CONTRASTIVE RHETORIC ANALYSIS ON TOURISM ADVERTISEMENT TEXTS IN INDONESIA AND AMERICA
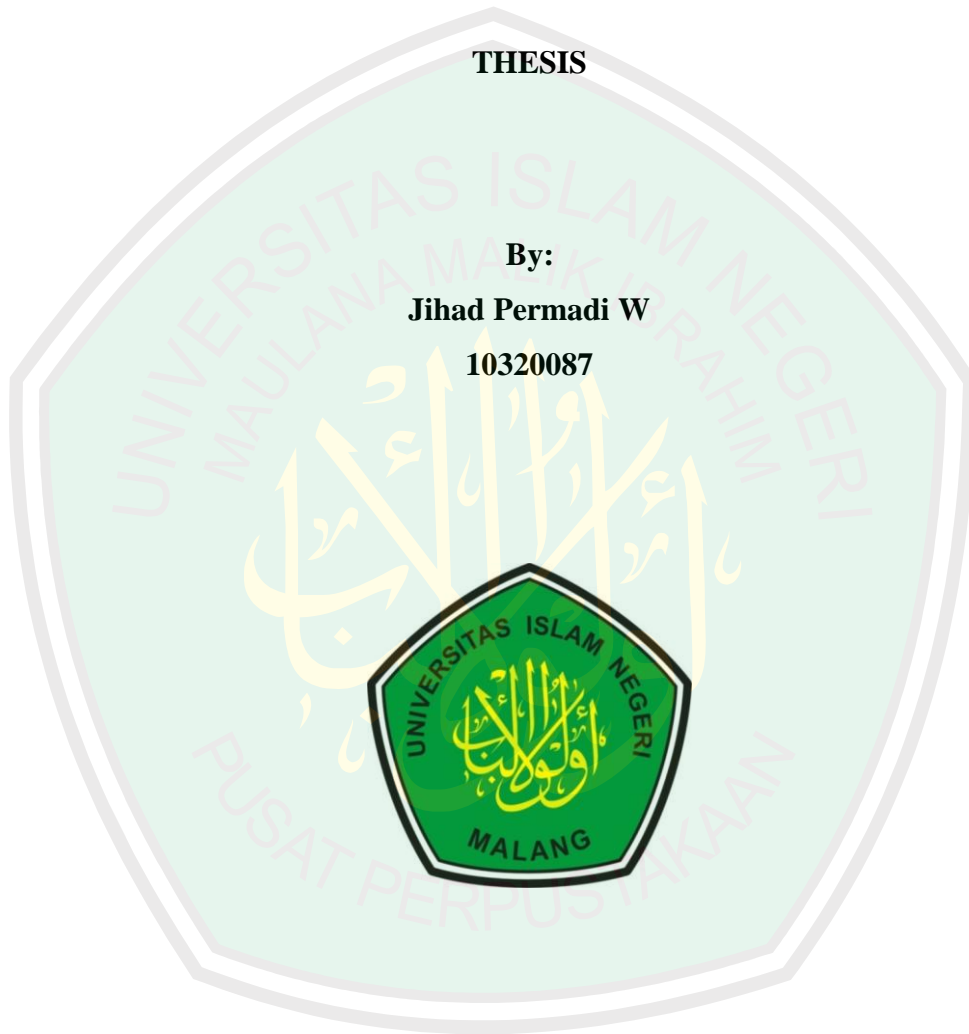
THESIS

By:

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ENGLISH LANGUAGE AND LETTERS DEPARTMENT

HUMANITIES AND CULTURES FACULTY

MAULANA MALIK IBRAHIM

STATE ISLAMIC UNIVERSITY, MALANG

2014

CONTRASTIVE RHETORIC ANALYSIS ON TOURISM ADVERTISEMENT TEXTS IN INDONESIA AND AMERICA

THESIS

Presented to

Maulana Malik Ibrahim State Islamic University of Malang

in partial fulfillment of the requirement for Degree of Sarjana Sastra (S.S)

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CERTIFICATE OF THESIS AUTORSHIP

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Certify that the thesis I wrote to fulfill the requirement for Sarjana entitled *Contrastive Rhetoric Analysis on Tourism Advertisement Text in Indonesia and America* is my original work. It does not incorporate any materials written by another person, except which were identified in quotations and bibliography. Hence, I am responsible for authenticity of my thesis.

Malang, 07 September 2014
The writer,

JIHAD PERMADI W

APPROVAL SHEET

This is to certify that Jihad Permadi W thesis entitled *"Contrastive Rhetoric Analysis on Tourism Advertisement Texts in Indonesia and America"* has been approved by the thesis advisor for further approval by the Board of Examiners.

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LEGITIMATION SHEET

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MOTTO

"Culture is the Widening of the Mind and of the Spirit"
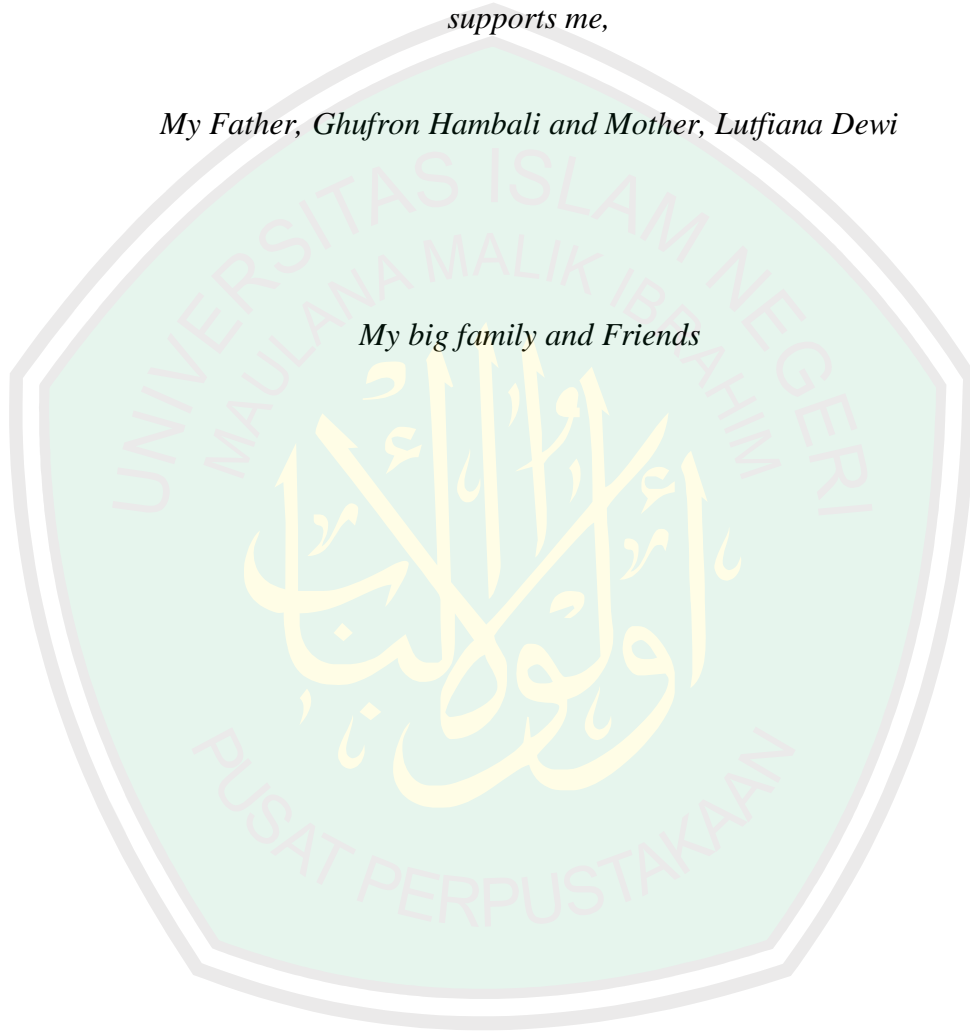
(Jawaharlal Nehru)

DEDICATION

This thesis is dedicated for my beloved parents who always accompanies and

supports me,

My Father, Ghufron Hambali and Mother, Lutfiana Dewi

My big family and Friends

ACKNOWLEDEMENT

I express my gratitude to the Lord of the universe, Allah SWT, for His blessing and mercy, so I can accomplish my thesis entitled *Contrastive Rhetoric Analysis on Tourism Advertisement Text in Indonesia and America* as the requirement for the degree of Sarjana Sastra. Peace upon be to the prophet Muhammad SAW who has brought us into Islam to reach brighter life.

In addition, along with the process of finishing this thesis I would like to dedicate my best tank to:

1. My pride Father and Mother, thanks for endless prays, loves, supports, understandings, cares, and affections. My beloved younger brothers Jaudad and Jazaudzikri and all members of my families, many thanks for your love and prayers.

2. Dr. Hj. Kun Aniroh, M. Pd as my advisor who always leads, suggest and inspires me to get a better critical thoughts and ideas in finishing this thesis.

3. My extraordinary teammate "Koploers" (Kaconk, Rayditya, Tahta, Shiva, Ndut, Roziqin, Wawan, Syafi'i, Putri) that taught me a value of friendship, thrilling life experience, brotherhood and togetherness.

4. All of friends in Dinoyo Ceramic homestay (Okong, Pandu, Ardi, Rizal, Amrul, Yoga, Muclis, Ilham, Arif, Hasan) whom I spent so much time being together.

5. And all friends and people helping me to finish this thesis, which I cannot mention one by one. Thanks a million for everything.

Finally, I'm truly aware of some weaknesses of this research I have conducted; therefore, I expect endless constructive criticism and feedback for the betterment of the research in this area to help the future researchers produce much better research in Linguistics.

Malang, 07 September 2014

The Writer,

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ABSTRACT

Permadi, Jihad. 2014. *Contrastive Rhetoric Analysis on Tourism Advertisement Texts in Indonesia and America*. Thesis, Linguistics, English Language and Letters Department. Humanities Faculty. Maulana Malik Ibrahim State Islamic University of Malang.

Contrastive rhetoric analysis is the way to understanding the discourse structure of writing from different various cultural backgrounds. Contrastive rhetoric itself has the origin in the work of Kaplan (1966). There are three objectives of the study; (1) What are the rhetorical patterns used in tourism advertisement texts in Indonesia and America? (2) What kind of perspectives which attach in tourism advertisement texts in Indonesia and America? (3) What are the persuasive strategies used in tourism advertisement texts?

This research uses descriptive qualitative method which is focused on comprehensively describing about the rhetorical patterns, perspectives in language tourism and persuasive strategies. The researcher takes the data from official tourism advertisement website from Indonesia and America. There are three phases in analyzing data. First is identifying the concept of directness and indirectness or inductive and deductive of the topic in determining the rhetorical patterns. Second is identifying the sentences in determining the perspectives of language tourism. Third is identifying the sentences and figuring it out the persuasive strategies.

The analysis reveals that factual texts in Indonesia and America display cross-cultural variations. Findings suggest that there are two rhetorical patterns, three perspectives in language of tourism and three persuasive strategies which exist in each tourism advertisement texts. Two rhetorical patterns found are *English* and *Oriental.* Moreover, three perspectives of language tourism found are *Authenticity, Strangerhood,* and *Play perspective*. Furthermore, three persuasive strategies found are *Soft, Rational,* and *Hard strategy.*

ABSTRACT

Permadi, Jihad. 2014. *Analisa Perbedaan Retorika dalam Teks Iklan Pariwisata di Indonesia dan Amerika*. Skripsi, Linguistik, Jurusan Bahasa dan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Dr. Hj. Kun Aniroh, M. Pd

Key Words : Perbedaan Retorik, Pariwisata, Iklan, Strategi Persuasive

Analisa Perbedaan retorika adalah kajian ilmu untuk mengetahui struktur penulisan wacana dari perbedaan latar belakang kebudayaan. Perbedaan retorik sendiri dicetuskan oleh Kaplan (1966). Ada tiga macam sasaran dalam studi ini; (1) Apa pola retorika yang digunakan dalam teks iklan pariwisata di Indonesia dan Amerika? (2) Macam-macam perspektif apa saja yang tertera dalam teks iklan pariwisata di Indonesia dan Amerika? (3) Strategi persuasif apa saja yang digunakan dalam teks iklan pariwisata?.

