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# **The Use of Persuasive Sentences for the Tourism Industry**

**I Gede Nika Wirawan**

ITB STIKOM Bali, Denpasar, Indonesia

**Wayan Suryasa**

ITB STIKOM Bali, Denpasar, Indonesia

**Steven L. Thoms**

New York University, New York, United States

**Tom Bonviglio**

University of Richmond, Richmond, Virginia

**Abstract**--The use of the persuasive sentences is very important especially in attracting customers for any business. Especially for the business in the tourism industry, it is important to know how to attract customers. That is why this research is very important to be conducted therefore the people who have businesses in the tourism industries know how to attract people using the persuasive sentences in their website. The research will divide the persuasive sentences into rationalization, identification, giving advice, confirmation, compensation, projection, and replacement found on the website of the hotels and resorts in the village of Kenderan. It is found out that the hotels and resorts in the Village use these sentences to attract more visitors to stay in their hotel or resort. So it is suggested that the business owner, especially the owner of the hotels and resort in this village. Keep using persuasive sentences on the other website to attract more customers. For example, the technique of rationalization is very useful to attract more customers because the customer feels that they can feel or they can imagine in the situation that they will have if they stay in the resort.

**Keywords**--attracting customers, persuasive sentences, tourism.

## Introduction

Kenderan Village is a village in the Tegallalang sub-district, Gianyar Regency, Bali. Tegallalang District is one of the sub-districts that has good tourism potential in the province of Bali. This sub-district currently has several villages which could be a good potential so they need to be developed. One of the villages in the Tegallalang sub-district is Kenderan village, which is one of the tourism destinations that foreign tourists are interested in. Therefore, there are many hotels and accommodations for the tourists such as villas, as well as small inns located in Kenderan village. During the promotion of the hotel or when they try to offer the accommodation, the hotel used persuasive language to persuade others to be interested in staying in their accommodation. [Keraf \(2001\)](#), argues that persuasive sentences are verbal sentences that aim to convince someone so that the person obeys what the speaker is saying at this time or when the speaker is speaking. The use of persuasive sentences is one of the promotional techniques used by entrepreneurs to attract customers to buy their products. Persuasive sentences are suitable to be used in the tourism industry to attract foreign tourists to come to the destination that they would like to promote.

Both hotels and villas usually use these technique to attract their customers so that they can get more foreign tourists to stay at their villas or hotels. This persuasive sentence is often used in advertisements that we can see on television and advertisements in newspapers which are usually used to promote a product so that it looks attractive and makes someone buy the product. The same condition applied to the entrepreneurs in the village of Kenderan Bali who use persuasive sentences on their websites to attract foreign tourists to visit the village of Kenderan. This study aims to identify and analyze persuasive sentences used in the hotel websites in Kenderan Village, Tegallalang District, Gianyar Regency, Bali Province. It is expected in the future that this research can be useful for entrepreneurs in promoting and giving information on their websites. Therefore they can attract more foreign tourists to visit their destinations ([Suryasa et al., 2019](#); [Devito Joseph, 2011](#)). This study will examine the websites in English used in Kenderan village because this village is a tourism village that attracts many foreign tourists all over the world.

Apart from that, this research can be used as one of the references in future research for the ones who want to focus on the linguistic field specifically on how to attract customers to buy their products. Because the object of this research uses English, therefore, this research would be beneficial for researchers who want to focus on linguistic field. This can become one of the references for Linguistic research that can be useful in the future ([Hudcovičová et al., 2021](#); [Vamat & Madarulzaman, 2020](#)). Because of the importance of the persuasive sentences research, then this research will focus on the use of persuasive sentences used in hotel websites in Kenderan village, Tegallalang district, Gianyar regency, Bali. It is expected that this research can contribute to the community in the village as well as for the academics who are focusing on the field of Humanities Research, especially in the field of English Humanities Research. This research can help young researchers who want to focus on persuasive language styles in promoting a product or promoting tourism destinations, especially hotel destinations in Kenderan village.

