


The Impact Of Tourism Feature Writing On Branding Strategy Sustainable Tourism Destinations

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Article Info	ABSTRACT
<p>Keywords: online media, features, tourism, discourse analysis, van djick</p>	<p>Mass media are tools and facilities that have an important role in disseminating information to readers, so the media must be able to present the message or news that readers want. This research aims to determine the pattern of writing tourism features in Indonesia using a social cognition and social context analysis approach in digital media tourism news KRJOGJA.com and Republika.co.id. The method used in the research collaborates a qualitative research approach with Van Djik's critical discourse analysis method which consists of social cognition and social analysis, and adopts Zong Dang Pan and Gerald M. Kosicki's framing for aspects of the devices and units observed. The results of the research show that the pattern of writing Indonesian tourism features uses promotive, informative, provocative, persuasive sentences and refers to places and regional potential, always has an important event related to tourism as a background and shows details of things that stand out, uses interesting images and is in accordance with the theme of the discourse. . Using social cognition analysis, tourism feature writers include their own experiences regarding the culture they believe in to describe tourist destinations. By analyzing the social context, tourism feature writing adapts to the language use of readers who are members of the information society.</p>
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INTRODUCTION

Mass media are tools and facilities that have an important role in disseminating information to the public (Prmono & Fadillah, 2023) explains that the media is also one of the main actors forming public perceptions of life issues in society. Therefore, the media must be able to present the message or news that the audience wants, not only from the content but also including the technical delivery of the news itself. Mass media can provide quite a large influence (powerful effect), with certain requirements, in carrying out communication actions towards the audience (Priadi & Thariq, 2023)

Currently, information, messages and news in the mass media have become a necessity that must be available anywhere and at any time. This refers to media dependency theory which proposes that dependency on media information resources is a condition that exists in modern society where this dependency develops from the need to understand the social world (Tamilmani, Rana, Alryalat, Al-Khowaiter, & Dwivedi, 2018).

The dependence on media by modern society means that the media is starting to be used as a means for promotion because the media has the opportunity to create a point of view in accordance with the goals to be achieved, both the goals in the context of the messages contained in them and the target audience. This is in line with existing conditions, such as the role of media in the tourism sector in the marketing (promotion) element because the tourism industry has emerged as the main income driving industry in many developing and middle-income countries in the world (Mandarani, 2018). These conditions further strengthen that Media is very necessary to introduce tourism destinations as a marketing strategy (R. Berger, E. Roloff, & Ewoldsen, 2021) considering that there are still many tourism places that are not promoted enough and this means that not many visitors come. (Pratiwi, 2018) explained that according to media dependency theory, the role of the media is very significant in areas such as tourism, which not everyone faces in everyday life.

METHOD

This research uses qualitative research methods and critical discourse analysis methods (Sujarweni, 2019). Qualitative research is a form of interpretive descriptive research in which researchers explain and interpret what they study. This research also uses an interpretive or constructivist paradigm to understand the subjective meaning of different experiences (Salma, 2018). The research strategy is framed analysis for critical discourse analysis (Klaudia & Santi, 2018). Critical discourse analysis is an explanatory application of qualitative methods, with a focus on linguistic aspects as well as the purpose and practice of using tourist characteristics in language texts. In this research, the focus of the research is articles related to Kedaulatan Rakyat tourism news in print media and digital media as a data collection technique.

Analysis to additionally look at Indonesian tourism feature writing adopts feature writing theory (Sujarweni, 2019):

1. Social Cognition

In this social cognition analysis, data is obtained from the perspective of the feature writer.

2. Social Context

In this social context analysis, data is obtained from the perspective of feature readers.

3. Feature Writing Patterns

This writing pattern was obtained from the analysis of the previous 2 elements.