Penelitian ini menggunakan metode deskripsi kualitatif dimana berpusat pada pendeskripsian dengan penuh pemahaman tentang pola retorika, perspektif dalam bahasa pariwisata dan strategi persuasif. Peneliti mengambil data penelitian dari situs resmi iklan pariwisata di Indonesia dan Amerika. Ada tiga macam fase dalam meneliti data tersebut. Pertama, mengidentifikasi konsep "directness" dan "indirectness" atau "induktif" dan "deduktif" dari topik yang mana menentukan pola retorika. Kedua, mengidentifikasi kalimat yang menentukan perspektif dalam bahasa pariwisata. Ketiga, mengidentifikasi kalimat dan menemukan strategi persuasif.

Analisis dalam penelitian ini mengungkapkan teks faktual di Indonesia dan Amerika yang memperlihatkan perbedaan budaya. Ada dua pola retorika, tiga perspektif dalam bahasa pariwisata dan tiga strategi persuasif dalam teks iklan pariwisata yang ditemukan. Dua pola retorika yang ditemukan adalah *English* dan *Oriental*. Tiga perspektif dalam bahasa pariwisata yang ditemukan adalah *Authenticity*, *Strangerhood,* dan *Play perspective*. Dan tiga strategi persuasif yang ditemukan adalah *Soft*, *Rational*, dan *Hard Strategy*.

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CHAPTER I

INTRODUCTION

This chapter provides and covers the background of the study, research problems, research objective, the significance of the study, scope and limitation of the research, and definition of the key terms, and also research method.

1.1 Background of the Study

Rhetoric is a mode of thinking or model of finding all available means for the achievement of a design end (Kaplan, 1966 p. 11). The study of rhetoric originated in ancient Greek judicial courts, it is regarded as the study of persuasion in speech rather than written discourse. It investigates how language is used to organize and maintain social groups, construct meanings and identities, coordinate behavior, mediate power, produce change, and create knowledge. Rhetorical studies have an important role to people in producing good language either spoken or written. This study could be very important for a public speaker such us orator for convincing the audience, a student in term of academic writing, even salesman for persuading their customers.

Writing and rhetoric cannot be separated. Both of them are influenced by cultural thought (Connor, 1996). It seems that rhetoric is the main point in influencing, ideation and presentation of writing a typical text. Definitely, this view has an important role to this study since this study is text-based analysis. Rhetoric has two major trends which maintain the term rhetoric: generative

rhetoric which was developed under the influence of Noam Chomsky and the other is contrastive rhetoric (Malmkjaer 2004).

Contrastive rhetoric began in 1966 as the result of a self-initiated study of international students writing in English by Kaplan. Kaplan as the father of contrastive rhetoric (1966) argues that "each language and each culture has a paragraph order and unique to itself, and that part of the learning of a particular language is the mastery of its logical system". He attempts to link the differences in discourse organization between English and other languages to their respective cultures and thought patterns. He believes that language and writing are both cultural pattern. As notes by Kaplan (1966), identifies four key cultural patterns. He goes into these four patterns in grave detail; Semitic, Oriental, Romance/European, and Russian. Contrastive rhetoric focuses on the pattern or structure of writing in different language and culture. Ulla Connor (Journal of English for Academic Purposes 3 (2004) 291–304) exposed intercultural rhetoric or contrastive rhetoric research is interdisciplinary that theoretical and methodological orientation. It draws on theories and research methods from second language acquisition, composition and rhetoric, anthropology, translation studies, linguistic discourse analysis, and genre analysis.

Advertising is a relatively new trend in genre analysis. Advertising, in its simplest form, is the way in which the vendor or manufacturer of a product communicates with consumers via a medium, or many different media. The language of advertising, according to Crystal (1987), is generally laudatory, positive, unreserved, and emphasizing the uniqueness of a product. Advertising

promote all the product use persuasive language, for example promoting tourism discourse.

Tourism itself is defined in many ways: communication, advertising, publicity, promotion, even propaganda. Each one of these ways influences the tourist discourse. For this reason, those who create tourist text must be aware of the fact that tourist promotional texts use a lot more than a metaphoric or 'iconic' language: through the use static and moving pictures, written text and audio-visual productions, they seek to persuade perspective customers. It uses discourse as its main basis, because the language of tourism itself and its rhetoric are based prior to any travel experience. The Language of Tourism has become familiar in our society since it is part of a promotional language used by the mass media and replicated in conversation. Indeed, tourism uses language to manipulate reality and turning an anonymous place into a tourist attraction. In this context, language becomes the most powerful driving force in tourism promotion, whose aim is "to persuade, lure, woo, seduce millions of human beings and in so doing, convert them from potential into actual clients" (Dann, 2003: 2).

In order to achieve persuasion, the language of tourism combines verbal descriptions (either oral or written) with glossy photographs and film footage. In advertising and tourism, both are employing persuasive language to attract and influence the consumers. However, according to Dann (2006), four major theoretical approaches are generally used by scholars to understand the LoT and tourism itself as a social phenomenon:

- The Authenticity Perspective

- The Strangerhood Perspective

- The Play Perspective

- The Conflict Perspective

This study analyzes news on two different tourism advertisements text in Indonesia and America. Indonesia and America are chosen since both of them have a lot of beautiful tourist attraction. Based on www.indonesia.travel, Indonesia has diversity and natural resources that are very diverse and special. Indonesia is the largest archipelago in the world comprising 13.466 large and small tropical islands, with a population of over 240 million people and more than 200 ethnic groups and everything in Indonesia cost cheaper than other countries. Moreover Indonesia has wonderful culture, people, food and value of money. The writer choose this official website of tourism advertisement because it is created by the Ministry of Tourism and Creative Economy, Republic of Indonesia in 2013. On the other hand, Arizona tourism become the most visited destination in America. Based on www.visitarizona.com as the official website that more than 37 million domestic and international overnight visitors experienced Arizona as travel destination in 2011. Visitors spending directly generated $18.3 billion, which is approximately $50 million contributed to Arizona's economy every day. The Arizona Office of Tourism was awarded the prestigious Mercury Award by the Travel Industry Association (TIA) for its innovative and cooperative marketing campaign, *Arizona Origins*. It means that Arizona is the best tourism attraction in America and represents all of American tourism. Those are the reasons of the writer choose Arizona tourism as the data of this study.

This study emphasizes on contrastive rhetoric analysis in tourism advertisement texts in Indonesia and America based on Kaplan's theoretical framework. Since tourism use language as a tool and both of them has a close relationship to culture. As Kaplan (1966) notes that language is the cultural phenomena and that every language has its own special cultural convention. Moreover, advertisement and tourism cannot be avoided and separated in our life, writing effective promotional advertisement materials requires a high level of language competence. Furthermore it is become a very important form of publicity since it constitutes an important part of a country's budgetary allocations and is vital to achieve success in a field characterized by keen competition. Accordingly, the writer will show the writing differences of tourism advertisement text in two different culture and also the use of persuasive strategies.

Influencing someone is a social act, persuasive language is very important in our life such as promotion of the product. David Kipnis and Stuart Schmidt (1995) stated that persuasive is the way how we can affect or persuade other people by our statement, a skill we all inherit. In simple form, persuasive is how the people influence other people. Persuasive has closely related with advertisement because it take place in important point. Persuasive is used when advertisement promoting their product, for example how to influence the people to attract and buy the product.

Studies have been conducted with various focus of study regarding contrastive rhetoric in Japanese and English (Hinds, 1983), contrastive rhetoric analysis of students as ethnographers (Liebman, 1988). Matsuda (1997) exposed

contrastive rhetoric in context in dynamic model of L2 writing. Wang (2004) analyzed contrastive analysis of letter to the editor in Chinese and English. El-daly (2011) identified towards an understanding of the discourse of advertising in review of research with special reference to the Egyptian media. Almehmadi (2012) identified a contrastive rhetoric analysis of factual texts in English and Arabic. These previous studies are commonly relating cultural phenomena as their research. It would strengthen this present study since it also elaborate rhetoric influenced by culture. Moreover, the writer did not found five Kaplan's rhetorical patterns elaborated in the previous studies. Therefore, this present studies elaborate the rhetorical patterns. In this discussion, the writer focuses on the pattern of language use in tourism advertisement texts in US and Indonesia and provides the persuasive strategies that used in tourism advertisements.

This study is useful to understand the contrastive rhetoric in the field of advertising, especially tourism advertisement including how to write correctly. It is important to understand why in different culture have their own thought and paragraph (writing) and the persuasive strategies to attract the customers in field of advertisement.

1.2 Statements of the Problems

This study addresses to answer the following research questions:

1. What are the rhetorical patterns used in tourism advertisement texts in Indonesia and America?

2. What kinds of perspectives language of tourism that attach in tourism advertisement in Indonesia and America?

3. What are the persuasive strategies used in tourism advertisement texts?

1.3 Objectives of the Study

Based on the answers expected from the research questions as the focus of the study, the objectives of the research are:

1. To investigate the rhetorical patterns used in tourism advertisement texts in Indonesia and America

2. To know the type of perspectives language tourism that attach in tourism advertisement in Indonesia and America

3. To describe the persuasive strategies use in tourism advertisements

1.4 Significance of Research

The study of contrastive rhetoric analysis of language use in tourism advertisement texts in US and Indonesia is necessarily done to enrich and understand about the rhetorical theory. Understanding the rhetorical pattern in tourism advertisement texts in different culture, knowing the kinds of perspectives language tourism, knowing the use of persuasive language in tourism advertisements, motivate scholars to adjust and supplement research approaches in their work are the expectation of the writer.

1.5 Scope and Limitation

This study is about the contrastive rhetoric analysis of language use in tourism advertisement texts. Contrastive rhetoric analyzes the pattern of texts in a different culture. The data takes from the official website of tourism advertisement. The aspects of data were the qualifications of advertisements and their contents based on the observation.

There are many aspects that are needed to be discussed from the subject. However, in order to create a deep discussion, the writer focuses on the rhetorical pattern of the tourism advertisement texts in different culture, the perspective in language of tourism and the persuasive strategies use of tourism advertisements.

1.6 Definition of Key Terms

Rhetoric

The study of appropriate expressions in term of lexico-grammatical choices and generic structure in type of discourse.

Contrastive Rhetoric

The study of how a person's first language and culture influence his or her writing (structure or pattern) in a second language.

Tourism

The travel for recreational, leisure, family, or business purposes usually of a limited purpose.

Advertising

The way in which the vendor or manufacturer of a product communicates with consumers via a media or form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action.

Persuasive Strategies

Kind of persuasive language used by the people to influence others. There are three kinds of persuasive strategies: hard, soft, and rational.

Tourism Attraction

A place of interest where tourist visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure, and amusement.

1.7 Research Method

1.7.1 Research Design

This study utilizes a descriptive qualitative method. The purpose of this research to describe deeply and detailed about empirical reality phenomenon. The writer will be comprehensively describing about rhetorical pattern and kind of persuasive strategies. Dey (1993) stated that research which includes method rather than survey belongs to qualitative research. In other word this study uses qualitative method since not using numbers or calculation. Furthermore,

qualitative method uses written data and needs some specific theory to support the research in analyzing data.

1.7.2 Research Instrument

The writer uses descriptive qualitative method to describe and interpret the rhetorical patterns, its influences of persuading the reader, and cultural viewpoint shaping the patterns in the tourism advertisement text. The descriptive qualitative method is used in this study and participant observation is done by the writer as Wolcott (1995) defines fieldwork as a form of inquiry that requires a writer to be immersed individually inside the on-going social activities of some individual or group carrying out the research. It means that the writer is the main instrument to collect, identify and analyze the data.

1.7.3 Data and Data Source

The data of this study are the collection of two advertisements in tourism advertisement texts. The writer took the data from the official website of tourism advertisements in America and Indonesia.

As mentioned in data collection, there are two tourism advertisements that considered by the writer. The data are taken from official website in Arizona as USA territory, and official website in Indonesia.