Based on the explanation of the background above then two problems can be stipulated for this study, are what kind of persuasive technique is used by the hotel in the village of Kenderan, Tegallalang District, Gianyar Regency, Bali province? and why this technique is effective to attract visitors especially foreign tourist? This research will limit the topic with persuasive sentence techniques used in hotel websites in Kenderan Village, Tegallalang District, Gianyar Regency, Bali Province. The persuasive sentence techniques referred to in this study are rationalization, identification, giving advice, confirmation, compensation, projection, and replacement. This research also limits the research to internet websites that used English. The output of this research that is expected to achieve is a scientific publication in an international journal. Therefore, it can be used as a reference for further research in the future, especially in the field of social Humanities. Apart from that, this research can also be used as a reference for making persuasive English texts used in the hotel's websites ([Kaushik & Khanna, 2017; Palarivattom & Kochunni, 2015](#)).

## **Method**

The methodology is one of the most important keys in researching so the analysis of the methodology itself is very essential before the researcher decided which technique or method that they will use in conducting research. One of the techniques and methods that will be used in this research is the sampling technique. This technique is often used by researchers when they try to collect data from the field or the source of the data. In this case, the source of the data is the website of the hotels and resorts in the village of Kenderan Bali.

The methodology used in this research is the sampling technique in which the data is collected from the website of the hotels and resorts in the village of Kenderan Bali. The sentences are chosen based on the category that will be analyzed in the analysis of this research. Those categories are rationalization, identification, giving advice, confirmation, compensation, projection, and replacement. First, the sentences were chosen based on the categories and then after that, the analysis will be conducted based on the categories that had been chosen. The analysis of this research is qualitative because there are no numbers used in the research. The data will be described qualitatively to know why this technique is effective for attracting customers especially for the customers who would like to stay in the resort or the hotels. In the analyzes that it is clear that why the reason for the sentences used in the website and is it effective or not to attract more customers because this is important for the business owner especially in the tourism industry to attract more customers to their hotels or resort ([Chaplin & Kartono, 2011; Djamarah, 2014](#)).

## **Discussion**

Research on persuasive sentences is one of the studies in the field of social humanities research, specifically in the field of discourse analysis. One of the experts in the field of discourse analysis is Geory Keraf. [Keraf \(2001\)](#), states that persuasive sentences are sentences that are expressed orally or in writing to convince someone. Therefore, the use of persuasive sentences is to persuade someone so that the person believes what the speaker is saying. In this case,

website owners can persuade readers or website visitors by using persuasive sentences so that they believe what the authors wrote on these websites. It is to attract customers so that they are interested in buying the products offered on the websites they visit. Keraf as an expert in the field of discourse analysis proposed this theory by dividing the persuasive into five categories. Those are rationalization, identification, giving advice, confirmation, compensation, projection, and replacement.

### **Persuasive sentences**

The following is the explanation of the persuasive technique mentioned by [Keraf \(2001\)](#). Rationalization is a technique used to make customers feel comfortable with the products offered. In this case, the sentence used to offer the product is a sentence that can make the customer feel the need for fulfillment. It can make customers feel that they want the product being offered and feel that they hope to have the product. Identification is a persuasive technique in which the sentences used are sentences that can make customers feel that the product offered is a product made for them. Therefore, the sellers must know their marketing targets. In this case, hotel business owners must observe and know who their customers are and the characteristics of their customers. It is very important to identify the characteristics of each customer so it is helpful when we want to provide the right product for them. In this case, entrepreneurs must know what kinds of tourists are their targets. So that in promoting their services on the internet, they can get the appropriate customers ([Law & Cheung, 2006](#); [Salavati & Hashim, 2015](#)).

The next persuasive technique that can be used by entrepreneurs in selling their products is giving advice persuasive technique. Giving advice is an effort to attract customers so that the customers feel interested in buying the products offered. The suggestions used must be interesting and based on the needs of the customers. In this case, entrepreneurs must know what advice can be given to the tourists so that they are interested in staying at their hotel or visiting their accommodation. They should advise the tourists regarding the facilities that they offered that are different from others ([Scaglione et al., 2009](#); [Baloglu & Pekcan, 2006](#)). Therefore, they can make the visitors feel comfortable while traveling in Kenderan village. The technique of giving advice is a technique that is often used by entrepreneurs in promoting their products so that they can attract more customers to buy their products.

