

**GENRE ANALYSIS OF TOURISM BROCHURES**

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**BY**

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**ADVISOR'S APPROVAL**

This thesis has been approved by the advisor on Desember 23<sup>th</sup>, 2013

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A handwritten signature in black ink, consisting of stylized, overlapping letters and loops, positioned below the word 'Advisor'.

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## ABSTRACT

This thesis entitled *Genre analysis in Tourism Brochures* which has three objectives of the study. These are to describe the social function of the brochures, to find out the schematic structure of the brochure and to find out the linguistics features existed in the brochure.

In analyzing the data, the researcher employs qualitative method in discussing the data. Meanwhile the data are a written brochure namely Borobudur and Karimunjawa. In collecting the data, the researcher visited some tourist objects to get the data.

The results show that the social function on brochures is to inform and promote a place or tourist attractions to people or visitors. Meanwhile, the schematic structure on brochure is not the same; all of them have the different form. The dominant schematic structure of brochure is Headlines ^ Location Map ^ Place Information ^ Location Description ^ Facilities ^ Justifying the Place ^ Tourist Object Description ^ Accommodation ^ Souvenirs. The last is the process that occurs in the texts are material process, relational process, mental process, and behavioural process. Material and Relational process becomes the dominant process because the process describes processes of doing and being. It expresses the notion that some entity physically does something-which may be done to some other entity. Material process has function to give information to the people and attract people to visit the place. The tenses that occur are simple present tense, simple past tense, simple future tense, and present perfect tense. Simple present tense can be identified as a dominant tense in the text, because it expresses action or state in the present time and is used to say something happens all the time or repeatedly, or that something is true in general.

*Key words: Brochure, Genre, Tourism*

Language is very important for people life in the world because it is used as a means of communication. It is needed for human being to exchange information, goods and services. It is produced to convey expression of our feeling and thought. Language that people use to communicate occurs in daily activity as a text, and the ways people use language in their most intimate and private encounters are not only socially determined by the social relationships of the family, they also have social effect in the sense of helping to maintain (or, indeed, change) those relationship but it is not a matter of a symmetrical relationship between language and society as equal facets of a single whole. The whole is society, and language is one strand of the social. A text is a product rather than a process ; a product of the process of text production. This process includes in addition to the text the process of production, of which the text is a product, and the process of interpretation, for which the text is a resource.

Language has two forms, namely spoken and written language. Spoken means that language which is expressed in speech rather than in writing.

Language as spoken language can be realized in oration, dialogue, presentation, etc. Written means that language which is expressed in utterances than in speaking.

According to Halliday (1985b:9) in Nunan suggests that written language is used for action (for examples : public signs, product labels, television and radio guides, bills, menus, telephone directories, ballot papers, computer manuals); for information (for example, newspaper, current affairs magazines, advertisements, political pamphlets); and for entertainment (for example, comic strips, fiction books, poetry and drama, newspaper features, film subtitles). Genre is a term for grouping texts together, representing how writer typically uses language to respond and to recur situations. Studies of genre also stress a concern with context as well as form and emphasize the importance of description and analysis rather than simple classification. It is also true that genre has become a key concept in modern thought, not only in linguistics and language teaching but in many areas of contemporary social and cultural studies. This is because language is seen as a central way in which people construct our lives. It is through genre that individuals develop relationship, establish communities, and achieve their goals. Without the familiar structure that gives to social events, it would be unable to conduct the most basic interactions of everyday life.

Beside that, brochures are one of the important segments of all business activities now a day. They are essential parts of all sorts of campaigns. They can be used in all sorts of advertising campaigns too. Brochure is a small book usually having a paper cover booklet, folder, pamphlet, leaflet book. It is a written work or composition that has been published (printed on pages bound together). The brochure must contain the logo or tag line of the respective campaign, project or organization.

The researcher chooses brochure as source data because it gives information and also interesting to analyze. The brochure gives information about location of the object, historical value, object facilities, etc. Then, the reseacher is interesting to analyze because it can improve the researcher's knowledges about tourism object.

