

# “Language Game”: Elements of Word Sound in Tourism Promotion Texts

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**Abstract.** One way for the development of tourism objects is to make promotional texts. The promotional text will be interesting if it is packaged with the element of "language game" by utilizing the sound element of the word game. Because by using this form, the existence of the text – directly or indirectly – will have a sense of "curious: interesting and tickling". The results of the research can be used as a reference as well as a reference for making tourism promotion texts. The stages of the research include: 1. the stage of providing data, 2. data classification and analysis stage, and 3. report preparation or writing stage. The theory used is linguistic theory in the fields of: phonology, morphology, syntax, and semantics, especially the vocabulary sub-sector. Because what are called elemental words: sound, form, word structure, and meaning. The application of data analysis is based on the application of the equivalent method with substitution and/or paraphrasing techniques.

## 1 Introduction

The form of "language game" is often found in tourism promotion texts, because internally there is a sense of "curious: interesting and tickling" for potential tourists. The existence of "language game" on the elements of word sounds ultimately affects the interest of tourists to visit tourist objects. Promotional texts are effective, because their existence is related to the management's efforts to identify tourist attractions by potential visitors [1].

The word sound element is a form of "language game" that is often found in tourism promotion texts. "Language game" in connection with the sound elements of words are able to deepen speech, create feelings, and image images / imagination that are correlated to a special atmosphere. This is because the word composition consisting of consonants and vowels in tourism promotion texts can produce melodious and rhythmic sounds like the sound of music. From the melodious sound of music flows feelings, imagination in the mind or soul experiences for listeners or readers [2].

Starting from the explanation above, it is necessary to carry out a tourism promotion text that is packaged with a "language game" on the elements of word sounds. This is because the element of sound of words in tourism promotion texts has the power to have a psychological

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effect on potential tourists, which can create a sense of "curious": "interesting" and "tickling", so that potential tourists want to immediately visit a tourist attraction.

The power of "language game" related to the sound of words in tourism promotion texts is so strong to attract potential tourists, so it is very reasonable if its existence is used as an object of study or scientific writing. The goal to be achieved is to provide examples of data models as well as analysis so that the research results can be used as a reference as well as a reference in making tourism promotion texts.

## 2 Research Methods

Starting from an assessment effort that focuses on "language game" on the elements of word sounds in tourism promotion texts, the method used in this research is the matching method associated with three strategic stages as the implementation of linguistic research in general, which includes: 1). the stage of providing data, 2). data classification and analysis stage, and 3). report preparation or writing stage [3].

The stage of providing data in this research is sourced from written sources, so that the existence of the data is secondary. The data is obtained from the findings of tourism promotion brochures circulating on social media as well as from the author's creation. The provision of data is carried out using the listening method and direct recording technique, so that each data finding is carded or written on a data card.

The classification stage in this study starts from the types of sound elements that focus on words in the text. Because the "language game" on the elements of the sound of words in tourism promotion texts is related to the choice of words/dictions with elements: synonyms, word sense value, and context [4]. The existence of words in the text, apart from containing diction, also contains psychological aspects, namely emotional aspects, both for the speaker and the interlocutor [6]. The theory used in this research is linguistic theory, especially in the field of phonology.

The field of phonology has two sub-fields, namely phonetics and phonemics which study the sounds of language [6]. The application of the field of phonology is necessary, because it relates to the sound element of the word, and what is called a word in the text is related to the problem of word choice/diction. The formation of the sound element can occur if the tourism promotion text is read orally which is supported by the presence of three main factors involved, namely the source of energy, the speech apparatus that generates vibrations, and the cavity for converting vibrations [7]. Meanwhile, the analytical method in this study is based on the application of the agih method.

The report preparation stage is the last stage of this research, which is related to the preparation of reports which have the aim of being used as a reference in the creation or manufacture of tourism promotion texts.

## 3 Results and Discussion

The object of study in this study is based on the results of the research entitled "Permainan Bahasa": *Macam dan Sifat Fungsional-Strategis dalam Teks Promosi Pariwisata* [8] (in the process of completion). The title of the research proposal is a continuation of the article of the 43rd PIBSI National seminar in Kudus with the title "Nilai Strategis Penciptaan Bentuk "Permainan Bahasa" dalam Promosi Pariwisata (dan Industri Kreatif)" [9]. The object of study in this study is also based on the results of a study entitled "Sifat Fungsional dan Manfaat 'Pasangan Minimal' Fonem dalam Pembelajaran Fonologi Bahasa Indonesia" [10].

The findings and results of the discussion in the 43rd PIBSI National seminar article with the elements of "language game", include: 1. deviations in sentence structure patterns, 2. ambiguous sentence types, and 3. game elements of sound elements of words. While the findings and results of the discussion on the research that is being carried out (still in the process of being completed) are eight, including: 1. deviations in sentence structure patterns, 2. ambiguous sentence types, 3. loan words, 4. abbreviations, 5. invitation and/or prohibition, 6. there is a question intonation combined with the form of invitation, 7. there is a variety of prokem forms, and 8. a game of word sound elements. The study in this article only focuses on the game of sound elements. There are two ways of presenting the data analysis numbering system in this paper, namely the original data with Arabic numerals (1,2,3 and so on), while the modified data with Arabic numerals with letters (a, b, c, and so on) are in the form of narrative. Findings and data analysis of promotional texts containing elements of language sound play as presented below.

### 3.1 Rhyming Text: a-a-a-a

Tourism promotion text data presents a-a-a-a rhyming text that can be aligned as in poetry. Promotional texts are deliberately packaged like poetry with rhymes to bring out the melody of the sound as in the data (1, 2, and 3).

