, then each data finding is carded in the data card.

Data classification and analysis stage. The basis of data classification starts from the functional nature of "language game", which focuses on words in the text. Because every word in the text has elements: sound, shape, distribution of location (words), and meaning [2], so the basis for classifying data is based on the sound layer and the shape/meaning layer [3]. The theory used is linguistics in the fields of: phonology, morphology, syntax, and semantics (elements of word meaning) sub-fields of vocabulary. The data analysis method is based on the 'direct element division' with the 'replacement' technique and/or the 'paraphrase' technique simultaneously.

Report preparation stage. This stage is the final stage, which is related to the preparation of reports, and the final results are expected to be used as a reference for making tourism promotion texts.

Given that the data in the form of "language game" are dominantly filled with words, and the existence of words is the smallest unit in the text, and internally in words, the text (as mentioned above) has elements: sound, shape, word distribution, and meaning. which focuses on linguistic theory of the vocabulary sub-field, so that the data analysis is related to the problems: diction, synonyms, word sense value, and context [4]. Such statements are reasonable as described in the book *Bahasa, Pengaruh, dan Masalahnya* [5], and in *Diksi dan Gaya Bahasa* [6].

The existence of words in the text, in addition to containing: diction, synonyms, word sense values, and context, is also related to psychological aspects, namely the emotional aspect, both for the speaker and the interlocutor [7], so it is reasonable if there is a form of "language game" The text has the power of feeling "curious: interesting and tickling" and as a result of being a figure of speech, the meaning is "multiple interpretations" (which is confusing). Because what is called language is said, "*Language is a labyrinth of paths*" [8].

3 Equations and mathematics

The object of study in this article is a summary of the results of the research entitled "Permainan Bahasa": "Macam dan Sifat Fungsional-Strategis dalam Teks Promosi Pariwisata" [9] (which is still in the process of being completed); and the submission of the research proposal is a continuation of the article at the 43rd PIBSI National seminar in Kudus entitled "Nilai Strategis Penciptaan Bentuk "Permainan Bahasa" dalam Promosi Pariwisata (dan Industri Kreatif)" [10].

The findings and the results of the discussion in the 43rd PIBSI National seminar article with the element of "language game", there are only three, namely: 1. related to deviations in sentence structure patterns, 2. related to ambiguous sentence types, and 3. related to word sound element game. ; while the findings and results of the discussion in the article are eight (as in the following discussion).

The presentation of data numbering applies in two ways, namely the original data (figuratively speaking) with Arabic numerals (1,2, 3 and so on), while the presentation of

modified data (in a straightforward manner) with Arabic numerals with additional letters (a, b, c and so on); namely as a substitute data presentation and/or in the form of its phrases as presented in the discussion below.

3.1 A Deviation of Sentence Structure Pattern

Promotional text data that shows a deviation in sentence structure patterns and is a figure of speech as data (1), which can be changed is straightforward as (1a); that is, by presenting *Anda* as 'doer'.

- (1) Borobudur, candi peninggalan leluhur. Siap menunggu berlibur.
- (1a) Borobudur, candi peninggalan leluhur. Siap menunggu *Anda* berlibur.

3.2 An Ambiguous Sentence Type

Data (2) is of the type of ambiguous sentence and is a figure of speech, so it is "multi-interpreted" as in the form (2a, b).

- (2) Alam wisata terbuka anak bebas bermain.
 - (2a) Alam wisata / terbuka anak bebas bermain.
 - (2b) Alam wisata terbuka / anak bebas bermain.
- Data (2) looks different if it is changed to (2c) which is straightforward.

- (2c) Alam wisata yang terbuka, sehingga anak dapat bebas bermain.

3.3 A Loan Word

The existence of this loan word if it is seen that there are two processes, namely the loan word with the process of "accepted as it is" as an example (3); and the "accepted with adjustment" process, as in example (4) which is a figure of speech; while the data (3a, 4a) as the modified form is straightforward.

- (3) Ayo, ajak semua keluarga. Teman dan sahabatmu ambil *moment* liburan kamu dengan *view* pantai yang sangat cantik.
- (4) Wisata goa Pindul *sensasi* mengarungi sungai bawah tanah.
- (3a) Ayo ajak semua keluarga. Teman dan sahabatmu ambil *waktu* liburan kamu dengan *pemandangan* pantai yang sangat cantik.
- (4a) Wisata goa Pindul *luar biasa*, kita dapat mengarungi sungai bawah tanah

3.4 A Form of Abbreviation

There is a form of abbreviation as data (5). It's just that data (5) is impossible to change as a straightforward form. Because what is called abbreviation is a morphological process of beheading one or several parts of a combination of lexemes, one of which is in the form of an abbreviation (word) [11].