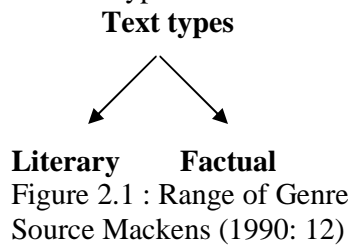
According to the reasons above, the researcher wants to discuss the topic about genre. The researcher uses theory of genre to analyze the explanation in a brochure in order to understand how the genre applies in a brochure. So, the researcher decides to use the tourism brochure as the source data because the brochure is used by many people as the information of the tourism destination. The researcher identifies the genre applied in the brochure using the theory of genre. In line with the reason above, the statements of this research are first What are the social functions of tourism brochure, the second is What are the schematic structures of tourism brochure and the third is What are the significant lexicogrammatical features of tourism brochure.

### **Text**

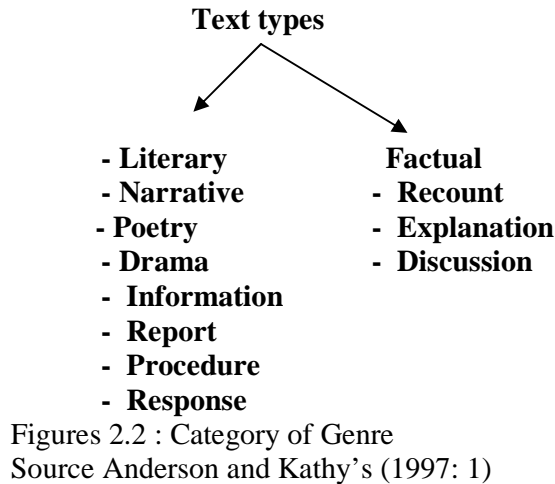
The word text is related to "textile" and can be translated as "fabric" just a single threads form a fabric. So words and sentences form a meaningful and coherent text (Klarer,1991:1). Based on the statement on Klarer, when the text is

coherent for the readers and address in this way, it is a discourse. A text is realized in knowable context. The context is not a product of either the conscious or unconscious intention of an author; nor its centrality and autonomy evident. The text is always produced in relation to something other. There are, in fact, raw materials of literature which form the necessary base from which it is produced.

People live in a word of words. When these words are put together to communicate a meaning, a piece of text is created. When you speak or write to communicate a message, you are constructing a text. When you read, listen to, or view a piece a text, you are interpreting its meaning. Creating a text requires us to make choice about the words people use and how people put them together. If people make the right choice than people can communicate with others. Our choice of words will depend on our purpose and our context. According to Macken, there are two main categories of texts literary and factual. Within these are various text types. Each text type has a common way of using language.



Literary texts include aboriginal dreaming stories, movie scripts, limericks, fairy tale plays, novels, song lyrics, mimes and soap opera. Literary text has three main text type in this category: narrative, poetic and dramatic (Anderson and Kathy's 1997: 1).



Factual texts including advertisements, announcements, interned websites, current affairs shows detabes, recipes, reports and instruction. They present information or ideas and aim to show, tell or persuade the audience (Anderson and Kathy, 1997: 3). The main text types in this category are recount,

response, explanation, discussion, information report, exposition, procedure, and response.

The important thing about text is an understanding meaning which appropriate to its context.

### **Context of Culture (Genre)**

“The French word” genre means “kind”. In English, the word has a long tradition of use in literary studies, where it has been used to refer in conventional types of literary texts (Johnstone, 2002: 156). Similarly Gerot and Wignell (1994: 40) say “ A genre can be defined as a culturally specific text type which results from using language (written or spoken) to help accomplish something”. The definition of genre is also described by Martin (1985) as cited in Swales (1990: 40):

Genres are how things get done, when language is used to accomplish them. They range from literary to far form literary forms: poems, narratives, expositions, lectures, seminar, recipes, manuals, appointment making, service encounters, news broadcast and so on. The term genre is used here to embrace each of the linguistically realized activity types which comprise so much of our culture.

