INTRODUCTION
The excerpts such as the following “the swaying palm trees, the golden beaches, the crystal white crest of gently lapping waves, our island paradise can be yours” and “Ladies and Gen-
tlemen, on your right you will see the exact spot where William the conqueror first set foot in Britain” seem quite familiar to us (Dann, 1996). We may have read or heard those words somewhere – in brochures, on guided tours etc, or they might come from friends arriving from abroad in their snapshot of slides or videos. Those verbal descriptions, accompanied by its luxurious performance, show us a certain type of language that indicates certain linguistic clues such as the choice of the words, the structures of the language etc. This type of language, like other languages of certain areas such as language of Banking, Agriculture, is different from the common language we are using in everyday life. It represents one of the largest industries in the word – tourism.

By operating this discourse – later called “the language of tourism – the tourism industry publicises what it has in its industry. Long before the term ‘the language of tourism’ was offered by Dann (1996) there have been other discourses in the field of linguistics such as the language of banking, military, and business. However, he argued that although the discourse of the language of tourism has already been around for a long time, amazingly, no one has comprehensively analysed this language as a phenomenon in its own right. Several parts of the language may have been analysed based on the linguistic features, but none so far has been brought together systematically. The language of tourism is not merely a metaphor. It convinces, lures, woos and seduces millions of people to jump up from their daily routine activities to visit and explore places worldwide worth seeing.

In expressing its message through advertisement in tourist brochures, the language of tourism utilises several techniques including verbal, visual and combination of both visual and verbal (Dann, 1996) However, verbal techniques are more powerful in seducing and influencing people to get involved in tourism activities. The techniques include comparison, key words and keying, testimony, humour, languaging and ego targeting.

This paper presents the use of verbal techniques only in order to limit the discussion. Some examples from both English and
Bahasa Indonesia will be presented as a comparison and analysed as well to promote a clear understanding of the techniques the language of tourism.

THE VERBAL TECHNIQUES OF THE LANGUAGE OF TOURISM

Comparison

Dann stated that the analysis of one of paradigms for contemporary tourism rested on the distinction between familiarity and strangerhood. To manipulate the side of “strangerhood” it is needed that several contrasting pairs of noun and adjective are used to reflect the distinction (1996: 171). In order to reflect the distinction between what they have and have not seen before, the use of comparison by means of simile and metaphor is often employed to clarify how the destinations they are going to see are really look like.

Metaphor is defined as “any use of language for comparing two different things on the basis of the characteristics they share”. To make it simple it can be said that X is Y (Elgin, 1993). It is argued that metaphor is the most powerful device available to us for changing people’s attitudes quickly, effectively and lastingly. The common example of metaphor is ‘time is money’, while simile which is less strong is exemplified by ‘time is like money’. This means that to some extent simile is not as strong as metaphor.

However, Burke (1996) argues that, although metaphor is very rich in imagery to lead people to clarify the concept of strangerhood, it displays certain linguistic poverty. For instance, the use of the word ‘head’. It might refer to the head of bed or the head of people. The point for using simile and metaphor is mainly for managing unfamiliarly of a destination for the tourist. Mason (1990) cited an example of a Jetset travel brochure holiday in Bali in which Bali is express as “the glorious ‘emerald’ archipelago appropriately know as – the morning of the world. The word ‘emerald’ is used as metaphor. Still in this brochure, Bali Island is “a Paradise Island”. In one of its brochures, Antatour (Indonesian Travel Agent) depicts Bali as “Surganya para wisatawan” – freely translated as “the paradise of the tourist”. So, from those two examples, Bali (Indonesia)
compared with “Paradise” which is considered as a place having paradise-like facilities.

**Keyword and Keying**

Reilly (1988) coined that ‘the secret to effective copy is thinking in the readers’ terms. In other words, the language the copywriters used should share common phenomena with what the readers have and be similarly conversational in nature. The choice of words used in advertising, for instance, should reflect similar discourse with the readers’. Citing example from Hanefors and Larsson (1993) the keywords identified in the travel videos of a large Swedish tour operator are ‘away’, ‘continental’, ‘escape’, and ‘imagination’ etc. Jetset Travel brochure is not uncommon to use words such as ‘paradise’, ‘world of mythicism’, ‘magnificent’ etc. In addition, Larson indicates that tour operators usually communicate promises of romance, excitement, and adventure and images that are derived from tourist: generating societies.

The related word to that of ‘key’ is ‘keying’ which means representation through the use of appropriate language and

dramaturgy effects of often blatantly stayed attraction as if they were authentic (Cohen, 1985:16). The concept of keying in the spoken form in advertising the destination is by using words such as ‘genuine’, ‘real’ or ‘authentic’. What is being promoted should not have been ‘genuine’ in reality. Some examples taken from brochure about traditional performance in Balinese society represent this concept. The Inta Tour promotes ‘Kecak Dance’ performance as being authentic, although this version is heavily shortened to fill the need of tourist. The connection between keyword and keying is that both of them relate to the authentic, which stems from a condition of hopeless of their home country of the potential tourists.