The next persuasive technique is the confirmation persuasive technique. The confirmation technique is a persuasive technique in which the product offered must reflect the ongoing trend. Entrepreneurs cannot avoid what trends are currently updated in the tourism industry. Tourism entrepreneurs must pay attention to the trends and other services being offered in the market. This is to confirm that they indeed followed the trend. For example, tourism entrepreneurs must provide facilities that are trending, such as providing interesting places or spots that can attract visitors where visitors can have interesting selfie photoshoots which can be uploaded on Instagram and look attractive on social media. This is the current trend in the tourism industry in which tourism entrepreneurs must be concerned ([Wijana & Rohmadi, 2006](#); [Otero et al., 2014](#)). To make visitors feel more comfortable and happy, entrepreneurs can use this

technique. This is one of the techniques used to attract visitors so that visitors can think that they have got a product that is currently trending in the market.

The next persuasive technique is the compensation technique. According to [Keraf \(2007\)](#), the compensation technique is a technique that aims to influence customers in which the entrepreneurs can provide what they do not have. In other words, a product or service in which the provider can provide for their customers. In the tourism business, this technique is often used, especially in the promotions of hotels and restaurants the tourists visited. The tourists will be offered various kinds of facilities and other compensations that will make them happy staying at the villas or in the hotel. Sentences that are used in the compensation technique are very appropriate to use in the tourism industry because tourists like the compensation provided by the hotel or villa. For example, many villas and hotels in Bali provide free breakfast or a free shuttle to the airport. This can make tourists feel comfortable and happy. Apart from that, the hotels and villas also provide free spa facilities and free tour facilities to interesting places in the Ubud area, which benefit the customers.

The next technique that can be used by entrepreneurs to offer their products, especially on their websites is the projection technique. This technique is a technique in which service providers offer something different from their competitors. It focuses on the weaknesses of other products so that entrepreneurs can move the customer's focus on their products and entrepreneurs explain the reasons why their products are worth buying. The use of projection techniques in the tourism industry is often used in the hotel websites in Ubud that offer the beauty of nature in which is very different from other hotels that only provide sea views. On the other hand, hotels in Ubud give views of nature that make the visitors feel it is the best hotel for them. Because of this, the use of projection technique is needed by entrepreneurs in Kenderan village because Kenderan village is a village that is different from other villages in the province of Bali because of its natural beauty. It is an attraction that can be promoted on the websites of hotels and accommodations in the village to attract visitors ([Carbo-Valverde et al., 2011; Li & Law, 2007](#)).

The next technique that is usually used by entrepreneurs in attracting customers is the replacement technique. The replacement technique is a technique in which the seller or service provider can replace something that is not owned by the customer. For example, entrepreneurs can replace something that tourists want in their life by providing facilities that pamper visitors so that they can feel happy. This technique is a technique that replaces something in someone's mind. If someone feels something missing in their mind, then they will seek another replacement to fill the absence. It is a substitute for something that they want and they are looking for it outside. Entrepreneurs can take advantage of this condition by offering products that can relieve someone, by offering them something that can replace the emptiness. Entrepreneurs in Kekeran village can take advantage of the natural beauty in this village to pamper the tourists so that they feel something in themselves that can fulfill the emptiness ([Sugono, 1989; Sutopo, 2002; Putrayasa, 2021](#)).

Capture your romantic experience. This is the sentence cited from one of the hotel's websites in the Village of Kenderan, <https://www.aksariubud.com/philosophy.html>. The sentence capture your romantic experience implies that the customer will fulfill the needs of the romantic ambiance during their holiday in Bali. This sentence is suitable to be used in the website especially since the website capture this sentence in the explanation regarding the hotel that they have. Since the sentence containing the phrase romantic experience, it's categorized as a persuasive sentence especially in the technique of rationalization. As has been mentioned above that the technique of rationalization is one of the persuasive techniques which is used to make the customers feel regarding the product or the service Offered. This rationalization technique makes the customers feel that they can fulfill the emptiness in themself by getting the service offered. As we can see in the sentence capture your romantics experience in Ubud imply that the customers or the two resources said the hotel can have a good experience in the hotel, especially a romantic experience that they cannot get anywhere else (Subroto, 1992; Sudaryanto, 1993).