(1) Candi Borobudur

Peninggalan leluhur

Tempat Berlibur

Memperpanjang umur

(1a) Candi Borobudur *itu* peninggalan leluhur, *dan*

*kita pakai sebagai* tempat berlibur

*guna* memperpanjang umur.

(2) Tidak mudik

Jangan panik

Kita piknik

(2a) Tidak mudik, *akibat dilarang mudik.*

*Tidak usah* panik.

*Ya lebih baik jika* kita berpiknik *saja.*

(3) Rindu Melancong?

Ayo ke Semarang Rabu Keroncong

(3a) *Apakah Anda* rindu melancong?

Ayo ke Semarang *hari* Rabu *ada* keroncong.

The data (1, 2, and 3) show that there is a "language game" on the play of word sound elements with the rhyme a-a-a-a, namely *borobudur-leluhur-berlibur-umur* in data (1), *mudik-panik-piknik* in data (2), and *melancong-keroncong* pada data (3). The difference lies in: data (1) contains four arrays, data (2) contains three arrays, while data (3) contains two arrays. The three data show the melodic elements of the sound of words (when read), so that in promotional texts they can create a sense of "curious: interesting and tickling". If the promotional text is presented as data (1a, 2a, and 3a) in the form of a narrative without any

“language game”, it will be difficult to cultivate a sense of “curious: attract and tickle” potential tourists.

### 3.2 Rhyming Text: a-a-b-b

The form of tourism promotion text with rhyme a-a-b-b is in data (4) which can be compared to that of poetry. From the rhyme comes a sweetness of sound that is aesthetic as well as being able to deepen speech.

(4) Arum jeram

Memang seram

Adu nyali

Siapa berani

(4a) Arum jeram *itu* memang seram.

*Mari* adu nyali, siapa *yang* berani?

Data (4) shows that there is a "language game" element of the sound of words with the rhyme a-a-b-b that appears in the words *jeram-seram* and *nyali-berani*. The harmony of sounds created from a series of word choices (diction) in the promotional text creates a sense of "curiosity": "interesting" and "tickling". On the other hand, if the promotional text is presented with a narration such as (4a), it will be difficult to feel "curious": "interesting" and "tickling" potential tourists.

### 3.3 Rhyming Text: a-b-a-b

Tourism promotion text data presents the existence of a-b-a-b rhyming texts that can be aligned as in rhymes. Promotional texts are deliberately packaged like rhymes with rhymes to create a melodious sound when read as data (5).

(5) Sabtu sore makan petai

Malamnya pergi ke angkringan

Saatnya Anda bersantai

Menikmati udara pegunungan

(5a) Sabtu sore makan petai *lalu* malamnya pergi ke angkringan

Saatnya Anda bersantai *dengan* menikmati udara pegunungan

Data (5) shows that there is a "language game" element of word sound with rhyme a-b-a-b that appears in the word *petai-angkringan-bersantai-pegunungan*. The suitability of a series of word choices (diction) in the promotional text brings out the sweetness of the sound as in the pantun.

Data (5), the first and second rows or rows are sampiran, which is the part that has a function to form rhymes. While the third and fourth lines or lines are the contents, namely the part that contains the intent or purpose of the rhyme. The purpose/objective of data (5) is to tell readers or potential tourists to relax and enjoy the mountain air, so that data (5) creates a sense of "curiosity": "interesting" and "tickling".

### 3.4 Rhyming Text: a-b-b-a

Tourism promotion text data presents a-b-b-a rhyming text as well as poetry. The rhyme in data (6) is relatively the same as in data (5/5a) above.

(6) Kuy join

Camping santuy

(6a) Kuy *kita* join

Camping *yang membuat kita* santuy

Data (6) uses word choice (diction) in the form of various prokem, namely *kuy* and *santuy*. The word *kuy* actually comes from *yuk*, while the word *santuy* actually comes from the word *santai*. From the two forms of various programs contained in the tourism promotion text, the creation of sound harmony can finally bring up a sense of "curious": "interesting" and "tickling".

### 3.5 The Presence of Minimal Paired Text (Phoneme Sound Game Part of The Word)

The data for "language game" in the form of game for the sound elements of the phonemes of words in linguistics are called "minimal pairs". The problem of "minimal pairs" is fundamentally based on the existence of phoneme replacements in the internal words which indicate a contrast in meaning [10]. The data (7, 8) show that there is a "minimum pair" form. *Jangan* banyak mikir, *yuk* piknik *everyday*.

(7) Di *s i n i* ada *k a m i*

Di *s a n a* ada *k a m u*

Kamu datang, kami senang

(8) Wisata *m u*

Rejeki *k u*

The existence of "minimal pair" in data (7) is clearly visible in the word *sini* which contrasts with the word *sana*, and the word *kami* which contrasts with the word *kamu*. Likewise, the existence of "minimal pairs" is clearly visible in data (8) in the word *mu* which contrasts with *ku*. Data (7, 8) is not possible to make a modified form, because it is a "minimum pair" data.

## 4 Conclusion

Based on the data presentation and analysis of the "language game" in tourism promotion texts, the sound elements of the words that are played appear as a result of: 1. the presence of rhyming text a-a-a-a, 2. the presence of rhyming text a-b-a-b, 3. the presence of rhyming text a-b-a-b, 4. the presence of rhyming text a-b-b-a, and 5. the presence of minimal paired text (a game of word-part phonemes). In addition, the presentation of data and analysis also clearly shows that the use of "language game" in tourism promotion texts can cause psychological aspects or aspects of feeling "curious": "interesting" and "tickling" for potential tourists. Thus, it is very reasonable that nowadays tourism promotion texts are made by taking into account the form of "language game" in it.

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