



Diction in Adimulia Hotel's Digital Brochure

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ABSTRACT

This study focuses on the diction analysis found in Adimulia Hotel's digital brochure. The aim of this study was to identify the main diction style used in digital brochure and to ascertain the figurative meaning associated with each word used within. The diction used in this study is based on Keraf Theory (2009). Digital brochures are tools for valid data analysis. This study describes the predominant diction style and the definition of each word in the

Adimulia Hotel's digital brochure. The basis for the dominant usage of a term is its meaning, which sets it apart from other words. The diction that used in digital brochure also influences reader's interest in what the Adimulia hotel is promoting.

Keywords:

Diction, Digital Brochure, Keraf Theory, Hotel

INTRODUCTION

As one of the fastest growing economic sectors, the discourse of tourism finds itself as one of the most widespread public discourses (Teodorescu, 2014). Tourism discourse discussed that the characteristics of advertising discourse, namely attracting attention, arousing curiosity, creating passion, and finally eliciting action. Indonesia, a tropical country with over 17,000 islands, has been dominated in the tourism sector by leveraging its geographic location. According to Indonesian Tourism Minister Arief Yahya, as of February 2018, and the tourism sector is expected to increase national income by about 20 billion dollars in 2019. In order to achieve this goal, numerous promotional materials were created, one of which was the use of brochures as a medium.

According to Kepmenparpostel No. Km 94/ HK 103/ MPPT 1987, a hotel is a type of accommodation that uses part or the entire section for services lodging, food and service providers drinks, and other general public services that are managed commercially. Hotels are usually built to make it easier for tourists and business people to travel. Tourists who take the tour will usually stay at the appropriate hotel standards, and businessmen will

usually use the hotel as a place to stay in the destination city. Nowadays the hotel industry is rapidly expanding in response to rising community demand for lodging. Such as, business activists, tourism activists, and other activities that are difficult to reach from home and require lodging. It is one of the factors contributing to the rise of the hotel industry with various standards. Advertisement is one method of marketing used by various agencies such as hotels. One of these advertisements is a brochure that promotes tourist attractions such as hotels for use by visitors or tourists visiting the city of Medan. Diction is defined as the selection and use of the right words to express ideas in such a way that the expected results are obtained (KBBI, 2005:264). Brochures also distributed to the public as a tool to promote Indonesian tourism to a wider audience, especially international tourists. The attractive brochure includes not only pictures but also sentences that are intended to captivate the reader, as well as compelling text or sentences that enhance the appeal of the brochure to the audience. Through the sentences and photos that appear in any tourism brochure, tourism attempts to persuade, captivate, seduce, and seduce millions of people. According to Keraf' 2009 and KBBI research, which has already been explained, that style of language and diction is definitely used in Hotel's digital brochures. There are two example of sentences in digital brochure from Adimulia Hotel Medan

"Let's make your stay more comfortable and safe by choosing Adimulia Hotel"

As we can see, the sentence above use a style of language and diction that has a persuasive effect to attract the attention of the public or residents of the city of Medan to order or choose the facilities they offer in the brochure. The writer is a worker at Adimulia Hotel Medan. She often sees even though during a pandemic caused by Covid 19 virus like today, be it lockdown period or even during PPKM period, Adimulia Hotel Medan is the only Hotel in Medan that has never closed until now and of course there are still people do check in at the Hotel.

When seeing the phenomenon, writer is increasingly curious to know more about the diction that contained in their brochure. So, the writer decided to analyses the digital brochure of Adimulia Hotel and focuses only for promotion brochure, to know what dominant diction that used in the brochure and how the diction realize the brochure from Adimuli Hotel Medan. In researching the diction in that Hotel's digital brochures and to analyze the data, researcher use Keraf theory focuses on diction based on its meaning.

Definition of Diction

Diction is a word used to convey the mind with a method that produces perfect results (KBBI, 2005: 264). For Keraf, style refers to the ability to clearly identify an explanation of the meaning of the inspiration to be conveyed to create a form that fits the atmosphere and feeling of the reader's aggregate value. The word decision raises concerns about the accuracy of language use or the use of language that does not reduce the ongoing air (Keraf, 2009: 24).

Diction is the utilization of words that definitively address considerations and sentiments to be conveyed in a sentence design in view of a situation and a feeling of worth that has a place with a gathering of people, audience members, or perusers, as per Keraf (2009: 114-115). The word's pertinence as well as accuracy are featured in the style. The word should be proper and non-horrendous to the climate. Networks with different standards likewise request that each term utilized be appropriate, in accordance with their standards and the circumstance's circumstances. The artist or speaker should be aware of the crowd. Furthermore, Keraf (2009: 27-29) features the need of exact word decision since single word can have various implications, and the handiness of a not set in stone by its significance.