In relation with this ides Swales (1981: 10) as cited in Anderson and Malmkjaer (1991: 176) say “ A genre is a more or less standardized communicative event with a goal or set of goals mutually understood by the participants in that event, and occurring within a functional rather than social or personal setting.

Malmkjaer (1991: 176) states that:

A general definition of genre might explain that a genre is a text or discourse type which is recognized as such by the users by its characteristic features of style or form, which will be specifiable through stylistic and text. Linguistic/ discourse analysis, and/or by the particular function of texts belonging to the genre.

A genre is more than just its discourse structure and patterns of language. There many factors that are important to consider, such as, the socio-cultural, context of the text, the purpose of the text, the audience of the text, expectations of the particular discourse community and the relationship the text has with other instance of the genre.

Systemic genre analysts deals this by considering the way in which the context of culture and context of situation of a particular genre influences language choices made within to text. Context pf culture includes the attitudes, value and shares experiences of people living in a particular culture. It also includes culture-specific expectations of way of behaving and getting things done (or genres). The context of situations represent situation-specific variables that combine to produce the particular register of a text. These variables include the topic, or content, of the text (its field), the relationship between readers and writers (or speakers and listeners) of the text (its tenor) and the channel of

communication. Each of these variables impacts upon the language of a text. There is also a need to go beyond to text to an examination of the cultural and social context in which the genre occurs. We need to consider a variety factor, for example, reader and writer (or speaker and listener) roles, purpose, and the institutional, social and cultural values and interpretation of particular texts (Johns, 1997)

Genre analysts contain (Gerot and Wignell, 1994: 192) the social function, schematic structure and significant lexico grammatical feature in every text types.

### **Brochure**

The brochure is one of the best ways to present people company. There are *tri-fold* brochures used to advertise a new product or service that people company offers, or there are *bi-fold* folders that are used to present people company projects outside or inside it. There are different brochure types, and every type has a different way to be designed. The criterion adopted to design a *bi-fold* brochure to present your company projects for internal use would be different from the one for external use. A well designed brochure is the best way to introduce your company to your company to your potential customers.

A brochure has three functions that will be explained as below:

1. *Informative function* : a brochure is usually used to inform your potential customers with regards to your company. This information is related to your company presentation, a new product or service that your company offers, or a recent change in your company name, etc.

2. *Advertising function* : a brochure is really important as an advertising tool, which attractively allows you to promote one or more products or services. For further details this function will be analyzed in the section called Advertising aspect.

3. *Identification function* : a well-done brochure design allows you to maintain a same criterion through all your company brochures. If this criterion (sometimes called concept) is unified in all the brochure types, it will make your company to be recognized automatically. It will give to your company prestige and credibility. It is important for your company brochure not only have a “concept” but also to have a logo ; a well designed logo is essential for any company, is one of the first steps to start an advertising campaign.

These are three functions should have an interaction. The brochure should be the result of that interaction, otherwise it will not be effective. Maybe one of those stands out more than the others but this should not affect your brochure design. For example, if your company launches a new product and decides to have a brochure designed for this launch, the function that will stand out on your brochure would be the advertising one, even though this brochure could have information regarding the product and same the time represent your company.

## Research Method

In this research, the researcher employed purposive sampling in choosing the data. Purposive Sampling is done by taking a subject based upon particular purposive. This technique is performed for a variety of consideration, such as reason for the limitation of time, effort, and money. Although this way is allowed, the researcher could determine the sample based on specific goals.

## Findings and Discussion

In this part of the sub chapter, the researcher found some schematic structures and linguistics features in the Brochure of *Karimunjawa* and *Borobudur*.

The following table 1 covers the parts of each brochure. It can be seen in table 1 below.