1. Arizona Guide

   http://www.arizonaguide.com/

2. Visit Indonesia

http://www.indonesia.travel/

1.7.4 Data Collection

A study needs a process in order to specify the data. The writer takes the data from the official website on tourism advertisement in Indonesia and Arizona. In collecting the data, there are some steps that are used by the writer. Firstly, the writer looks for the tourism advertisement texts from both official website to get the main data. Secondly, the writer takes the whole texts from both Indonesia and Arizona tourism advertisement text. Third, the writer compares the tourism advertisement texts in a same genre between Indonesia and Arizona. For instance the writer takes "Segara Anakan Lake" while in Arizona is "Lake Mead".

1.7.5 Data Analysis

Data analysis is the process to find and arrange the data systematically. After collecting data for the research, the writer will be analyzed the data to determine the use of persuasive strategies in tourism advertisements, perspectives of language tourism and the rhetorical pattern of the cultural differences. First analyzes rhetorical pattern on tourism advertisement in different culture. Here, the writer refers to Kaplan's theory (1966) that to identify the cultural pattern there are four key. He goes into these four patterns in grave detail; Semitic, Oriental, Romance/European, and Russian. Inductive, deductive paragraph, cohesive and coherence of the sentences will also analyzed in this research that include in the pattern of texts. Second is collecting and taking some sentence or paragraph to

show the perspectives that attach in language of tourism. Third is collecting and taking some sentence to show the use of persuasive strategies based on David Kipnis and Stuart Schmidt's (1995) theory. Data analysis is done with organizing the data, exposing the data, and making a conclusion. The main analyzing technique of data analysis in this research use the concept of Kaplan which is propose that how the academic writing is influenced by cultural thought.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This sub chapter explaining the aspects that contributes in the analysis of written contrastive rhetoric. There are two main aspects contained in this sub chapter, they are theories and the review of previous studies that gives the readers an overview of what is contrastive rhetoric and how the writer analyses these written text especially news to answer both research questions

2.1 Rhetoric

Rhetoric is the study of appropriate expression in term of the lexico-grammatical choices and generic structure in type of discourse. The study of rhetoric originated in ancient Greek judicial courts, it regarded as the study of persuasion in speech rather than written discourse. Then rhetoric itself develop into two part of studies:

a. Classical Rhetoric

"Classical rhetoric" was established by Aristotle in ancient Greece. Connor (1966) exposed three major components in communication in Aristotelian rhetoric such as the speaker, the audience, and the content of argument. A speaker, when addressing a speech had to be aware of three points: (1) the means or sources of persuasion, (2) the language, and (3) the arrangement of the language. These related to well-known concept of Aristotelian rhetoric that are *ethos, logos, pathos.* Aristotelian rhetoric was forgotten in the middle ages but was revived in early 20th century America by those seeking a method for teaching writing.

b. New Rhetoric

In the mid 20th century, there are the developments of the rhetoric itself called as "new rhetoric". Parelman, as cited in Wilkinson 1969 stated the new rhetoric is defined as a theory of argumentation that has as its object the study of discursive techniques and that aims to provoke or to increase the adherence of men's minds to the theses that are presented for their assent. It also examines the conditions that allow argumentation to begin and be developed, as well as the effects produced by this development."

The new rhetoric is not an expression representing the title of a modern view proposing a new type of rhetoric, but rather the title of a view attempting to revive the study of rhetoric as manifested in ancient times. In the introduction to his seminal work on this topic, Chaim Perelman explains his wish to return to those manners of proof that Aristotle called dialectical and rhetorical (in his book, The Art of Rhetoric), in order to draw attention to the possibility of rational reasoning that is not evaluated in logical or empirical terms. Perelman justifies his choice of the word "rhetoric" as a subject name for the view unifying dialectic and rhetoric, for two reasons:

1. The term "dialectic" has become a loaded and over-determined term, to the point where it is difficult to restore it to its original Aristotelian sense. On the other hand, the term 'rhetoric' has been used at all throughout the history of philosophy.

2. "The new rhetoric" seeks to address every kind of reasoning that departs from accepted opinions. This is a fact that, according to Aristotle, is common to

rhetoric and dialectic and distinguishes both from analytics. This shared facet, Perelman claims, is usually forgotten behind the more prevalent opposition between logic and dialectic on the one hand, and rhetoric on the other.

The new rhetoric, then, is more of a renewed rhetoric, aimed at demonstrating the great value that can be attained through reintroducing Aristotelian rhetoric and dialectic into humanist discussion in general and philosophical discussion in particular.

2.2 Kaplan Theoretical Framework of Contrastive Rhetoric

In 1966, Kaplan published his famous article 'Cultural Thought Patterns in Intercultural Education', which marked the birth of the notion now known as contrastive rhetoric. In his article, he studied English text written by non-native speakers of English (ESL students) as well as professional translation of text originally written in other languages. Kaplan (1966) argues that "each language and each culture has a paragraph order unique to itself, and that part of the learning of a particular language is the mastery of its logical system". He then conclude that the pattern of developing one's ideas in a text is different in different languages and presented the famous graphical representation of the discourse patterns. He expose that there are five kinds cultural thought pattern; English, Semitic, Oriental, Romance, and Russian.

An English pattern usually the paragraph begins with a topic statement, and then, by a series of subdivisions of that topic statement, each supported by example and illustrations. It is different with Semitic pattern that the paragraph

development is based on a complex series of parallel construction. The term of
oriental pattern seem the development of the paragraph may be said to be "turning
and turning in widening gyre" (Kaplan, 1966). It seem that the structure of the text
is indirect. Misconception of using correct grammar and the function of "part of
speech" is often found in Oriental writing. The other pattern is Romance and
Russian. The structure of the Russian and Romance sentence is very different from
the structure of the English sentence. In this Russian paragraph writing, Kaplan
indicate that when composing a paragraph, Russian student write a short sentence
in the first sentence, while the next paragraph could be an extremely long
sentence. To ease understanding these patterns, Kaplan made diagrams as follows:

2.3 Contrastive Rhetoric L1 and L2/EFL Writing

Kaplan (1966) as the father of contrastive rhetoric strengthened the
Whorfian Hypothesis in it weak form which argue that the native language
influences one's thoughts. He further assumed that different languages had their
own specific and culturally bound conventions and patterns of writing. His basic
interest was in the interference of culturally bound first language thought and
writing patterns on writing in a second or foreign language. As a direct
consequence, each language has their uniqueness of rhetorical conventions.

Furthermore, the linguistic and rhetorical conventions of the first language interfere with writing in the second or foreign language.

In Connor's view (1996, cited in Wang, 2006), language and writing are cultural phenomena. Then, the hypotheses underlying this view of contrastive rhetoric may be summarized as:

1. Each language and culture has their own uniqueness of rhetorical conventions.

2. The rhetorical conventions of students' L1 influence with their writing (Grabe & Kaplan, 1989; Kaplan & Grabe, 2002; Kaplan, 1966, 1972, 1987, 1988, 1991, 2000.).

The major concern of contrastive rhetoric is now moving from purely structural descriptions to an interest in "cognitive and socio cultural variables of writing in addition to the linguistic variables" (Connor, 1996, p.18). Recent research has expanded the term of contrastive rhetoric itself and moved it away from looking only at the effects of transfer from L1 to L2 writing towards an interdisciplinary area of cross-language and cross-culture study that benefits from the theories and methods of such related fields as applied linguistics, composition and rhetoric studies, anthropology, translation studies and discourse analysis (Connor, 1996).

As Connor (1997) summarized that some internal and external forces in giving this change in perspective. The internal force comes from criticism of contrastive rhetoric, which required to go beyond traditional linguistic parameters

of analysis to consider discursive features, processes and contexts of writing. The external forces come from new developments in discourse analysis and changing focuses in first language composition research.

The strongest criticism of contrastive rhetoric has argued that contrastive rhetoric tends to assume the cultural rhetoric as a static, exotic and normative system separated from the dynamics of history, and tends to treat English rhetoric as a kind of rhetorical canon (Kubota, 1992, 1997, 1998, 1999; Kubota & Lehner, 2004, 2005; Ostler, 2001). Kubota (1992, p.20) stated contrastive rhetoric tends to "construct a homogenous representation of the 'Other' while legitimating a certain kind of rhetoric as a canon". Other research has also criticized contrastive rhetoric for its reductionist, deterministic, prescriptive, and essentialist orientation (e.g. Leki, 1997; Spack, 1997; Zamel, 1997). Kubota and Lehner (2004) assume that although its unique cross-cultural focus on writing and its well-meaning effort to facilitate second language learning and contrastive rhetoric construct a static homogenous, and apolitical images of the rhetorical patterns of various written languages (p. 9). From the perspectives of critical literacy and modern linguistic theory, language is neither historically fixed nor emergent out of nowhere. It needs to be understood as dynamic cultural, political and social conditions (Fairclough, 2001; Pennycook, 1997, 2001, 2003).

Another problem identified in traditional contrastive rhetoric lies in its using students of L2 texts for the investigation of their L1 rhetoric (Kubota, 1992, 1997). Since the initiation of contrastive rhetoric studies (Kaplan, 1966, 1972), the students of L2 essays in college-level academic contexts have been widely used

for understanding their L1 rhetoric (e.g. Matalene, 1985; Hinds, 1983, 1987, 1990; Hirose, 2003). This leads to the generalization and bias since many factors such as instructional methods and L2 proficiency may affect L2 textual features. In order to understand the differences in language use, L1 authentic texts would seem to be a better data source for analysis.

Critics of contrastive rhetoric also argue that traditional contrastive rhetoric fails to consider students as human agents and their L1 is viewed as a deficiency (Kubota, 1992; Spack, 1997). This view of contrastive rhetoric considers students from certain cultures as homogeneous groups who are loyal to certain cultural norms and transfer them to writing in English. This view ignores the different experiences, intentions and subject positions these students bring with them. At the same time this hypothesis regards students of L1 rhetoric as problematic and something that will be negatively transferred to their L2 writing. This view overlooks the possibility of positive transfer, which means that students of L1 language competence could exert a positive effect on their L2 learning. The basis of critiques on traditional contrastive rhetoric, Kubota and Lehner (2004) argue for a critical contrastive rhetoric that clarified multiplicity of languages, rhetorical forms, and students' identities.

On the other side of the research, Connor attempts to maintain the image of the orthodox contrastive rhetoric. In a series of articles published recently (Connor, 1997; Connor & Moreno, 2005), Connor reviewed the goals, methods, and accomplishments of research in contrastive rhetoric over the past forty years, and presented new developments and directions for contrastive rhetoric, which is

now called intercultural rhetoric (Connor, 2004). Connor also recognized the

dynamic nature of discourse and culture, and described how there has also been a

call in intercultural rhetoric for studying how writing in given cultures is tied to

the intellectual history and social structures of these cultures. As Connor (2004)

points out:

> Changing definitions of written discourse analysis – from text-based to context
> sensitive – and of culture – from static to dynamic – contribute to the changing
> focus of intercultural rhetoric research, a new term that better reflects the
> dynamic nature of the area of study (p.302).

Contrastive rhetoric research as a new developments in discourse analysis

and research in first language composition research play a very important role in

broadening the theoretical scope of discourse and genre studies. The various

discourse developed in systemic functional linguistics, new rhetoric, critical

discourse analysis, and so on can be drawn upon to describe the discourses under

investigation in contrastive rhetorical research in different ways. For instance,

'appraisal' analysis, an important development in systemic functional linguistics

which is concerned with evaluative language analysis (Martin, 2000; Martin &

White, 2005; White, 2002), and textual analytical frameworks in new rhetoric

introduced by Bazerman and Prior (2004) have much to offer this kind of research.

These discourse analytical tools can provide a much thicker picture of the

discourses under investigation. In first language composition research, researchers

increasingly view writing as interactive and social. This indicates that writing is

not only a process of writers generating, organizing, and translating ideas into text.

Context, situation and intended readers also explain decisions that writers make

(Flower & Hayes, 1981). This allows researchers to go beyond linguistic

descriptions to consider the social and cultural settings of language use so as to understand particular language choices in relation to their specific setting. Moreover, Leki argues (1997, p.244), Contrastive rhetoric can most usefully be seen not as the study of differences or preferences in the pragmatic and strategic choices that writers make in response to external demands and cultural histories.

