

ABSTRACT

Hulu, Delan Septiani, 2024, *An Analysis of Persuasive Sentence in Tourism Promotion Brochure in North Nias*. Undergraduate Thesis, Advisor: Afore Tahir Harefa, S.Pd., M.Hum.

This study aims to analyse the types and linguistic elements of persuasive sentences used in tourism promotion brochures published by the North Nias Regency Tourism and Culture Office. Using a qualitative descriptive approach, data was collected through document analysis and interviews with relevant employees in the tourism sector. The analysis focused on identifying four main types of persuasive sentences: ethos, pathos, logos, and call to action (CTA) as well as nine linguistic elements based on Gorys Keraf's theory, such as imperative sentences, repetition, metaphor, personification, pronouns, hyperbole, assonance, synecdoche, and modifiers. The results of the study show that of the four types of persuasive sentences, only pathos and logos were consistently applied in interviews and brochure content. Meanwhile, ethos and CTA were mentioned in interviews but were not clearly applied in brochure content. In terms of linguistic elements, only repetition and personification were consistently found, resulting in an overall consistency rate of only 22.2%. This study concludes that although the tourism office demonstrates an understanding of persuasive strategies, the existing brochure content lacks variety and rhetorical strength. This highlights the need for improvement in the application of persuasive sentence techniques and linguistic elements to make tourism promotional materials more engaging.

Keywords: Persuasive Sentences, Tourism Promotion, Brochures, North Nias, Linguistic Elements.

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Penelitian ini bertujuan untuk menganalisis jenis dan unsur linguistik kalimat persuasif yang digunakan dalam brosur promosi pariwisata yang diterbitkan oleh Kantor Pariwisata dan Kebudayaan Kabupaten Nias Utara. Dengan menggunakan pendekatan deskriptif kualitatif, data dikumpulkan melalui analisis dokumen dan wawancara dengan pegawai terkait di sektor pariwisata. Analisis berfokus pada identifikasi empat jenis utama kalimat persuasif, yaitu ethos, pathos, logos, dan call to action (CTA), serta sembilan unsur linguistik berdasarkan teori Gorys Keraf, seperti kalimat imperatif, pengulangan, metafora, personifikasi, kata ganti, hiperbola, asonansi, sinedok, dan modifikator. Hasil penelitian menunjukkan bahwa dari empat jenis kalimat persuasif, hanya pathos dan logos yang secara konsisten diterapkan dalam wawancara dan konten brosur. Sementara itu, ethos dan CTA disebutkan dalam wawancara tetapi tidak diterapkan secara jelas dalam konten brosur. Dalam hal unsur linguistik, hanya pengulangan dan personifikasi yang secara konsisten ditemukan, sehingga tingkat konsistensi keseluruhan hanya 22,2%. Studi ini menyimpulkan bahwa meskipun kantor pariwisata menunjukkan pemahaman tentang strategi persuasif, konten brosur yang ada kurang variatif dan kurang kuat secara retorik. Hal ini menyoroti kebutuhan untuk meningkatkan penerapan teknik kalimat persuasif dan unsur linguistik agar materi promosi pariwisata menjadi lebih menarik.

Kata kunci: Kalimat Persuasif, Promosi Pariwisata, Brosur, Nias Utara, Unsur Linguistik