Three critical aspects of expression are covered by Keraf (2009). To start with, the selection of words or lingual authority incorporates the importance of the words decided to convey a thought. Second, the selection of words or phrasing mirrors the ability to precisely separate the nuances of the significance of the plan to be communicated as well as the ability to find a word structure that matches the situation. Third, to pick the right term for the circumstance, you should have a wide jargon. The capacity to pick adequate and stylishly satisfying words to offer viewpoints can be construed from the accompanying. To ensure the expected result of the thought is accomplished, this is finished.

Types Of Diction

According to Gorys Keraf's view (2009;89,108), there are many different varieties of diction, including formal diction, informal diction (abstract words, concrete words, common words, special words, popular words, jargon, slang, foreign words, and loan words), and diction based on its meaning (denotative meaning, connotative meaning).

1). Formal Diction

Formal diction is the use of educated language that is devoid of slang or colloquialisms. Grammar standards and intricate phrase structures are used in formal diction. Professional texts, business writing, and legal writing typically use this formal style.

2). *Informal Diction*

In narrative literature, informal language is utilized, which is more conversational. An author can create more realistic characters by using this informal vernacular because it is typical of how people speak in real life. Short tales and novels tend to employ informal language more frequently.

There are eight different categories of informal bellows:

- a) Abstract Word
- b) Concrete Word
- c) Common Word
- d) Special Word
- e) Scientific Word
- f) Popular Word
- g) Jargon
- h) Slang
- i) Foreign Word
- j) Loan Word

3). *Diction Based On Its Meaning*

Denotative Meaning

Denotative meaning is referred to as conceptual meaning (Keraf, 2009: 28). To consume something, for instance, is to place it in your mouth, chew it, and then swallow it. Eating in that manner has a denotative significance. Denotative meaning is also referred to as cognitive meaning since it is connected to the speaker's awareness of the stimulus and the listener's reaction to things that can be perceived through the senses. Since the major objective of scientific language in its purest form is to provide unambiguous direction regarding specific facts, denotative meaning is related with it (Keraf, 2009: 28).

Connotative Meaning

Connotative meaning is a classification of meaning that incorporates emotional values into the stimulus and reaction. When the speaker wants the listener to feel in agreement or disagreement, happy or unhappy, etc., this is known as partially connotative meaning. The choice of vocabulary or diction is more influenced by the use of connotative

words. Connotation primarily results from problems in the connections between people in social or interpersonal relationships (Keraf, 2009:29).

Brochure

Umesh Bhadane (2018) claims that a brochure is a paper document with informational visuals and can be used as a template, pamphlet, leaflet, or catalog. Brochures are promotional materials that are generally used to present a business, organization, products, or services and to explain the advantages to potential clients or the general public. The brochure is one of the more traditional marketing gimmicks.

A digital brochure is effectively a digital version of your product catalogue. Digital brochures, as opposed to printed ones, are very easy to optimize for the web and other digital platforms. Traditional marketing strategies, like the tried-and-true sales brochure, are still in use today despite digital marketing strategies taking over the industry. Brochures and pamphlets provide information or explanations about a good or service, a public place, a corporate profile, a college, or they serve as a kind of advertisement. The brochure's content is prepared in straightforward language with the goal of being quickly understood. Brochures are produced on premium paper with the goal of drawing attention and promoting the service or product.

Hotel

According to Sulastiyono (2011: 5), a hotel is a business run by the owner that provides food service, alcoholic beverages, and sleeping accommodations to people who travel and have the means to pay a fair price for the level of service received without "special arrangements."

As is well known, other different hotel varieties, like OYO, Red Doorz, and others, have been constructed throughout Indonesia, but especially in the city of Medan. In introducing their facilities for use by the general public, star hotels are also not inferior. Because the researcher is also a staff member of the popular hotel, Adimulia Hotel, she chose it as the sample or object of her study.

Researchers' observations show that the number of visitors staying at the Adimulia Hotel fluctuated, with an upswing and a downswing. Approximately 216 000 guests stayed at the hotel in 2017. Additionally, there were 216 000 visitors in 2018–2019. The only hotel open in 2020 during the Covid-19 pandemic is the Adimulia Hotel, which hosted approximately 129.600 guests that year. There will be 162.000 overnight visitors in 2021. And finally, from January to July of 2022, there were approximately 116.000 guests who

chose to stay at the Adimulia Hotel. It is not unexpected that the hotel is one of the hotels in the city of Medan with a high degree of demand based on the number of people staying.