2.4 Culture and Contrastive Rhetoric

According to Kaplan (1987) writing is a learned activity and thus different from speaking which is an acquired activity. Since it is a learned activity, a piece of writing reflects the writer's cultural background, for example, in the choice of topic, in the logic and logical arrangement, and the language itself. These reflect the writer's educational background and the environment in which he or she grew up. Therefore, it can be estimated that differences among the text written by the writers from different cultures can be attributed to cultural differences. There are three types the dimension of text that reflected cultural differences and educational system with reference to Kaplan's theoretical framework of contrastive rhetoric.

a. Writing through Composing

Kaplan (1988) classifies writing into two types, the first type is writing without composing that include list making and form filling. The second type is writing through composing which can further be classified into three categories. The first category is writing informational purposes, such as taking notes, writing reports, summarizing, writing analyses and syntheses. The second category is

writing for personal purpose, such as personal journals and letters or note. The third category is writing imaginative purposes, such as fiction and poems. Among contrastive rhetoric researchers, the study on writing through composing which shows the language and cultural differences clearly is popular.

In the term of writing through composing the writer needs to know the language, the subject or theme of writing as well as the prospective readers. Kaplan has identified four kinds of knowledge that are needed for the writer to write through composing. There are knowledge of language, knowledge of writing convention (such as punctuation, paragraph indentation and other typographical convention), knowledge of the subject and the knowledge of the prospective readers (1983). These four kinds of knowledge are not the kind of knowledge that a man possesses innately.

b. Dimensions of Text Studied and Culture

Kaplan as the person who stated about contrastive rhetoric suggests several types of dimension; the semantic network of text structure, the grammatical structure, the rhetorical structure and the question of who the prospective readers are. He also sees the importance of studying the propositional structure and intrasentinential grammar, although the terms have not been clearly defined (Kaplan, 1987).

As cited from Flowers and Hayes (1981), Kaplan in addition stresses the importance of studying the process of writing (1988). It can be assumed that such study will involve the study of how information is processed in the course of

writing to see if there is any evidence of cultural specificity. Each of the writing types mentioned have different functions and different frequencies in different cultures. In addition, there are differences in the physical appearance of text on a page. All text are considered to have been produced under the influences of these two system of cultural factors.

c. Culture and Educational System

One factor which points to evidence of the different text pattern is educational system. Kaplan takes a further step and suggests that is important for a researcher to investigate whether there is any other culture involved in the writer's background apart from the educational that he or she has recived (Kaplan, 1988). There are usually a multiple number of communities in one culture each having its own cultural distinctiveness. Since a person usually belongs to more than one community in culture, members of the same culture influenced by the culture of the different communities they belong to. In this case, members of the weaker culture could be integrating their own cultural factors into those of the stronger culture.

2.5 Text Linguistics and Contrastive Rhetoric

Contrastive rhetoric has closely related with text linguistics. It happens because the text linguistics concepts consist of cohesion, coherence, and schematic structure influenced contrastive rhetoric. Cohesion itself is defined as the relation between sentences and between groups of sentences. Connor cited on Halliday and Hassan (1966), states that there are five general categories of

cohesion that signal coherence in text, consist of referential, ellipsis, substitution, lexical, and conjunctive cohesion. Coherence in text linguistics refers to the relationship in the unit of paragraph. In order to write a meaningful text, one has to link each logical element with cohesive while considering coherence of the text as a whole. The text linguistics concepts in term of schematic structure refer to the organizational structure of different types of text such as exposition, argumentation, and narration (Connor, 1966).

In contrastive rhetoric, it is assumed that differences can be found regarding the three concepts in different culture. A text that is considered coherent is one culture might not be regarded so in other cultures. Similarly, what is thought to be the proper schematic structure of a certain type of text is one language might not be found in other languages, hence the differences in discourse pattern in different culture.

2.6 Discourse and Business Communication

Johns (1986) stated business discourse has its roots in the language for specific purposes. Bargiela-Chiappini (2007) defined business discourse as anything about how the people communicate using talk or writing in commercial organization in order to get their work done. The definition of personal intentions here is a benefit of a product that is offered. Charles (2011) mentioned that "context" and "culture" is important, and new kinds of data reflect the current globalized state of business, together with new perspectives on that data. In this

research, the writer discusses tourism advertisements, since tourism is a way to promote the country and an important part of a country's budgetary allocations.

2.7 Discourse and Advertisements

Cook (1992: 4) states that there are hundreds of discourse types "which merge into each other and defy exact definition". This is particularly relevant to the nature of advertisements that an advertisement could be several types at once. For instance, a persuasive advertisement could display characteristics of a joke, a song and cartoon at the same time. In general advertisements either persuade or inform receivers in terms of their functionality. The main function of a persuasive advertisement is to persuade the receiver to take a specific action, in other words the receiver is directly manipulated to change or modify his or her (consumer) behaviour. The intended function can only take place if the discourse fulfils its communicative role. There are three basic concepts of advertisements: field of experience, meaning, sign and symbols (Dunn, 1990). The function of the message of a persuasive advertisement is the reason for its existence. The message is as successful as the desired response from the receiver. The interaction is inevitable and necessary. The communication situation in which discourse is produced and processed can be broken down into the various factors which can influence the possible aims of the discourse. According to Halliday and Hasan (1989:12) the "act sequence" is of great importance as is the relation between form and content of a message, the place where the communication takes place, the social role of the participants and the norms attached to it.

2.8 Language of Tourism (LoT)

The Language of Tourism has become familiar in our society since it is part of a promotional language used by the mass media and replicated in conversation. Language becomes the most powerful driving force in tourism promotion, whose aim is "to persuade, lure, woo, seduce millions of human beings and in so doing, convert them from potential into actual clients" (Dann, 2003: 2). According to Dann (2006), there are four major theoretical approaches used to understand the LoT and tourism itself as a social phenomenon:

- The Authenticity Perspective
- The Strangerhood Perspective
- The Play Perspective
- The Conflict Perspective

a. The Authenticity Perspective

This approach believed that tourists looked for authentic experiences in other times and places. Tourists who look for authenticity are either looking for a deeper involvement with society and culture (Mac Cannell 1977/1989) or trying to escape from the real, everyday world and use tourist attractions as distractions (Schudson 1979). However, nowadays we know that not all tourists are motivated by the search for authenticity and that the tourists' demands are composite and varied. The language used by this kind of tourism uses attractions as signs which represent something to someone. A sight is usually the first contact that the tourist has with the attraction. In this case, the representation of the attraction can be on-

sight (notices outside monuments) and off-sight (travel books, anecdotes and stories already read and heard by the tourist before travelling).

Off-sight representations anticipate the real on-sight event and are related to the tourists' expectations about the attractions. This kind of representation usually guides the tourist's choice when he or she goes to visit a particular destination. This is also related to the "must see" features present in text types related to tourism. While off-sight representations are given by outsiders (non-natives), indeed local perspectives rarely constitute a marker in present-day tourism industry. To this respect Dann (2003: 10) affirms that "markers speak, they convey messages to tourists, and the letter in turn the messages to other tourists and potential tourists".

b. Strangerhood Perspective

According to this approach, novelty and strangeness are essential elements in the touristic experience. As not all tourists can withstand the shock of a foreign culture and seek something familiar even abroad, we can consider variation in the tourists' demands related to familiarity and strangerhood. In this model, it stands for the tourist everyday life, society, culture and network of relations. In this case, a tourist is "a voluntary temporary traveler, travelling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round-trip" (Cohen 1974: 533).

c. The Play Perspective

The play perspective (Dann, 1996: 17 - 23) treats tourism as a game and provides tourists with special experiences, which do not often match cultural and natural conditions of the visited destinations. It often avoids any contacts of the visitor with the native culture, which is used just as a desirable spectacle.

d. The Conflict Perspective

This perspective concerns the differences between the provided thrilling experience and the truth and can be traced in the language of promotional materials. It seems that there is no precise present of the promotor, but it is the summary of several conflict approaches.

2.9 Persuasive Language and Persuasive Strategies

Persuasive language and advertisements cannot be separated from each other. Persuasive language is the way how the people influencing other. It has important role to influence customers of the advertisement itself. David Kipnis and Stuart Schmidt defined persuasive as the tool to influence (1985, pp. 40). They stated that persuasive language is a skill we all treasure, its mean that each people have their way or diverse statements to persuade other people. In this case, each people use different strategies depending on the situation and the person they want to influence. There are three basic strategies based on David Kipnis and Stuart Schmidt; Hard, Soft, and Rational. Hard strategy involves demanding, shouting and assertiveness. In term of soft strategy, seems that the people act nice and flatter other to get their way. Rational strategy involves the use of logic and

bargaining to demonstrate why compliance or compromise is the best solution. That three basic strategies describe the tactics from the standpoint of the person using them. Since influencing someone is a social act, its meaning depends upon the observer's vantage point.

2.10 Previous Studies

There are some previous contrastive rhetoric studies that have been arranged. Hinds (1983) conducted the contrastive rhetoric in Japanese and English. He exposed the Japanese rhetorical organization that analyzed the classification oriental has both merits and dimerits. Contrastive rhetoric analysis of students as ethnographers (Liebman, 1988), examines that different communities have different rhetoric regarding the work of Kaplan (Contrastive rhetoric: "Cultural thought Patterns in International education".) The notion of contrastive rhetoric was first proposed as a pedagogical solution to the problem of L2 organization, including linguistic, cultural and educational explanations. This term Matsuda (1997) identified a static theory of L2 writing that has been widely used in teaching organization structure and consider how the pedagogical application of insight from contrastive rhetoric studies have been limited theory. Moreover, Wang (2004) discussed the similarities and differences between English and Chinese letters to the editor on newspapers from the perspective of contrastive rhetoric and genre analysis.

Recent research in contrastive rhetoric conducted by El-daly (2011) which is examined the nature of the discourse advertising. This research focuses on the

consumer advertising which is directed toward the promotion of some product or service to the general public. Almehmadi (2012) in his research investigated the well established notion of contrastive rhetoric which highlights the connection between culture and writing convention across languages within the context of a factual text type and cultural influence.

CHAPTER III

FINDING AND DISCUSSION

This chapter describes the analysis of data followed by a discussion of the research findings. The findings relate to the research questions that guided the study. Data were analyzed to identify, describe and explore the different phenomena on tourism advertisement between Indonesia and America. Importantly, by distinguishing between different phenomena, the theory of Kaplan's rhetorical patterns and their relationship with cultural phenomena is put to work.

3.1 Finding

This study revealed that Indonesia and America tourism advertisement texts have a different rhetorical pattern. The best way to organize and present the findings to answer research question number one is based on Kaplan's theoretical framework in contrastive rhetoric to determine the rhetorical pattern. He stated there are five cultural thought patterns; English, Semitic, Oriental, Romance and Russian. In this case, the writer finds two out of five cultural thought pattern; English and Oriental. The format of inductive and deductive texts extremely determines the type of the cultural thought of pattern. The term of deductive text is the texts that begun from the general statement then develop into specific statement, while inductive text is the opposite of deductive text. English pattern tends to use deductive rather than inductive. It is in contrast with oriental pattern that tends to use inductive rather that deductive. Furthermore, the concept of

cohesive and coherence of the text also needed in establishing rhetorical pattern. The concept of coherence is needed to determine the connection of paragraph or meaning, while the concept of cohesion is needed to determine the connection among sentences.

The theory of four major theoretical perspectives by Dann (2006) is the answer of research question number two. In this study, the writer point out three perspectives; Authenticity perspective, Strangerhood perspective, and Play perspective. Based on the analysis, Authenticity Perspective used when the writer of tourism advertisement illustrated the authentic or natural of the place. Strangerhood Perspective used when the tourism advertisement showing the novelty and strangeness of the place with the other place. Then, Play Perspective used when the writer of tourism advertisement provides tourist with a special experiences.