**Table 1 Parts of the Tourism Brochures**

Parts of Brochure	The Tourism Brochures	
	1	2
Headlines	✓	✓
Location Description	✓	✓
Place of Information	✓	✓
Supplementary Information	✓	✓
Facilities	✓	✓
Justifying the Place	✓	-
Direction and Transportation	-	✓
Souvenirs	-	✓
Accommodation List	-	✓
Information Centre	-	✓
Location Map	✓	✓

From the table above, checkmark shows the parts or structure of each brochure. The researcher covers parts into Headlines ^ Location Map^ Place Information^ Location Description^ Facilities^ Justifying the Place ^ Tourist Object Description^ Accommodation^ Souvenirs

For linguistics features, the researcher focused on process types, mood types, and tenses. After the data were divided into clauses, the researcher found 78 clauses from two brochures. Halliday as cited in Gerot and Wignell (1994: 54), asserts that there are seven different process types; material, behavioral, mental, verbal, relational, existential, and meteorological.

The following table 2 presents the process types of the data which is total 78 clauses, it would be analyzed and mention more detailed for each process type. It can be seen on the table 2 below:



**Table 2 Process type of the Brochures**

Process Types	The Tourist Brochures		Total	%
	1	2		
Material	16	19	35	44.87%
Relational	22	15	37	47.44%
Mental	0	1	1	1.28%
Behavioral	3	2	5	6.41%
Total	39	39	78	100%

From the table above, it can be seen that there are four processes found in the brochures. The five processes are material, relational, mental and behavioral. The researcher found that the most dominant process in the brochures is relational process which is happened 37 times and the percentage is (47.44%). Relational process can be decided as the dominant process, because verb is indicated by the used of modal auxiliary *to be*. Relational process can be seen from several verbs such as *is, am, were* and *are* etc. The other occurrence of process types are material process occurs 35 times (44.87%), mental process occurs 1 times (1.28%), and the last is behavioral process which is occurs also 5 times (6.41%).

The following table 3 presents the tenses of the data which is total 60 sentences analyzed and followed by more detailed for each tenses type. It can be seen in table 3 below:

**Table 3 Classifying Tenses on the Brochures**

Tenses	The Brochures		Total	%
	1	2		
Simple Present	20	25	45	76.92%
Simple Past	2	1	3	4.61%
Simple Future	3	2	5	7.69%
Past Continuous	0	1	1	1.54%
Present Perfect	3	3	6	9.24%
Total	28	37	60	100%

From the table above, it can be determined that there are only five tenses found in all linguistic features in 2 of the Brochures. The tenses used in this text are simple present, simple past, simple future, past continuous, present perfect. The researcher found that simple present tenses is the most dominant tenses in the brochure which occurs 45 times and the percentage is (76.92%). Simple present tense can be identified as a dominant tense, because it express action or state in the present time and is used to say something happens all the time or repeatedly, or that something is true in general. Simple present can be seen from several verbs, which is used the simple form of verb [*am/is/are*] + [*V1= future verb*]: *include, build, comprise*, etc.

The other occurrence of tenses are simple past occurs 3 times (4.61%), simple future occurs 5 times (7.69%), past continuous once (1.54%), and present perfect 6 times (9.24%).

## Conclusion and Sugession

After the reseasercher conducted data analysis the it comes to the conclusion as follows:

1. The social function on brochure is to inform and promote a place or tourist attractions to people or visitors.
2. The schematic structure on brochure is not the same; all of them have the different form. The dominant schematic structure of brochure is Headlines ^ Location Map^ Place Information^ Location Description^ Facilities^ Justifying the Place ^ Tourist Object Description^ Accomodation^ Souvenirs
3. The process that occurs in the texts are material process, relational process, mental process, and behavioral process. Material and Relational process becomes the dominant process because the process describes processes of doing and being. It expresses the notion that some entity physically does something-which may be done to some other entity. Material process has function to give information to the people and attract people to visit the place. The tenses that occur are simple present tense, simple past tense, simple future tense, and present perfect tense. Simple present tense can be identified as a dominant tense n the text, because it expresses action or state in the present time and is used to say something happens all the time or repeatedly, or that something is true in general.

## Suggestion

The researcher realizes that this thesis has not been fully proved in the real applications. Therefore, for the next researchers who are interested in English, the researcher would like to give suggestion as follows: The researcher hopes this research gives motivation to other researcher who cunduct a similar research. And It is also hoped that the study of genre, will be useful for the readers who are interested in English master.

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