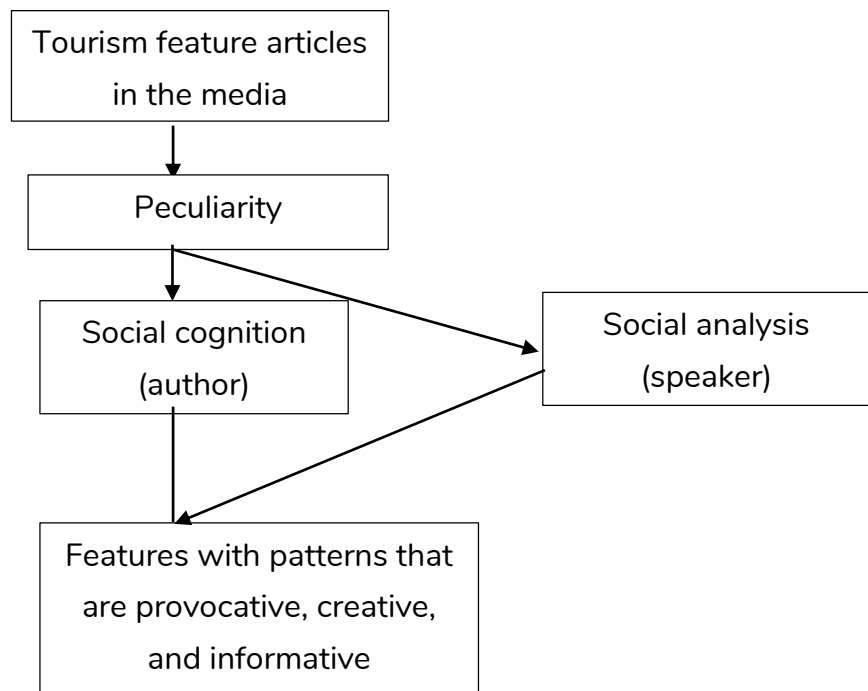


Figure 1. Research Framework

In critical discourse analysis, there are several approaches known, including: 1) Critical Language Analysis, 2) French Approach Discourse Analysis, 3) Social Cognition Approach, 4) Social Change Approach, 5) Historical Discourse Approach (Mandarani, 2018). The Social Cognition Approach introduced by Van Dijk. Analysis of this model highlights that cognitive factors are an important element in discourse production. Discourse production will also involve a process of social cognition. According to Van Dijk, analyzing discourse does not only analyze the text, but it is also necessary to observe how the text was produced, why such a text was produced. Van Dijk has done a lot of research, especially related to news that contains racism and is expressed through text. Daily conversations, job interviews, board meetings, debates in parliament, political propaganda, advertising, scientific articles, editorials, news, photos, films are things that van Dijk observed (Muhassin, 2019). Van Dijk's analysis model can be described as follows:

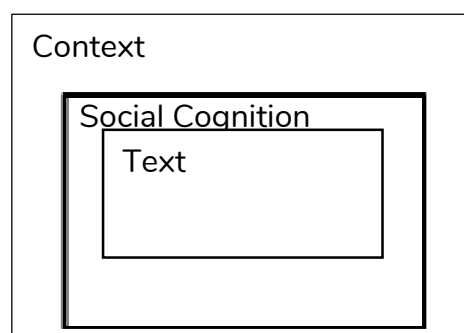


Figure 2. Van Dijk Analysis Models

RESULTS AND DISCUSSION

Results of Social Cognition Analysis

In the knowledge element, this tourism discourse discusses the factual beliefs shared by the author. These factual beliefs can be based on group or cultural beliefs (Harahap, 2019). The author displays a number of personal knowledge, his group and society in general. This information is presented to strengthen the author's argument in assessing a problem with tourism features. It can be seen that all authors use their personal beliefs to highlight the tourism sites they write about, for example:

"The Opak Boat Tour was initiated in December 2021 and has enlivened the 2022 New Year holidays with hundreds of visitors per day. "During the 2021 New Year holidays there were hundreds of visitors" (Republika.co.id). "A traditional culinary festival of 1,000 portions of letheK noodles was held at the Bendo Tourism Village, Trimirti Kapanewon Srandakan Bantul Village, Sunday (26/6/2022). This activity is the 2019 naval service program of the AMPTA Yogyakarta College of Tourism (STP). With this program, it is hoped that the Bendo Tourism Village as a tourist destination will continue to develop. " (KRJOGJA.com)

From the two snippets of discourse above, there are several cultural events that occur in society in general, such as during the New Year holidays. New Year's holiday culture is synonymous with going on a trip together to a tourist spot. And this culture is common in society. by the author. Another culture is that people will come in droves if it is associated with free gifts or door prizes. This is in line with research (Ido et al, 2018) that the development of tourism must ultimately be influenced by socio-cultural behavior, social interactions between members of society and the government, including having to be based on national insight with the existence of citizenship skills.