To answer research question three, the writer use David Kipnis and Stuart Schmid's theory (1985) about persuasive strategies. They argued that there are three types of persuasive strategies; Hard, Soft, and Rational depend on the situation and the person they want to influence. In this study, the writer found all the persuasive strategies. Hard strategy involves demanding and assertiveness. While soft strategy signed with flattering sentence and act nicely.

Moreover, in analyzing findings in the data the writer give code of the data **I** for Indonesia's tourism advertisement are numbered one **(1)**, three **(3)**, five **(5)**,

seven **(7)**, nine **(9)** and **A** for Arizona tourism advertisement are numbered two

(2), four **(4)**, five **(5),** six **(6)**, eight **(8)**, and ten **(10).**

Text 1: Segara Anakan Lake (I.1)

Overview

Segara Anakan Lake that exists on Mt. Rinjani is considered a holy place, and holds a deep, spiritual significance for the local people. Every fifth full moon, religious ceremonies are held at Segara Anak. During the rituals, small gold fish are released into the lake to honour the goddess Enjini, the queen and ruler of Mount Rinjani. **(1.1)**

Every five years, there is a larger religious ceremony. Those who attend are not restricted to the people of Lombok, but Hindus from Bali, Java and Kalimantan also gather to embark on this sacred pilgrimage. **(1.2)**

During the 16th century, the Kingdom of Karangasem of Bali, which was the ruling kingdom at that time, was hit by a long period of drought, resulting in the outbreak of disease. Faced with disaster, King, Anglurah Karangasem held vigil and meditation at the lake. Immediately after, rain soaked the earth, bringing salvation to the people of Lombok. The tradition continues to this day, in absolute loyalty and acknowledgement of a higher presence, beyond that of human life. **(1.3)**

For three days, thousands of men, women and children scale the steep slopes of Ranjani to Segara Anakan, which has been regarded as the spiritual center of the region for hundreds of years. Once at the lake, the crowd will disperse to the nearby caves for silent prayer, chanting and meditation. After the prayers, dozens of animals are sacrificed to represent the cleansing of evil elements from the earth. Nine species of animal are offered in the nine directions of the compass, including buffalo, cows and goats. Following the sacrifice, a number of animals are released into the wild to breed and create a balance of nature, and harmony between the human world and the universe. **(1.4)**

At the peak of the ceremony, yet another sacrifice is offered. Precious metals of gold, silver and copper are carved into symbols of hope. Shrimp as a symbol of fertility. Turtles as a symbol of the world. Fish as a symbol of life. Birds, as a symbol of the universe. One by one, these objects are then sunk into the lake; expected to be returned with blessings of rain, good health and soil fertility. With this dedication to the gods, the ceremony is almost complete. By this time, evening has fallen. When the full moon is high in the sky, the mask dance is performed to wash away the exhaustion, and as a final declaration of praise to the Supreme ruler of the Universe. With this, the 6-day ceremony has reached its end. **(1.5)**

Analysis Text 1 (I.1)

The text **(I.1)** seems to be describing indirectly. It can be seen from the data **(1.1)**, **(1.2)**, **(1.3)**, **(1.4)** and **(1.5)**. Data **(1.1)** describe that Segara Anakan is holy place and there is a spiritual ceremony. There is no specific description how Segara Anakan looks like. When talk about tourism, the sentences is the texts must be describe about what kind of the place and what the place look like. In this text, all of the sentences in data **(1.1)**, **(1.2)**, **(1.3)**, **(1.4)** and **(1.5)** show about the history of the spiritual ceremony rather than what kind of the place looks like. The paragraph seems to develop in term of what they are not, rather than in term what they are. Kaplan (1966) stated "a topic is not addressed head on, but is viewed from various perspectives, working around and around the point". The structure of the sentence seems cohesively organized. Cohesion of the text **(I.1)** found in data **(1.2)**, it signed with the word *"religious ceremonies"* the second sentence in data **(1.1)** refers to *"spiritual significance"* in the first sentence.

The authenticity perspective appears in this text. In data **(1.1),** the paragraph tells that Segara Anakan Lake is a holy place and there is a religious ceremony in that place. The sentences of the data **(1.1)** seem to describe naturally with using the term of historical spiritual ceremony. This tourism advertisement attracts the tourists with using the historical power. This kind of representation in data **(1,1)** tries to guide the tourist's choice when he or she goes to visit.

In the text **(I.1)**, the writer found the persuasive strategies that attach in the sentences *"Segara Anak on Mt. Rinjani is considered a holy place, and holds a*

deep, spiritual significance for the local people" (**1.1**). This sentence indicates

the soft persuasive strategy, because it is illustrating the place nicely.

Text 2: Lake Mead (A.2)

Overview

  Explore more than 700 miles of shoreline at Lake Mead, the largest reservoir in the United States. With a wealth of activities and a beautiful desert environment, this enormous lake can hold as much as 9 trillion gallons of water giving you ample opportunity to boat, swim, fish and generally soak up the sunshine. **(2.1)**

History and Nature

  Long before Lake Mead was created 8,000 to 10,000 years ago, according to archaeologists early Native American peoples inhabited this region of the Mojave Desert, known for its wide expanses and rocky canyons. **(2.2)**

  All that changed in 1936 with the opening of the Hoover Dam originally known as Boulder Dam which transformed the flowing Colorado River into America's first national recreation area, Boulder Dam Recreation Area. In 1964, it was renamed Lake Mead to honor U.S. Bureau of Reclamation commissioner Elwood Mead. (**2.3**)

Things to Do

  Lake Mead is a hub for some of Arizona's best outdoor activities, catering to boaters, swimmers, sunbathers, skiers and anglers on its waters, as well as hiking, wildlife viewing and roadside sights just off its shores. **(2.4)**

  Home to thousands of desert plants and animals, the surrounding desert can also be a great location for wildlife photography. Or, break up days spent boating, fishing and swimming with a day or two of perfect Arizona golf at one of the courses near Lake Mead. If you want to explore the outer reaches of the lake's shoreline, a Lake Mead houseboat rental may be your best bet. From aboard your comfortable floating home, you can hike up distant canyons, relax on your own private sandbar, watch the stars come out over the desert or just enjoy Arizona's natural beauty. **(2.5)**

Analysis Text 2 (A.2)

  The text **(A.2)** seems to be describing directly. The topic actually

addressed head on. The text **(2.1)** begins with main ideas or topic then followed

by supporting ideas; it can be seen from the first sentence in data **(2.1)**. The

sentence *"Explore more than 700 miles of shoreline at Lake Mead, the largest*

reservoir in the United States" provides the main idea of the text.

In this text the writer point out two perspectives; strangerhood and play perspective. The strangerhood perspective found in data **(2.1)** by the word *"the largest resevoir..."*, *"wealth activities and beautiful desert environtment..."*. In this case, the writer of tourism advertisement illustrate that Lake Mead is different from other. The play perspective also found in data **(2.4)** and **(2.5)**. The sentence represents that the writer of tourism advertisement provide tourists with special experiences and spectacle.

The sentence ***"Lake Mead is a hub for some of Arizona's best outdoor activities, catering to boaters, swimmers, sunbathers, skiers and anglers on its waters, as well as...."*** in data **(2.4)**, ***"Home to thousands of desert plants and animals, the surrounding desert can also be a great location for wildlife photography."*** and ***"If you want to explore the outer reaches of the lake's shoreline, a Lake Mead houseboat rental may be your best bet. From aboard your comfortable ...."*** Data **(2.5)** provides the rational persuasive strategy. All of the sentences indicate bargaining and give suggestion to the visitor.

Text 3: Lake Toba (I.3)

Overview

Scientists have concluded that huge Lake Toba found right in the center of North Sumatra was in fact created by one of the ancient earth's mega explosions of a supervolcano. A supervolcano is said to be capable of producing volcanic eruptions with *ejecta* or volcanic materials greater than 1,000 cubic kilometers (240 cubic miles), and thousand times larger than most historic volcanic eruptions. The colossal Mount Toba, along with the Yellowstone, Long Valley, and Valles Caldera in the United States; Taupo Volcano, North Island, New Zealand; and Aira Caldera, Kagoshima Prefecture, Kyushu, Japan, are known as the six most highlighted supervolcanoes of planet earth. **(3.1)**

The Toba super-eruption that formed Lake Toba occurred between 69,000 and 77,000 years ago. The eruption was the latest in a series of at least three caldera-forming eruptions that occurred at the volcano, with earlier calderas

having formed around 700,000 and 840,000 years ago. The last eruption was estimated to have *Volcanic Explosivity Index* (VEI) of 8, described as mega colossal, and is still believed to be the largest explosive eruption anywhere on earth in the last 25 million years. **(3.2)**

The eruption spewed out about 2,800 cubic kilometers of volcanic materials, and the *Pyroclastic* flows of the eruption destroyed an area of 20,000 square kilometers (7,722 sq miles). To give an idea of its magnitude, consider that although the eruption took place in Indonesia, it deposited ash layers of approximately 15-cm (5.9-inch) thick over the entire South Asia. At one site in central India, the Toba ash layer today is found to be up to 6 m (20 ft) thick. **(3.3)**

Many scientists believe that the supervolcanic event plunged the planet into a 6 to 10 years of volcanic winter, which resulted in the world's human population being reduced to 10,000 or even a mere 1,000 breeding pairs, creating a bottleneck in human evolution. Some researchers argue that the Toba eruption produced not only catastrophic volcanic winters, but also an additional 1,000 years' cooling episode. **(3.4)**

The subsequent collapse formed a caldera that gradually filled with water and created what we now know as Lake Toba. While, the rising caldera floor also formed the *Samosir Island* at the center of the lake, which was due to movements in the magma chamber beneath it along with the scientific explanations, locals have their own stories concerning the origin of Lake Toba. There are many variants of this legend, and here is one of them. **(3.5)**

Analysis Text 3 (I.3)

In the text **(I.3)** there is no specific definition about what kind of Lake Toba looks like. The first sentence in data **(3.1)** until the last sentence in data **(3.5)** there is no specific definition about Lake Toba. The paragraph seems to develop in term of what they are not, rather than in term what they are. In this case, the writer of the tourism advertisement seems to point out about eruption, mega explotion, and supervolcano of Mount Toba and describes the reason why Lake Toba exists. This kind of writing, the development of paragraph seems to be turning and turning in a widening gyre.

From the data **(3.2), (3.3), (3.4),** and **(3.5)** provide the authenticity perspective in language of tourism. This data create tourist attractiveness about

the real past and present of the Lake Toba. Persuasive strategy in text **(I.7)** attach

in data **(7.1)** ***"Scientists have concluded that huge Lake Toba found right in the***

center of North Sumatra was in fact created by one of the ancient earth's mega

explosions of a supervolcano". It seem that the writer attract the visitor by using

soft strategy. In this case, the writer flatters the tourist using exaggerated

language.

Text 4: Lake Havasu (A.4)

Overview

     For sunny skies, crystal-clear water and beautiful desert landscaping, visit Arizona's Lake Havasu. More than just a spring break destination, Lake Havasu offers the perfect environment for water and desert enthusiasts alike, with activities like outdoor adventures, golfing, shopping and dining all at your fingertips. With 400 miles of shoreline and constant sunshine, it's the perfect place for an Arizona vacation. **(4.1)**

     The Parker Dam was completed in 1938, holding back the Colorado River to form Lake Havasu. In 1964, Lake Havasu City a 2,500 acre planned community was founded on the lake's shore, around the core of a turn-of-the-century mining town. **(4.2)**

     One of the most interesting and surprising attractions in Lake Havasu is the London Bridge, built in 1831 and sold by the City of London where it had been sinking at a rate of around eight inches a year in the 1960s. Since 1971, when its reassembly was completed, the arched bridge has spanned Lake Havasu, adding to the city's tourist appeal. **(4.3)**

     Dubbed the "Personal Watercraft Capital of the World," Lake Havasu is one of the Southwest's premier locations for water sports, including wakeboarding, waterskiing, jet skiing, swimming and boating of all kind. Watercraft rentals, including Lake Havasu houseboat rentals, are available at various locations in Lake Havasu City. **(4.4)**

     Although known for its waterfront activities, Lake Havasu City also boasts an abundance of land excursions. You can hike or mountain bike on the numerous trails, go off-roading in a jeep or ATV and take a break at one of the numerous Arizona golf courses. Many visitors prefer to see the Lake Havasu sights from above by means of parasailing and hot air balloon rides. You can also book a boat, ferry, kayak, jeep or walking tour of the area from providers in Lake Havasu City. **(4.5)**

Analysis Text 4 (A.4)

The topic text **(A.4)** is described directly. The flow of ideas occurs in a straight line from the opening sentence to the last sentence. The evidence can be seen from the first sentence in data **(4.1)** up to the last sentence in data **(4.5)**. In this situation, the writer of tourism advertisement use valuable word of sentence to illustrate the place, for instance the word *"sunny skies"*, *"crystal clear water"*, and *"beautiful desert landscaping"*.

