

GENRE ANALYSIS OF TOURISM BROCHURES

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ABSTRAK

This thesis entitled Genre Analysis of Tourism Brochures has three objectives. The first is to describe the social function of tourism brochure. The second is to describe the generic schematic structures of tourism brochure. And the last is to describe the significant lexicogrammatical features of tourism brochure. In conducting this research, the researcher applied descriptive qualitative research as the design of this research. Meanwhile, the data were taken from the tourist objects such as in Borobudur and TAMBI Wonosobo. The results show that each brochure has its own social function and its schematic structure. Both the social function of the brochures are to inform the readers especially the tourist both domestic or international that they have a beautiful place to visit. Then, the schematic structure of the brochure is Headlines ^ Supplementary information ^ Introduction the product ^ Justifying the product ^ Establishing credentials ^ Reader Attraction ^ Targeting the market ^ Describing the product ^ User endorsement ^ Additional Information ^ Value of the product ^ Soliciting response.

Kata Kunci : Genre, Tourism Brochures, Borobudur, Tambi.

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