Results of Social Context Analysis

"The West Sulawesi Provincial Government (Sulbar Provincial Government) is promoting coffee plantations and tourism assets to attract investment from outside the region so that the West Sulawesi economy can improve. "Acting Governor of West Sulawesi Akmal Malik, in Mamuju, this weekend, said that the West Sulawesi Investment Forum activity was held by the West Sulawesi Provincial Government in Balikpapan City, East Kalimantan Province to promote investment opportunities in West Sulawesi. He said, there are two promising investment opportunities in West Sulawesi that investors can manage, one of which is investing in coffee plantations in Mamasa Regency. "(Republika.co.id)

"The tourist location is also equipped with a prayer room, pendapa, toilets and food and drink stalls as well as local snacks. According to Mujono, there is already a master plan for developing the Opak Boat tourist attraction, which will later be developed with a playground, fruit plantation and culinary stalls. "We have made a master plan for the development of this tourist attraction, therefore we have prepared complete permits and other administrative equipment," added Mujono who was accompanied by a number of other administrators. "(KRJOGJA.com)

In the social context section, discourse on tourism features such as the 2 examples above uses language that is straightforward, informative and promotive. The language used is also easier for readers to understand and is a promotion of tourist attractions that are developing

so that they will get more visitors and the many attractions offered at tourist attractions and written in clear and uncomplicated language (Putri, Efendi, Lande, & Dewi, 2017).

This is used with the aim of promoting tourism, where currently society is in the 3rd wave or information society, which according to Toffler's theory (2019) is characterized by very fast information mobility, and causes a very high level of efficiency and the discovery of information and data technology. processing.

Civilized society, becoming an information society, then creates various kinds of products and technologies that are created with the aim of meeting human needs for actual, fast, practical information. Then make various media integrated with each other. So radio can now be heard live streaming, so there will no longer be any coverage area restrictions that will limit listeners to their radio (Surya R, Jufri, & Usman, 2023).

The presence of new media is certainly a breath of fresh air for society, because that way everyone has the opportunity to get information anytime and anywhere. Apart from that, everyone can also convey any information whenever and wherever they are. Therefore, the writer of this tourism feature discourse in online media offers straightforward language, that the main characteristics of journalistic language include simple, short, concise, straightforward, clear, lucid, interesting, democratic, using active sentences, as far as possible avoiding the use of words or terms. -technical terms, and standard language ethics.

Writing Patterns for Indonesian Tourism Features in Online Media

In the results of the analysis of tourism features, the writer can find patterns that often appear in feature writing, such as the topic and theme of the feature which always contain words that designate a location that will be reported, and the language used is persuasive language and the language style is a form of rhetoric with hope. can promote the location where the tourism is written. Apart from that, the language used is also informative and descriptive, always containing denotative and simple meaning (Ana, Hayatri, Prasetyo, Tinggi, & Ambarrukmo, 2016).

In the feature title section, write the title by stating the location of the writing subject clearly and factually, specifically. The title also uses active sentences with informal language which means denotative. Writing leads also uses quotes from important figures who influence the theme of the feature. The conclusion usually always uses a climax ending with invitational language. The sentences used in features generally always use informal language, descriptive text, choice of words that are easy to understand. The graphic section always begins with an image that describes the content and title of the feature and is supplemented with quantitative data that supports the explanation of the content of the feature (Dian Susanthi & Purnama Yanti, 2022).

Writing this feature also involves the author's social cognition, namely the cultures that are widely applied by society, which culture is believed by the feature writer to be part of the appeal of his writing so that the goal of promoting tourist attractions is also achieved. In the social context, it is also adapted to the 3rd wave of society (Alvin Toffler) where online media is the media that is currently widely used due to developments in information technology. And in this case the language used is in line with informative language, short, concise, clear, and does not have to be standard.

CONCLUSION

News can begin with a title that arouses other people's interest in reading, narrate an introduction that reflects some of the content of the news being conveyed, and reveal facts as discussion or content of the news, and close with criticism of the news that is being discussed. Then the feature shows that the news writer is trying to form a discourse about Indonesian tourism destinations. All of these discourses are written involving the author's social cognition regarding the culture they believe in so that it will be attractive to the reader and the author also adapts to the social context, especially the language of the reader who is an information society (Muhassin, 2018). In the feature writing pattern, tourism places in Indonesia are found. Feature writing on online tourism media emphasizes the uniqueness of places that specifically inspire hope for increasing the potential and development of local regional or provincial governments and feature writers use more informative, provocative and promotive language in their writing. A limitation in this research is that news sources are only limited to discussing feature strategies from local media and limited tourist villages. Further research can measure the writing of tourism features in several national media and observe a larger number of tourist villages and can carry out a SWOT analysis or analytical hierarchy process to see the impact of branding on sustainable tourism villages.

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