The play perspectives are shown by this text. It can be seen from data **(4.1)** *"...with activities like outdoor adventures, golfing, shopping and dining all at your fingertips."* and data **(4.5)** *"You can also book a boat, ferry, kayak, jeep or walking tour of the area from providers in lake Havasu city"*. That sentences indicate that the writer or the organization try to bargain and give special treatment.

Soft persuasive strategy found in each sentence in data **(4.1)** *"For sunny skies, crystal-clear water and beautiful desert landscaping, visit Arizona's Lake Havasu. More than just a spring break destination, Lake Havasu offers the perfect environment for water and desert..."*. In data **(4.5)** *"You can also book a boat, ferry, kayak, jeep or walking tour of the area from providers in Lake Havasu city."* provide the rational strategy, because it seems bargaining and compromise.

Text 5: Dieng's Telaga Warna (I.5)

Overview

Dieng plateau has a million dazzling beauties, with an extraordinary natural and cultural wealth. In this region, in addition to shady green trees and beautifully patterned Hindu temples, here is also a beautiful natural gift called Telaga Warna, (the Colorful Lake), an icon of this area. **(5.1)**

Located in the Kejajar District in Wonosobo, Central Java, this beautiful lake with its surrounding natural forest is one of the prime tourist destinations in the Wonosobo regency. To reach this lake from Wonosobo, it is an approximately 25 miles' drive. **(5.2)**

The harmony of nature with its clean, cool air makes the atmosphere at Telaga Warna Dieng very compelling and relaxing. The mystical atmosphere created by the white mist that envelopes the area, as well as the tall, shady trees which surround the lake, exude a feeling of refined calm and relaxation. A visit to Dieng would not be complete without passing and witnessing the beauty of Telaga Warna in person. From here you can also visit the Pengilon Lake, Goa Semar, Goa Jaran, and the Sikendang Crater. **(5.3)**

This Lake is appropriately named Telaga Warna due to a natural phenomenon that causes the water of the lake to change in fluctuating colors. At times it is green, yellow, purple or even taking the colors of the rainbow. This phenomenon occurs because of the high sulfur content in these waters, so that when the sun hits the water, it reflects in varied colors. You can also see around the center of the lake, a section of water which appears to be bubbling; which is also due to its high sulfur content. **(5.4)**

Hidden among the range of hills at an altitude of more than 2,000 meters above sea level, it does not make Telaga Warna (the Colorful Lake) lacking in visitors. Its beauty and mystery have attracted many visitors to Dieng. The water at most times appears calm, with no ripples at all. The sound of the wild birds chirping and the well preserved, wild forest creates a reassuring atmosphere of peace. **(5.5)**

Telaga Warna is also very useful for the community. They use the water of the lake as a source to irrigate their potato and cabbage plantations which are major produce of this region. **(5.6)**

You can follow the edge of the lake and you will find a small balcony to sit and relax while enjoying the beauty and diversity of nature that surround it. **(5.7)**

There is also another excellent location where to enjoy the beauty of this lake other than being right on its edge. You can climb to the top of one of the hills bordering the lake along a narrow trail. This dirt road is very narrow, with just enough room for one person to pass at a time. The climb is not so steep, but is slippery enough since the Dieng area is known for its high rainfall. After a few hundred meter climb, you will reach the top of the hill to witness a spellbinding view. Spread out down below is a beautiful lake surrounded by thick forests with beautiful purple colored water around the edge, shaded in green in towards the middle, and pale green towards the center of the lake. On the other side, a narrow meadow separates it from another lake called Telaga Pengilon, or the Reflecting Lake. Further ahead, Prau Mountain and Pakuwaja Mountain form a circle, as if created to protect these two beautiful lakes from any harm. **(5.8)**

From this hill, you will also see another beautiful lake called Telaga Pengilon, meaning the Reflection Lake. This lake earned its name from its waters being so transparently clear that you are able to see your reflection in it. Story has

it and local residents believe that this lake can know the inner feelings of the human heart. **(5.9)**

Around Telaga Warna, there are several ancient Dieng caves worthy of a visit such as the Gua Semar Pertapaan Mandalasari Begawan Sampurna Jati. In the front of this cave is a statue of a woman holding a water pitcher. This cave also has a small pool whose water is believed to cure diseases and make the skin more beautiful and reduce the appearance of ageing. Other caves that may be of interest are Gua Sumur Eyang Kumalasari, and Gua Jaran Resi Kendaliseto. The caves around this area are often used as a place for meditation. **(5.10)**

The Dieng Plateau Theater provides complete information on the different spots to visit and latest happenings around Dieng, so paying a visit there might be of help. DPT (Dieng Plateau Theatre) is equipped with tools for audio and visual performances. DPT has 100 chairs for audiences. This facility was designed as an education center and a way to introduce tourists to this area.It is located on the slopes of Sikendil Hill, near to Tenaga Warna. **(5.11)**

To Stay

Many tourists come to stay in Wonosobo and travel to Dieng as a day trip, however, if you prefer to stay overnight in Dieng there are many comfortable home-stays available with a host of amenities and at a reasonable price. Several of the local families from Dieng have also opened up their houses for rent at relatively cheap prices. Below are several homestay options in Dieng. **(5.12)**

Analysis Text 5 (I.5)

The sentences in text **(I.5)** are clearly describing the Dieng Telaga Warna looks like. The main ideas set up in the last sentence in data **(5.1)**. It can be concluded that the text uses inductive form. Text **(I.5)** cohesively linked among sentences. In data **(5.1)** the word *"In this region"* in second sentences refers to *"Dieng plateau"* and in data **(5.2)** *"this lake"* refers to *"telaga warna"* that provide the cohesion of the text. The structure of sentences in text **(I.5)** is well constructed.

In data **(5.1)** *"...with an extraordinary natural and cultural wealth."* shows strangerhood perspective. It seems that the writer influence the visitor using the scenery of the place. The authenticity perspective also found in data **(5.2)**, **(5.4)**

and **(5.5)**. The sentence represents that Dieng Telaga Warna is the famous visited place in Wonosobo. Play perspective also found in data **(5.7)**, **(5.8)**, **(5.9)**, **(5.10)**, **(5.11)** and **(5.12).** The sentences in **(5.7)**, **(5.8)**, **(5.9)**, **(5.10)**, **(5.11)** and **(5.12)** indicate that the writer or the organization bargain and give special treatment.

Persuasive strategy occurs in data **(5.1)**, **(5.3)**, **(5.4)** and **(5.5)** that provides soft persuasive strategy. The sentences in data **(5.1)**, **(5.3)**, **(5.4)** and **(5.5)** seem to flatter the tourists nicely using a valuable and exaggerated language, for example *"Dieng plateau has a million dazzling beauties, with an extraordinary natural and cultural wealth"*. Data **(5.7)**, **(5.8)**, **(5.9)**, **(5.10)**, **(5.11)** and **(5.12)** also provide rational strategy, because the sentences seem bargaining and compromise.

Text 6: Lake Powell and Glen Canyon (A.6)

Overview

One of the most popular lakes in Arizona, Lake Powell is a narrow, 186 mile long body set amid the deep canyons, rocky outcrops and spectacular scenery of the Glen Canyon National Recreation Area. Formed by one of the world's highest dams and the waters of the Colorado River, the lake boasts a surface area of 162,700 acres and 1,960 miles of meandering shoreline making it the perfect destination for fishing, water sports, houseboating and myriad other outdoor activities. **(6.1)**

Millions of year ago, erosion from the Colorado River carved Glen Canyon, which straddles the border between modern-day Arizona and Utah. A combination of volcanic lava, erosion and wind then created the rock formations surrounding the canyon. **(6.2)**

In the early 1960s, Glen Canyon Dam was constructed, flooding the region above the dam where the Escalante, San Juan and Colorado rivers merged and creating Lake Powell. It wasn't until 17 years later the lake rose to its high water mark; since then, the lake level has altered with the changing of seasons. **(6.3)**

Things to Do

Lake Powell is one of the best-known spots for fishing in Arizona, with an abundance of game fish thriving in its clear waters. From bass to crappie, walleye and catfish, Lake Powell fishing offers plenty of fun for anglers of all types. **(6.4)**

Lake Powell houseboat rentals are another popular option for visitors. Wahweap Marina, located near Page, Arizona, is the largest marina on Lake Powell and a great place to rent a houseboat as well as to find hotel and lodging

options. Another option is Antelope Point Marina. You can also bring your boat or rent one onsite and head out onto the lake for waterskiing, wakeboarding or whatever adventure sports strike your fancy. **(6.5)**

Hotels, Lodging & Camping

If you're not staying on a houseboat, Lake Powell camping is an incredible way to enjoy the beauty of the shoreline during your stay. There is a National Park Service campground at Lees Ferry, as well as privately run campgrounds and a lodge at Wahweap Marina. Several hotels are available in Page, just a few miles away. **(6.6)**

Analysis Text 6 (A.6)

Text **(A.6)** begins with the topic of the text. The paragraph begins with general statement of the context then developed to specific illustration. The sentence *"One of the most popular lakes in Arizona, Lake Powell is a narrow, 186 mile long body set amid the deep canyons, rocky outcrops and spectacular scenery of the Glen Canyon National Recreation Area"* is the main idea or topic of the text. This text uses the concept of deductive in constructing the form. The structure of the sentence about balancing of the thought and phrasing organize correctly. It can be seen from the text that each sentence and paragraph is well structured.

There are two type of perspective that found by the writer in text **(A.6)**, that are authenticity and play perspective. The sentence *"One of the most popular lakes in Arizona, Lake Powell..."* indicates the authenticity perspective, and sentence *"Lake Powell is one of the best-known spots for fishing in Arizona, with an abundance of game fish thriving in its clear waters"* determines the play perspective in language of tourism.

In this text the writer also found two persuasive strategy; soft and rational strategy. The sentence *"One of the most popular lakes in Arizona, Lake Powell is a narrow, 186 mile long body set amid the deep canyons, rocky outcrops and spectacular scenery of the Glen Canyon National Recreation Area"* in data **(6.1)** provides the soft strategy. This strategy applies to flatter the visitor using a nice or valuable sentence in illustrating the place. While data **(6.4)**, **(6.5)**, and **(6.6)** show the rational strategy, this strategy is used to bargaining, complaining and compromising the product to the visitor.