**Testimony**

The image of tourist destination can be brought by ‘testimony’ of certain popular persons such as film stars, writers, etc. A very good example of this technique of the language of tourism is represented by ‘Paul Hogan’s Crocodile Dundee (Dann, 1996) By showing his naturalness and happy-go-luck attitude, Austra-
lia is advertised as a great ‘outdoor’. By mentioning popular names in their travel brochures, for instance, the travel agents try to impress their prospective target to visit the destination. In the case of Bali, some travel agents in Indonesia also promote their hotel chains as ‘popular places’ by having internationally-acclaimed people such as Mick Jagger stayed in their hotels.

There is another type of a common testimony, which is used for advertisement such as a postcard or a letter stating an individual testimony. Certain types of language are used to express the experience of the people having had holiday, such as ‘I wish you were here’. Usually the postcard or the letter are not typed but ‘hand-written’ to express something personal. Since the postcard or letter is not written for certain names, the address of the receiver is not made clear.

**Humour**

Since human being is also a laughing animal (Burke, 1996) advertisers often employ humour to attract the attention of the targeted tourist to visit places of interest. This is meant to be a trigger to create an element of surprise in the readers. Several T-Shirts that are sold in Jogjakarta and also exported use humour as to attract attention of the tourists. Words such as ‘Aku malu beli yang tidak asli’ freely translated as ‘I feel ashamed buying the unauthentic one’ remind us how the problems of ‘cheating’ others’ copyright are still around in Indonesian society.

In some of travel magazines recently, there appear that some advertisers seem to share opinion that humour can be used in advertising the destinations. Magazines such as Bermuda (Dann, 1996) for example, plays on words via the imagery of Bermuda shorts. ‘Bermuda a short trip to a perfect holiday’.

Although humour might carry a good sense of message for tourists, the use of it is not quite. The copywriter should be aware that if the message were sarcastic, there would be a danger that the message would not be taken seriously. As a result, the brochure may not work very well in attracting visitors or tourists to the targeted destination.
Languaging

The idea of using different language in the brochures to impress the tourists is called 'languaging.' The term 'languaging' itself was defined as the use of certain fictitious foreign words to explain or to describe something, such as 'try spaghetti alla buttariga made with the caviar of local mullet: risoto alla marinara.' The use of 'languaging' is still limited to some areas like gastronomy (Potter, 1970).

It is always interesting to use foreign words such as in cuisine, since typical words such as 'gado-gado' meaning 'vegetables in peanut sauce' always carries special meaning in it. However, if they are used too frequently in the brochures for tourists, it will be very annoying for them. It is argued that the use of 'languaging' which is meant to flatter the reader, for instance by inserting one foreign word in every four words, is surely a mistake. Since it may cause boredom for the reader.

The use of 'languaging' can be improved not only by using what Potter has used but also by manipulating the use of words or vocabularies, like what 'Take a Taxi to the Tropics' (TTT).

Ego-Targeting

The last technique that is very popular in the language of tourism is 'ego-targeting' which means writing out a copy for advertisement by making the sender and the reader as exclusive groups. This technique is mainly dealing with the choice of words to be used in the advertisement. The selected words aim at considering the target audience as 'a very personal individual'. This can be achieved by using 'a conversational style', which promotes the uniqueness of the individual and services given to the individual such as 'for those who demand the best' and 'dirancang khusus untuk anda yang tertarik dengan eko-wisata' freely translated as 'especially designed for you who are interested in ecotourism'.

In its brochure, Jetset Travel expresses this ego-targeting technique by using the following sentence: .......take advantage of endless waterspots possibilities: This joyful, colourful, effervescent island will satiate your every desire. That target destination is tailored only for 'you'
not ‘others’. Another example of the use of ego-targeting is evident from the following excerpt taken from Seychelles Tourist Office 1990 whose caption reads “We’ve been welcoming visitors to our islands since 1756. This year we want to welcome you” (Dann, 1996)

CONCLUSION

As tourism now is considered to be one of the biggest industries in the world, it is crucial to improve the use of the tourism in every possible way to reach more visitors. One of the ways in persuading potential tourist to leave their unsatisfying homes is by producing a very attractive and persuasive brochure, which includes both pictures and verbal techniques. The verbal techniques employed comprise comparison, humour, keyword and keying, languaging, and ego-targeting. To use them more effectively, we need to select the best one to increase the tourist to Indonesia via brochures, leaflet etc.

BIBLIOGRAPHY


Mayo. E and Jarvis, L (1981). The psychology of Leisure Travel. Effective Marketing and selling of Travel Service. CBI.


***ksm***