Language In Advertising

Effective marketing is necessary while talking about brochures in order to pique readers' interest, and this is related to the language used in advertisements. The following traits of an acceptable and effective advertising language, as stated by Russell Colley in his journal in 1961, are present;

- a) An advertisement must have clear targets
- b) Concrete and measurable marketing targets
- c) Define a time frame for achieving the objectives
- d) Identify the benchmarks and level of change required

Advertisers need to decide where and when to sell their goods. A measured item that can be seen clearly by the five human senses is therefore required in order to obtain concrete data. Advertisers must create content that is appealing to readers and simple to understand word for word if they are to reach their marketing goals. The clarity of the marketing objectives should also be maintained, for example, by avoiding imprecise language and mildly overdone literary allusions. Similar to the time frame while marketing, advertisers must establish highly precise benchmarks of advertising performance to obtain accurate results.

In order to make a business' investment in a product or thing into a profit, a product or object must be ordered or sold. For instance, when a red date on the calendar indicates a holiday, many individuals take advantage of their vacation time by making hotel reservations and staying there with their loved ones. There are numerous additional instances of marketing a product, such as allowing customers to view and reserve a hotel room through brochures or adverts they encounter on popular websites.

METHOD

This research use descriptive-qualitative analysis method in relation to the use of descriptive phenomena. Included in the document analysis because it is applied in writing in the brochure by analyzing the text. Because researcher want to explore the use of good diction through digital brochures of Adimulia Hotel Medan, this analysis is a descriptive study with a qualitative research style. Qualitative descriptive analysis, as explained by Ary and Razarviech (Rakiyah 2014: 43), is used to obtain specific information about phenomena

that occur during the course of a study. Furthermore, the qualitative analysis takes place in the context of natural language use, which allows the researcher to interpret the results.

RESULTS

The researcher found the results of the types of diction that have been recapitulated in the table and with the percentage formula as follows:

Formula: $P = D/F \times 100\%$

Description: P= Percentage

D= Diction

F= Frequency/ total number of diction types

Table 1. Diction Found in the Brochure

Numb.	Diction	Frequency	Precentage
	Common Word	25	15,7 %
	Popular Word	30	18,8 %
	Concrete Word	72	45,2 %
	Special Word	9	5,6 %
	Denotative Meaning	16	10 %
	Connotative Meaning	7	4,4 %
	Amount =	159	100 %

DISCUSSIONS

From the table above it can be seen that, researcher found 25 (twenty five) common word, 30 (thirty) popular word, 72 (seventy two) concrete word, 9 (nine) special word, 16 (sixteen) denotative meaning and 7 (seven) connotative meaning. And the precentage from the diction analysis that has been calculated were; 15,7 % common word, 18,8 % popular word, 45,2 % concrete word, 5,6 % special word, 10% denotative meaning and 4,4 % connotative meaning.

Based on the research problem that has been analyzed, the researcher found that concrete word is the most widely used type of diction in Adimulia hotel's digital brochure. Concrete word is used in digital brochures to convey word for word that refers to an object or thing that can be seen clearly and can definitely be felt by the five human senses. The diction also explains word by word very clearly so that the reader is not difficult to interpret the word and is interested in seeing it. Concrete word is a type of diction that is quite easy to understand by everyone who finds it and read it in the brochures circulating. This proves that the meaning expressed in every word in the digital brochure is the real thing or can be

seen or felt clearly. That way, the choice of words in the brochure also becomes simpler but easier to understand.

The least type of diction found in this digital brochure is connotative meaning. Based on the analysis, researchers found that Adimulia hotel digital brochures rarely use diction or words that have figurative or non-true meanings. When the diction is often used in the brochure, it makes the writing in the digital brochure a little monotonous and boring for guests to read. A good and appropriate brochure should use words that are not verbose or excessive so that the reader will not find it difficult to understand the meaning of these words.

CONCLUSIONS

The researcher uses qualitative case studies as a method to find the unique and most dominant diction in digital brochures, as well as see visitor responses about the hotel. In addition, after conducting the research, the researcher would like to conclude several points to answer the research problem. They are as follows:

1. The researcher found that the digital brochure used 6 (six) types of diction according to Keraf (2009), there were common word, popular word, concrete word, special word, denotative meaning and connotative meaning.
2. The dominant type of the diction according to Keraf (2009) was concrete word 45,2% and the least type of the diction was connotative meaning 4,4%.
3. In order for the digital brochure from Adimulia Hotel Medan to be attractive, the realization of the diction for each word chosen refers to something concrete. That way every word that is there is not monotonous and makes it easier for readers or guests to understand its contents.

The researchers hope this study that has been done can be a useful source for understanding literary works in general. This study is recommended by researchers for people who are interested in learning more about diction. Students who are interested in the types of diction in depth are expected to improve and broaden their understanding of diction. And it would be better if they also looked for other sources of diction explanation. Other academics are also encouraged to delve deeper into diction to find out the types and figurative meanings of each word contained in the brochures in circulation. According to the researcher, the types of diction are interesting to study because the more we understand what each word means, the more we know why the reader is interested in the choice of words.

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