Text 7: Alas Purwo National Park (I.7)

Overview

"Leave nothing but footprints, Take nothing but Pictures". This is a part of the adventurer's code written above one of the entrances to the Alas Purwo National Park , *that* sends a strong message to anyone entering the area to heed and preserve one of Mother Nature's greatest gifts to mankind. Covering a total area of 43,420 hectares, the Alas Purwo Park is situated on the Blambangan Peninsula in the Banyuwangi regency, at the southeastern-most tip of East Java, on a peninsula directly facing the island of bali. **(7.1)**

The Park is made up of mangroves, savannahs, lowland monsoon forests and coral-fringed beaches. The Park is considered to have the most natural tropical rainforests and one of is the oldest in Indonesia. Thousands of migrating birds visit its pristine forests each year and turtles come to lay their eggs on its secluded beaches. **(7.2)**

Alas Purwo is also the home of some of rare and endangered species that include the Javanese bull or *banteng* (*Bos javanicus*), dhole or Asiatic wild dog (*Cuon alpinus*), Silvered Leaf Monkey, Green Peafowl, Red Junglefowl, Olive Ridley turtles, Hawksbill turtles and Green turtles. The forest s are also the dwelling place for mouse deer (*muntiachus muncjak*), long tailed macaques, *lutung* monkeys, Javan deer (*cervus timorensis*), *Kangkareng* bird (*antracoceros coronatus*), *Rangkong* birds or hornbills (*buceros undulatus*), and many more. **(7.3)**

The national park is highlighted with hundred years' old large trees that have an average diameter of 30cm and grow to a height of 10-15 meters. In 2002, *there* were approximately 580 types of vegetation that have already been identified. Among some these are the *sawo kecik* (*Manilkara kauki*), *nyamplung* (calophyllum inophyllum), *ketapang* (terminalia cattapa), and kepuh (stercullia foetida). **(7.4)**

In the Javanese language, Alas Purwo literally means "Ancient Forest or The Premordial forest". According to the local legend, Alas Purwo was the site where the earth first emerged from the ocean. Many seeking spiritual enlightenment and mystics flock here during the month of Suro, the Javanese New Year. These pilgrims come to meditate in caves such as the Gua Istana (Palace cave), Gua Putri (the Princess's Cave), Gua Padepokan (the assembly house cave), and also Gua Macan (Tiger cave). Pura Giri Selokah, a Hindu temple in the park, also attracts many pilgrims, especially during the Hindu scared ritual of Pagerwesi. **(7.5)**

Followers of Javanese mysticism also believe that spirits inhabit trees, rocks, rivers and springs. Tthose well versed in *ilmu Jawa*, or Javanese mysticism, are said to have the ability take on the form of wild animals. So, for followers of Javanese mysticism, Alas Purwo's rich flora and fauna also make the area a highly revered place. **(7.6)**

Decorated with a river that runs right through the forest to the beach, the Pancur river is the entrance to your adventure to visit the caves of Alas Purwo and the surfing paradise of Plengkung Beach (more popularly known as G-land). Pancur is also the name of the place where you can find inns, modest restaurants, and a mosque. **(7.7)**

If you wish to watch turtles laying eggs on the white sand beach, you can go to Trianggulasi Beach. There are 4 species of turtles that can be found here: they are the Leatherback Turtles, Scaled Turtles, Grey Turtles, and Green Turtles. The best time to visit this area is from April to November. There is also a turtle hatching and conservation area at Ngagelan which is 3km from Rawabendo. **(7.8)**

In Tanjung Sembulungan you can enjoy the picturesque scenery of Mountains and forests bordering the Muncar Beach. The area also offers fascinating rocky cliffs facing the Indian Ocean. The fishermen of Muncar regularly conduct the "petik laut" ritual every 15th Suro by bringing offerings to the sea. **(7.9)**

In Bedul, there is the Segoro Anakan which has one of the largest mangrove forest-areas in Asia. The site has also become the breeding and nesting area for several coastal birds like Herons, Trinil, Pelicans, Oriental Darters, Kingfishers, and more. **(7.10)**

If you want to watch wild animals grazing on the beautiful savannah, you can go to Sadengan. The area is completed with a watchtower to observe the Javan bull, deer, wild boars, peacocks and many other wildlife. **(7.11)**

Analysis Text 7 (I.7)

Text **(I.7)** describes the topic clearly. The main idea of the topic attach in

data **(7.1)**. The structure of the sentence about balancing of the thought and

phrasing of the first part of a statement or idea by the second part is connected by

a coordinating conjunction, for example the word *"that"* in data **(7.1)** and *"there"* in data **(7.5)** create the cohesion of the text.

In this text, authenticity perspective found in the data **(7.1)** and **(7.2)**. The sentence *"...preserve one of Mother Nature's greatest gifts to mankind"* describe about the authentic of the Alas Purwo Park. Moreover, play perspective appear in data **(7.7)**, **(7.8)**, **(7.9)**, **(7.10)** and **(7.11)**. It seems that the sentences are bargaining and give some solution to the visitor.

The writer also found the persuasive strategies attached in the text **(I.7)**. Sentence *"Leave nothing but footprints, Take nothing but Pictures"* in data **(7.1)** provides hard strategies that demanding and assertiveness of the visitor. The sentence Data **(7.2)** *"The Park is considered to have the most natural tropical rainforests and one of is the oldest in Indonesia."* and "The national park is highlighted with hundred years' old large trees..." in data **(7.5)** provide the soft persuasive strategy that seem to flatter the visitor. Also, the rational strategy found in data **(7.7)**, **(7.8)**, **(7.9)**, **(7.10)** and **(7.11)**. This strategy is used to bargaining, complaining and compromising the product to the visitor.

Text 8: Petrified Forest National Park (A.8)

Overview

Experience one of the world's largest and most vibrantly colored assemblies of petrified wood, historic structures and archeological sites at Petrified Forest National Park, located east of Winslow, Arizona. Here, 200 million year old fossils tell the tale of the earth and its prehistoric inhabitants amongst the picturesque wonders of Arizona's Painted Desert. Petrified Forest is a surprising realm of fascinating landscape and science. **(8.1)**

More than 200 million years ago, flourishing trees and vegetation covered much of this area of Northeastern Arizona. But volcanic lava destroyed the forest, and the remains were embedded into sediment comprised of volcanic ash and

water. Erosion set the logs free millions of years later, revealing the petrified wood – made mostly of quartz – that Arizona visitors gather to see. (**8.2**)

But there's more than wood to the Petrified Forest's history. You can see remnants of more than 13,000 years of human history at the park, including Puerco Pueblo – a nearly 800-year-old, 100-room dwelling, a diverse, extensive collection of prehistoric pottery fossils and even a protected section of historic Route 66. (**8.3**)

Petrified Forest National Park provides access to many outdoor activities, and the best way to enjoy and experience it is on foot. Designated hiking trails range in length from less than a half-mile to three miles, and each trail promises you a breathtaking view of the surrounding Painted Desert. You can also head out into the Petrified Forest National Wilderness Area by horse, burro, mule or llama, or you can do an overnight backpacking trip through the park. (**8.4**)

Analysis Text 8 (A.8)

The sentence *"Experience one of the world's largest and most vibrantly colored assemblies of petrified wood, historic structures and archeological sites at Petrified Forest National Park, located east of Winslow, Arizona"* in data (**8.1**) is the main idea or topic. It seem that the text (**A.8**) use deductive concept in constructing the form of paragraph. In this text, coordinating conjunction appear in data (**8.10**) *"here"* and (**8.2**) *"but"*. The function of that word are linking and connecting the sentences.

In this text, the writer points out the authenticity and play perspective. Data (**8.1**) and (**8.2**) represent the authenticity perspective, while data (**8.4**) determines the play perspective. The writer also founds persuasive strategy in data (**8.1**) *"Experience one of the world's largest and most vibrantly colored assemblies of petrified wood, historic structures and archeological sites at Petrified Forest National Park, located east of Winslow, Arizona"* and data (**8.2**) *"More than 200 million years ago, flourishing trees and vegetation covered much of this area of Northeastern Arizona"* that refer to soft strategy. This strategy use

to flatter the visitor using valuable language. In data **(8.4)** provide rational

strategy, because this strategy is use to bargaining, complaining and

compromising the product to the visitor.

Text 9: Pangandaran Green Canyon (I.1)

Overview

Grand Canyon, yes, make no mistake it's not America's Grand Canyon, but it is Pangandaran's Green Canyon on the southern coast of West Java. Originally called "Cukang Taneuh" the local Sundanese meaning for Soil Bridge. Green Canyon has a 3 meter wide bridge made up of soil above the twin cliffs on both river banks. This natural wonder is surely a spectacular scene that you will not find anywhere else. **(9.1)**

The name Green Canyon is believed to have been dubbed by a French tourist who came to the location in 1993. It is said that the clear green water of the river and the abundant green moss on the cliff had given it its popular name. This little natural wonder is located at the Kertayasa Village, in the Ciamis Regency, West Java Province, about 31 Km or 45 minutes' drive from Pangandaran Beach. **(9.2)**

As you arrive at the main entrance, which is the parking lot of Green Canyon, you will see a row of wooden boats popularly called "*Ketinting*" lining up by the river. Those are boats that will take you to Green Canyon and costs IDR 75.000 per person. The arrangement for renting the boats is very organized: once you pay the fee you will receive a number. You will then get into your boat once your number is called. **(9.3)**

The *ketinting* will then take you on a ride down the river, splitting the clear green water and creating small wave on both sides. From the boat, you will see green forest trees along the banks, and sometimes snakes or lizards jumping into the river, or come up to surface. **(9.4)**

As the boat slows down and makes its last turn, an astonishing view jumps right in front of your eyes. Twin cliffs standing tall on each side of the river, with stalactites and stalagmites overhead, and crystal clear water below. You may think that this may be the Garden of Eden. **(9.5)**

Water pours down from each side of the cliffs creating a rumbling sound of waterfalls. At low tide, you can walk under this once great cave and marvel at the sight between the two high cliffs. **(9.6)**

Since your clothes will surely be soaking wet by now, you may as well dive into the inviting waters and feel its cooling freshness, although the location is not too far from the sea. To swim against the current, between these giant cliffs and under the canopies will be an experience unlike any other. Most noticeable about Green Canyon is that this place is kept very clean. There are no floating garbage on the river or scattered snacks or cigarette wrapping. **(9.7)**

Located not too far from Pangandaran, Green Canyon is a must for those who plan to visit Pangandaran. "A piece of heaven on earth", as those who have

been there describe it. A true Natural Wonder hiding behind the thick bushes and trees of Pangandaran's forests. If you think you have never heard about this place, it is only because Green Canyon is the best kept Secret of Pangandaran. **(9.8)**

You must first fly or travel by car or train to Bandung. There are direct international flights from Malaysia and Singapore to Bandung. A number of "City Trans" companies operate comfortable, sometimes luxurious buses between Jakarta and Bandung. **(9.9)**

From Bandung, the means to get to Pangandaran is by bus, or rented car. If you use public transportation, from the Pangandaran Terminal you can take a minibus headed to Cijulang Terminal. From the Cijulang terminal, the trip continues on "*Ojek*", popular bike taxies found almost everywhere in Indonesia. **(9.10)**

Analysis Text 9 (I.9)

The text **(I.9)** seems to be describing directly. It can be seen from the first sentence refers to the topic of the text. A topic is addressed head on. It can be seen in the first sentence in data **(9.1)** *"Grand Canyon, yes, make no mistake it's not America's Grand Canyon, but it is Pangandaran's Green Canyon on the southern coast of West Java."*. The development of the paragraph begins from general to specific. Therefore in the text **(I.9)** use deductive form in conducting the text.

There is a signal of cohesion in text **(I.9)**. The cohesion of the text can be seen in the sentences that explaining each other, for example the first sentence in data **(9.1)** tell the different name between Arizona's Grand Canyon and Pangandaran's Green Canyon. Then, the second sentence in data **(9.1)** explains that Pangandaran's Grand Canyon called as Cukang Taneuh. It is continuously happen among sentence in data **(9.1), (9.2), (9.3)** and **(9.4)** that each sentences supporting other sentences. Not only the connection among sentence but also the connection among paragraph as continuity in meaning and context indicate coherence of the text.

Data **(9.1)** indicates the strangerhood perspective of the text **(I.9)**. This perspective seems to describe the differences of the tourist attraction. In this case, the tourism advertisement tells about the differences between Grand Canyon in Arizona and Green Canyon in Pangandaran.

The uses of persuasive strategies in text (I.9) are appearing in the data **(9.1)**, **(9.3)**, **(9.4)**, **(9.6)**, **(9.5)**, **(9.8)**, **(9.9)** and **(9.10)**. The sentences *"This natural wonder is surely a spectacular scene that you will not find anywhere else."* **(9.1)**, "*Twin cliffs standing tall on each side of the river, with stalactites and stalagmites overhead, and crystal clear water below. You may think that this may be the Garden of Eden"* **(9.5)**, *"Water pours down from each side of the cliffs creating a rumbling sound of waterfalls. At low tide, you can walk under this once great cave and marvel at the sight between the two high cliffs."* **(9.6)**, *"A piece of heaven on earth", as those who have been there describe it"*, *"If you think you have never heard about this place, it is only because Green Canyon is the best kept Secret of Pangandaran"*. **(9.8)** refer to the soft strategies of persuasive language. All of those sentences seem to flatter the tourist to visit the place. While in data **(9.3)**, **(9.4)**, **(9.9)** and **(9.10)** indicate the rational strategy. This strategy is used to bargaining and compromising the tourist with special treatment.