As we know that everybody who has a relationship with someone else wants to have a romantic experience. And this experience is not easy to get especially when we are busy with the hectic life in the city. Therefore this offer of experiencing the romantic ambiance in one of the hotels is a great idea for the city people since they want to have something that they need. It is not easy especially in a city with crowded places and hectic life to get a romantic experience for the couple especially the couple who are engaged or just married. Therefore the idea of capturing the romantic experience in the hotel is very good especially for the hotel itself because they can get more customers who want to experience these experiences.

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The second sentence which is found on one of the Hotel's websites in this village is "enjoy your Holiday with a Luxury Dedyary Kriyamaha Villa and The Kenderan Restaurant Ubud Bali." This sentence persuades the people or the guest to enjoy the holiday with a luxurious hotel or villa in the middle of the village in Ubud Bali. This is one of the sentences which use the technique of giving advice persuasive as explained in the theory above. This persuasive technique gift

suggestions for a customer or to the guest regarding the activities or what they should do in the Villa or the hotel. Therefore the sentence enjoys your holiday with a luxury villa, it's a suggestion for the customers to enjoy their luxury life in the villa. As we know that a luxurious life cannot be found in all of the places on the planet so that many people come to Bali to get a luxurious lifestyle that they can get here. In Bali it is easier to find a luxurious life because it is more affordable than other cities in the world that is why the sentence enjoy your holiday with a luxury villa is a good sentence because it can attract people to come to Bali to enjoy the luxuries live in Bali which they cannot find in their country.

As what the people in the world know that the price in Bali is so affordable compared to other cities in the world. This is the reason why to get a luxury's life in Bali is not as difficult as to get a luxurious life in adversities in the world like New York Sydney or London. Therefore this sentence is suitable to attract people from big cities to come here to get a luxurious life at a better price so they can get what they don't have in their country and they can get it here in the middle of Ubud village. Besides that, they don't only get the luxurious villa live but they also get the tranquility and a nice view of the hotel which they can get nowhere on the planet except here in Bali. Therefore the sentence is suitable to be used in the website to attract the people to stay in the filler to get a luxurious lifestyle which they cannot get in their cities.

And the word enjoys at the beginning of the sentence implies that the writer of the sentence suggests people do some things so in this case, it means that the writer won the guests to enjoy their life in a luxurious lifestyle in Ubud. Do use of the sentence is suitable especially for the website in which this website sells luxurious Villa and hotel rooms for customers around the world. In which the customers can get and experience a memorable life in Bali. We cannot find anywhere in the world where we can stay in Avila and experience the cultures and the beautiful views at the same time so the great experiences that this hotel offers to their customers are different from other places around the world. This sentence is cited in one of the hotel's websites in this village, <https://www.dedarykriyamahaubud.com/experiences/the-kenderan-restaurant>.

This is a luxury hotel in the middle of the village of Kenderan. These hotels have outstanding Ricefield few in which the gas can walk around Rice Field guided by the local people here to experience memorable activities with their beloved ones. So the sentence to enjoy the experiences in this luxury life is a very good sentence to promote what the hotels can offer to the guests or their customers. Another persuasive sentence found on the website of the hotels in this village is "We invite you to join our guest activity hosted at Yoga pavilion every day to practice making Balinese offering, Bumbu Bali (learning Balinese spice), Balinese dance, Wearing Balinese dress, Rindik Music Instrument lesson and some others activities." This sentence is found on the hotel's website of (<https://thekayonresort.com/best-of-bali>).