- (5) PHP
Paket *Healing Happy*

3.5 A Form of Prohibition and/or Invitation

There is a form of "language game" with the type of prohibition and/or invitation, namely the words don't and yuk (accompanied by a loan word for the process of being "accepted as is") as data (6) which is a figure of speech, which is very likely to be changed to (6a) as a straightforward form.

- (6) *Jangan banyak mikir, yuk piknik everyday.*
 (6a) *Mengapa harus banyak mikir, usahakan piknik everyday*

3.6 A Question Intonation Combined with An Invitation Form

There is a question form combined with an invitation form as in data (7) which only contains question intonation combined with an invitation form. Data (7a) which is figurative in nature can be changed to (7a) which is straightforward.

- (7) *Rindu melancong? Ayo ke Semarang Rabu kerancong.*
 (7a) *Apakah Anda rindu melancong? Ayo ke Semarang hari Rabu ada kerancong.*
 Data that is in the form of various program programs as data (8) accompanied by a figure of speech, data (8) can be changed to (8a) which is straightforward.
 (8) *Liburan murah meriah, budget cuma 50 K.*
 The existence of 50 K can be changed to Rp 50.000.00 according to data (8a).
 (8a) *Liburan murah meriah, budget cuma Rp 50.000.00.*
 The letter K in 50 K refers to the number in the thousands, which refers to the unit 1K (one kilo meter) = 1.000, so 50 K = Rp. 50.000.00.

3.7 A Game of Sounds of Words

There are two promotional texts that are figure of speech on the game of sound elements, namely: a. word part sound game, and b. word part phoneme sound game.

a. Word part sound game

The data of "language game" in the form of 'play of sounds of words' can be aligned as rhyme as in poetry, namely the text is intentionally packaged as a rhyming poem: a a, a a for the sake of sonority/orchestration [12], data (9) which cannot be changed is in a straightforward form.

- (9) Arum jeram
 Memang seram
 Adu nyali
 Siapa berani.

b. Word part phoneme sound game

The data on "language game" in the form of 'game for the sound of the phonemes of words' in linguistics, a branch of phonology, are called "minimum pairs" [13]. The existence of data (10) that is figurative in nature is impossible to convert into a straightforward manner.

- (10) Di *s i n i* ada *k a m i*
 Di *s a n a* ada *k a m u*
K a m u datang, *k a m i* senang

The cause of the contrast in meaning between the word *sini* and the word *sana*, and the word *kami* contrasting with the word *kamu* is the result of phoneme changes in the internal structure of the word.

Conclusion

Based on the data presentation and analysis of the change from figurative language to a straightforward form, it is clear that the existence of the use of the form of "language game" in promotional texts (tourism) has a taste (emotional) aspect of "curious: interesting and tickling" for potential tourist visitors; so it is very reasonable if when making promotional texts it is necessary to take into account the use of the form of "language game".

References

1. Sudaryanto, Metode dan Aneka Teknik Analisis Bahasa: Penelitian Wahana Kebudayaan Secara Linguistik, Yogyakarta: Kanisius (1987)
2. L. Bloomfield, Language, London: Great Britain (1933)
3. M. Ramlan, Ilmu Bahasa Indonesia: Sintaksis. Yogyakarta: U.P Karyono (1985)
4. A. Setyadi, *Bahasa Indonesia dalam Karya Ilmiah, Hand Book*. Fakultas Sastra Undip, Semarang (2010)
5. M. Panggabean, Bahasa, Pengaruh, dan Masalahnya, Bandung: Rekaya (1987)
6. G. Keraf, Diksi dan Gaya Bahasa, Jakarta: Gramedia (2004)
7. J.L. Austin, How to Do Thing with Words, New York: Oxford University Press (1958)
8. L. Wittgenstain, Philosophical Investigations, America: The Macmillan Company (1969)
9. A. Setyadi, *Nilai Strategis Penciptaan Bentuk “Permainan Bahasa”*, dalam Promosi Pariwisata (dan Industri Kecil), Makalah Seminar PIBSI ke-43 di Sunan Muria, Kudus (2021)
10. A. Setyadi, Macam dan Sifat Fungsional “Permainan Bahasa” dalam Teks Promosi Pariwisata”. Laporan Penelitian Fak. Ilmu Budaya Undip (2022)
11. H. Kridalaksana, Kamus Linguistik, Jakarta: PT Gramedia (2001)
12. R.D. Pradopo, *Pengkajian Puisi*, Yogyakarta: Gadjah Mada University Press (2009)
13. A. Setyadi, D. Wasisto, Sifat Fungsional dan Manfaat “Pasangan Minimal” Fonem dalam Pembelajaran Fonologi Bahasa Indonesia, Laporan Penelitian Fak. Ilmu Budaya Undip (2018)