Text 10: Grand Canyon (A.10)

Overview

Vast, magnificent and inarguably beautiful, the Grand Canyon is easily Arizona's most distinguishable landmark and a natural wonder that you simply have to see to believe. Stretching 277 miles from end to end, steep, rocky walls descend more than a mile to the canyon's floor, where the wild Colorado River traces a swift course southwest. **(10.1)**

You can reach Grand Canyon National Park from main entrances on the South Rim including the South Rim's eastern entrance and the North Rim. The Canyon's western edge, home to beautiful Havasupai Falls and the town of Supai, is also accessible via roads on the Hualapai Indian Reservation. **(10.2)**

Whether you stop at the canyon for an hour or stay for a week, you'll have plenty of ways to enjoy some adventure, recreation or just great views. **(10.3)**

Getting to the Grand Canyon is an adventure in itself. There are a number of different ways to arrive at the canyon, and you should explore them all before selecting just one. Whether you're coming from outside the state, within Arizona or mere minutes away, you're sure to have the ride of your life with miraculous views. **(10,4)**

1. Driving

For the kings of the road, driving to the Grand Canyon is an enjoyable experience filled with many scenic detours or quick direct routes. To reach the South Rim, the drive from Flagstaff along Highway 180 to Highway 64 is particularly pretty as you wind your way through the beautiful Kaibab National Forest. For the rugged North Rim, note that Highway 67, which heads south from Jacob Lake into the park, is only open seasonally – usually from mid-May to mid-October. **(10,5)**

2. Grand Canyon Railway

All aboard these restored vintage locomotives that are filled with Grand Canyon lore. With round trips from Williams to the South Rim of the canyon, the Grand Canyon Railway offers a unique experience that takes you on a journey through history. For a spectacular view, grab a seat in the observation dome and watch as the countryside terrain changes before your eyes. Learn more. **(10,6)**

3. Public Transportation

Relax and leave the navigation to someone else. There are a number of safe, affordable and reliable public transportation options from the surrounding area and beyond. Arizona Shuttle has a number of park-and-ride locations where you can hop aboard a bus to the Grand Canyon. **(10,7)**

4. Grand Canyon Airport

For a bird's eye view of the canyon, considering flying in on a private or charter aircraft. The Grand Canyon Airport (GCN) is situated in Tusayan, near the South Rim, and offers a one-of-a-kind view of the canyon. **(10,8)**

Analysis Text 10 (A.10)

Text **(A.10)** seems to describe directly like when we draw straight line. It

means that the topic is addressed a head on. The directness of text **(A.10)** occur in

data **(10.1)** called as deductive form, because it begin with general statement to supporting statement. It can be seen from the sentence *"Vast, magnificent and inarguably beautiful, the Grand Canyon is easily Arizona's most distinguishable landmark and a natural wonder that you simply have to see to believe."* in data **(10.1)** as the main idea of the text. The structure of the text is well constructed.

In this text, there are strangerhood and play perspective that found in data **(10.1)** and **(10.3)**. Data **(10.1)** refer to the strangerhood perspective, because the writer of tourism advertisement tries to differentiate between Grand Canyon and other canyon place. The word *"...Arizona's most distinguishable landmark..."* is the sign of the differences of Grand Canyon. While in data **(10.3)** *"Whether you stop at the canyon for an hour or stay for a week, you'll have plenty of ways to enjoy some adventure, recreation or just great views"* represents the play perspective. Based on this sentence, the writer of tourism advertisement attracts the visitor using a treatment that what kind activity should be done in Grand Canyon.

The use of persuasive strategy in this text, appear in data **(10.1)** *"Vast, magnificent and inarguably beautiful, the Grand Canyon is easily Arizona's most distinguishable landmark and a natural wonder that you simply have to see to believe."* determines the soft strategy. Moreover in data **(10.4)**, **(10.5)**, **(10.6)** and **(10.7)** provide rational strategy, because it seems that the sentences are bargaining and compromise.

3.2 Discussion

After obtaining and analyzing the data based on Kaplan (1966), Dann (2006) and Kipnis and Schmidt (1985) theories, the next part is the discussion of the whole data to answer the problems proposed in Chapter I. To simplify in analyzing how Kaplan (1966), Dann (2006) and Kipnis and Schmidt (1985)) theories works. The writer dividing into four sub chapters:

1. The influence of culture toward L1 and EFL
2. Cultural thought shape rhetorical pattern
3. Perspective in Language of Tourism
4. Persuasive strategies in tourism advertisement

The Influence of Culture toward L1 and EFL

Actually, non-native speakers of English who learn write in English have already learn the structure how to write their native language. Their skill about the structure in writing their first language influence the way they write in English. In this case, non-native speakers in English are lacking the sense of English. It is because they use English language as a foreign language. In this study, the writer found that Indonesia tourism advertisement texts tend to use the concept of "indirectness". Indirectness means that go off the topic. From the analysis of the Indonesian tourism advertisement texts, the development of the paragraph is working around and around the point. Regarding to Kaplan (1966) claimed that "things are developed in terms of what they are not, rather than in terms of what they are". It means the topic is turn around and show it from a variety of

tangential views but the subject is never looked at directly. It provides that cultural thought affect someone writing of English as a second language.

Furthermore, the native speaker of English tends to use the concept of "directness" in their writing. Directness of the text means that does not go off the topic (Kaplan, 1966). The paragraph is usually cohesively digressive. The coherence of the text is the quality attributed to the presentation of material in a sequence which is intelligible to its reader. It can be found in Arizona tourism advertisement text that almost all of the data which have been analyzed consider coherence as most important aspect in evolving paragraph. A paragraph is understood to describe only one topic or one aspect of a topic.

All of the statement above provides that writing is kind of cultural phenomena (Connor, 1996). Indonesia as a non-native tend to use "indirectness" in composing tourism advertisement text, because it influenced by the skill of writing in their native language. It is different with Arizona that use "directness" in writing tourism advertisement text.

Cultural Thought Shape Rhetorical Pattern

Kaplan (1966) proposed five rhetorical pattern diagrams in his contrastive rhetoric research; English, Oriental, Semitic, Romance, and Russian. Writing characteristic even rhetorical patterns are influenced by cultural thought or phenomena. Carson (1992) examined how non-native speakers learned to read and write in their first languages and how that learning affected their expectations and strategies in learning to write and read in English.

The write found two out of five patterns in Kaplan theoretical framework on contrastive rhetoric, there are English and Oriental. English pattern found in Arizona tourism advertisement text, while Oriental pattern is found in Indonesia tourism advertisement text. As mention before that Arizona tourism advertisement texts use "directness" concept in constructing the paragraph. Yet, Indonesia tourism advertisement texts tend to use "indirectness" concept. The concept of "directness" seems to describe directly like when we draw straight line. Regarding to Kaplan (1966) on his work "Cultural thought pattern in intercultural education" exposed that In English, it is common and an accepted rule to use indentions in formal writing and communication is direct, linear and doesn't digress or go off topic.

However, Oriental rhetorical pattern can be shape as a circle form. Kaplan (1966) stated that the development of oriental (indirect) paragraph may be said to be "turning and turning a widening gyre". It means that the topic of the subject is never looked at directly. It is mostly happen in Indonesia tourism advertisement text. This different ways of cultural thought determine what rhetorical pattern will be shaped.

Perspective in Language of Tourism

Based on the analysis of the text, the writer found three perspectives in language of tourism. The first perspective is authenticity perspective. This perspective is shown in each tourism advertisement. The authenticity perspective is full of manifestation of the importance of authenticity of the relationship

between the tourist and what they see. In this case, this perspective refers to the visual representation of the best-know sight, which have become the markers of the town. It also claims that the main tourists' motivation is the search of authenticity. The second perspective is strangerhood perspective. This perspective claims that the tourists in interested in things, sights, customs, and culture different from his own, precisely because they are different. The appreciation of the experience of strangerness and novelty are the expected of this perspective. The strangerhood perspective emphasize that a driving motivation for travelling is the search for strangeness and new experience.

The last perspective is play perspective. This perspective treats tourism as a game and provides tourists with special experiences. Furthermore, the perspectives of language tourism presented and described the different theoretical points of departure but they may coverage where there is a shared appreciation of the importance of language. They also might even be present at the same time in complex text types, according to the message conveyed and to the kind of tourist addressed.

Persuasive Language in Advertisement

Since influencing someone is a social act, persuasive language is very important in our life such as promotion of the product. In this case, persuasive language and advertisements cannot be separated from each other. Persuasive language is the way how the people influencing other. It has important role to influence customers of the advertisement itself. David Kipnis and Stuart Schmidt

define persuasive as the tool to influence (1985, pp. 40). They stated that persuasive language is a skill we all treasure, its mean that each people have their way or diverse statements to persuade other people. In their theory, there are three kinds of strategies; Hard, Soft, Rational that use depending on the situation and the person they want to influence.

In this study, the writer point out two persuasive strategies that attach in Indonesia and Arizona tourism advertisement, that are hard and soft strategy. Based on the analysis of the text, the hard strategy used to demand and emphasize the visitor to do what the proprietor wants. The language which used in hard strategy seems to be emphasizing something. In this case, the influencer has advantages. While the soft strategy use to flatter the visitor to visit tourist attraction. The language which is used in both tourism advertisements seem to act nicely. Here, the writer of tourism advertisement show and illustrate the place using such as a "beautiful" sentences. In this situation, the influencer seems at disadvantages, and the goal is to get benefit for one's self.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter discusses the main conclusions of the findings of the study about the social and cultural context of a genre. In addition, this part also offers point learn by the researcher and suggestions for future researcher who are interested in this study.

4.1 Conclusion

Based on the finding and discussion in the previous chapter, the researcher summarizes that Indonesia and America (Arizona) tourism advertisement texts have different rhetorical pattern. The difference between both tourism advertisement texts are affected by the culture of its country. This statement regard to Kaplan's theoretical framework. Both tourism advertisement texts have their uniqueness in constructing the form of paragraph. In this case, Indonesia tourism advertisement texts tend to use inductive concept. The development of the paragraph tends to use indirect concept. Although, Indonesia tourism advertisement try to conduct the form of paragraph correctly (cohesive and coherence), but it seem less of sense of English language since Indonesia use English as foreign language. It affected by the culture of writing on their own language (L1). Whereas, America tourism advertisement text use the concept of deductive concept, It means that the development of paragraph seem to be direct concept. It is because they are as the native of English. In short, in

term of complexity of paragraph, Indonesia tourism advertisement tend use "indirectness" concept and try to conduct the paragraph cohesively and coherently, but less of sense. While, America tourism advertisement as the native of English uses the "directness" concept in constructing the paragraph.

In term of perspective in language of tourism, there are three out of four major perspectives that attach in both tourism advertisement text, that are the authenticity, strangerhood, and play perspective. The perspectives of language tourism presented and described the different theoretical points of departure but they may coverage where there is a shared appreciation of the importance of language. Therefore, they also might even be present at the same time in complex text types, according to the message conveyed and to the kind of tourist addressed.

Moreover, both tourism advertisement texts also apply the persuasive strategy. Soft, rational, and hard strategy attach in tourism advertisement texts. Each text of both tourism advertisement texts use a different persuasive strategy. Based on analysis of the text, the use of persuasive strategies influenced depend on the situation and expectation of tourists itself.

4.2 Suggestions

In the scope of Islamic State University, this work is probably the first work which discusses contrastive rhetoric analysis in term of tourism advertisement text. There are many possibilities for the next researcher who is interested in this study.

First, the next researchers can contrastively analyze using the same topic in different L2 or EFL speakers. Second, they can analyze using the same topic in different object in analyzing. Since this work is an imperfect product, the writer suggests to the next researchers to step deeper into the world of modern literature to enrich the discourse in English department.

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