This sentence is categorized as the sentence of persuasive in The technique of confirmation. As explained above, The technique of confirmation is a persuasive sentence in which the product or the service offered is based on the ongoing trend

in the market. Today's train in the tourism industry is that the tourism entrepreneurs try to offer packages to the guests in which the package is related to their spiritual package in which the tourist is involved in the yoga and meditation activities. Another trend that is ongoing in the tourism industry is the cultural trend in which the tourists experience the cultural experience in Bali offered by hotels or institutions. Ubud is very famous for this kind of activities in which they have a lot of yoga studios and places for meditation as well as places for cultural activities (Wu, 2018; Hashim et al., 2010). The tourists can see or watch the balance dance and also be involved in cultural activities such as playing Balinese music or visiting temples and learning Balinese dance.

These trends are reflected in the sentence of this hotel's website in which we can see that the sentence invites the guests for yoga or cultural activities like making Balinese offerings or Learning Balinese dance or playing Balinese music instruments. That is the trend which is ongoing now at the market especially as we know that Ubud is the center for the cultural activities for the tourist. Therefore the existence of the sentence on the website is a good idea to attract people who are interested in cultural activities. Another sentence cited from the website of <https://thekayonresort.com/best-of-bali> in which this hotel is located in the Village of Kenderan, is "Inhale 100% pure oxygen while enjoying the long-distance views of rice fields and dozens of coconut trees. Experience your life by interacting with a friendly local villager, observing their daily morning activities as well as learning about the culture and customs of Balinese people and village."

As we can see that this sentence uses the persuasive technique of compensation. As had been explained above the technique of compensation is a persuasive technique to influence people to buy the things or the services that they do not have from the providers. As we can see in this sentence it said that the Kayon Hotel in Kenderan Village offered their customers 100% pure oxygen while enjoying the distance views of rice fields and dozens of coconut trees. For the people in the fields, this is a fairly normal thing in which they enjoyed pure oxygen every day and enjoy the view of the rice fields and coconut trees. On the other hand, The city people are so different they cannot have good oxygen that they can inhale in the city because the polluted air in the city contains a lot of pollution. Therefore the sentence to offer them pure oxygen is a very good idea because oxygen is something that people need to breathe. Everybody needs to breed to have good health and they need a very good year and they need to inhale good air every day to get better health (Indah, 2011; Soleh et al., 2011). It cannot be found in The big cities like Shanghai or Jakarta which The air is polluted therefore they can go to this hotel to enjoy the pure oxygen from nature which is good for their health.

Apart from the oxygen and things that the city people don't have are the rice fields you because it is impossible to have rice fields you or to enjoy dozens of coconut trees in the city center. That is why the sentence containing the offering the views of rice fields and dozens of coconut trees is a very good idea to attract more city people to come to this hotel. Rice Field and Coconut tree will become one of the most interesting attractions from this hotel that the city people cannot get in their place. The website also featured A picture of the Rice Field and coconut trees that the tourist can see in this hotel. Therefore the effort of the writer of the sentence

in which they offer something that the tourists don't have actually in their place is categorized as the compensation persuasive technique. Actually, this technique is very good to attract more visitors to the places to get the things that the customers don't have in their place, in this case, the rice field and also the coconut trees that the hotel offered for their customers is outstanding and they feature a picture of the rice field and also the coconut trees in the website that makes the website more attractive and influence the people to see more about the pictures and also want to see more the information about the hotels in the website and makes them want to visit Bali as soon as they can (Hidayat, 2012; Moleong, 2007). And it also makes them want to book the hotel as soon as they can and visit Bali.

The next sentence that will be analyzed in this research is the sentence taken from the website of the hotel kayangan Villa Ubud, This resort is also situated in the village of Kenderan. And the website of this resort is <https://www.kayanganvillaubud.com>. The technique found on the website of this resort is the technique of projection. The sentence said on the website "With 12 private rooms set in the middle of flowing ricefields and coconut treelines in quaint Kenderan Village (just 15 minutes away from central Ubud Palace) It will be a unique Balinese experience indeed." We can see from the sentence of this website that these resorts offer a unique experience in the middle of the Rice Field and it is just 15 minutes away from the central Ubud palace. This is why this resort is so different from other resorts in Ubud in which the resort is situated in the middle of the rice field and the coconut tree lines and the location is also just 15 minutes away from the central Ubud. Meanwhile, other resorts available in Ubud are situated in the middle of the city of Ubud and it is very crowded and has no rice field view and coconut view. As explained above that the technique of projection is one of the persuasive techniques in which the writer of the texts tends to offer something different from their competitors.

In this case, we can see that the resorts offer something different they offer a tranquil place in the middle of the rice field, and also even though they are situated in a good location in this case it is in a tranquil place in the middle of the rice field and with the coconut view, this resort is also not far from the city center. As it is displayed on the website of this resort we can see from the picture presented that this resort has a very beautiful view of Kenderan Village that we cannot get somewhere else. That is why this sentence is suitable for attracting the customers because this sentence stresses the unique experiences that we can get in which the resort offers beautiful views. Hence it is located just a few minutes away from the city center so the guest of the resort can go back and forth from the center of the city to the resort easily.

This uniqueness gives different experiences that the guest cannot get from other resort or hotel in Bali therefore the sentence persuade the people to stay in this resort to spend their time there and they will get something which is not available in the other resort in Bali or the other resort in the world. As we know that the resort in the world cannot give the beautiful view that this village offered. This village has outstanding views of the panoramic Rice field and also the experiences that the visitors can get especially the experience of the Balinese cultures that they cannot get somewhere else. All of the people around the world come to this

village to get this experience which differentiates these type of tourist activities from other activities that the tourists can do in the world so this is the uniqueness of the activities that can be offered by the entrepreneurs who try to attract more customers to come to their properties.

The last technique in the theory is the technique of replacement and this replacement technique is a persuasive technique to replace something that is not owned by the customer. When the customer has something missing in their life, for example, they don't feel happy about their life and also if their jobs forced them to do something which impossible to do, then they will replace the fulfillment in their mind and they try to get something else that can replace this thing. This is one of the most effective ways to attract customers so they can buy the products or the services.

One of the sentences which are used the technique of replacement can be found on the website of the hotel The Sun Heaven Resort Ubud Bali. On the website of this resort <https://www.inarahotels.com/the-sun-heaven-resort-ubud-bali/>, we can see the sentence said that "The Sun Heaven Ubud by Inara presents "an escape to paradise" in the traditional village of Kenderan, Tegallalang, a part of Ubud region." The sentence is a technique of replacement in which the writer tried to persuade the people to come to their resort in Ubud by escaping to a paradise that we know not all of the people in the world live in the peaceful place and sometimes they have a very hectic life with their work and a stressful job that triggers them to search a place, somewhere else at Paradise that they want.

An escape to paradise is a very good offer that a resort can give because when they offer a paradise that the people want to get. Some so many people need this peaceful paradise to calm their minds. Therefore, this resort is a choice for the people who seek paradise in your life in which we know in the city the people are stressed and forced to do something that they don't want to do and the resort offer a traditional village which is tranquil and as we can see in the website of this resort that the resort offer a very beautiful paradise life as what they mention in the sentence so it is a Paradise that the people do not have in their life (Mahsun, 2005; Markhamah, 2009). It triggers the customers to book this resort as soon as possible.

## **Conclusion**

It can be concluded from the analysis that the persuasive technique stipulated above those are rationalization, identification, giving advice, confirmation, compensation, projection, and replacement can be found in the hotel and resort in the village of Kenderan. This technique is very useful for attracting customers or foreigners to visit this village, as explained in the finding of this research that had been mentioned in the analysis above. This technique should be maintained to be used in the website, especially in the website of the tourism industry so it can attract more customers and it is suggested for all of the websites in the tourism industry should use this technique because this technique is proven effective.

The choice of the sentence is very essential when the businesses try to attract customers and they need to think and consider before they write something on their website so they can get more customers from the website today it is the digital era in which the people open their website for finding information especially the hotels and resorts that they will stay so it is very essential business owners need to think before they write the sentences in their website because Website is one of the essential promotion ways that can attract a lot of customers especially in the era of digital like today's era. So it is suggested for the business owner to consider for us and things first before they put the sentences in the website because the customers will read their website and it will determine whether they will come to the place that they offer because if they feel that the sentences in the website that they see are attracting so it has more of a chance that they will come.

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