

CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Tourism promotion has a very crucial role in attracting tourists and developing the tourism sector in a region, including North Nias. In promoting tourist destinations in North Nias, the Tourism and Culture Office of North Nias generally uses brochures. In this context, tourism brochures are one of the commonly used tools to provide information about various existing tourist attractions. However, although brochures have great potential as a promotional tool, in reality not all brochures can convey messages in an efficient way. This creates a gap between the promotional objective and the expected outcome, which is to invite tourists to come to North Nias. One of the main problems that arise is the lack of use of persuasive elements in brochure design. Many brochures come with designs that are unattractive or do not match the character of the place they are trying to promote. Visual elements, such as uninspiring images or cluttered layouts, can discourage potential tourists from exploring further information. This nondescript design has a clear impact on visual appeal, which should be an important factor in capturing the audience's attention. In addition to design issues, the language used in brochures also has a big influence on the success of promotion. Some brochures still use language that is too formal or unable to evoke emotions, whereas to attract tourists, language that is more emotional and able to arouse curiosity will be more effective. In addition, the information conveyed is often unclear or too dense, making it difficult for tourists to understand the advantages of each destination.

Persuasive sentences in tourism brochures play an important role in influencing tourists' decisions. The use of interesting and convincing language can increase tourist interest in visiting an area. "The right choice of words in marketing communication can increase the attractiveness of tourist destinations" (Christinawati, et al., 2023). In this context, persuasive sentences function as the main element that attracts attention and builds interest in tourism promotion brochures. A brochure is a standardized communication tool that provides information about a destination that creates a strong appeal to readers by turning

tourism potential into sales. An effective brochure should present information in a clear, concise, and visually appealing manner. Flooding a brochure with text can make readers feel overwhelmed. Instead, clear headings, simple language, and bullet points help convey the message more effectively (Ermerawati, et al., 2022).

Based on initial observations and interviews with the Head of the Marketing Department at the North Nias Tourism and Culture Office, it was found that there is an urgent need to improve the effectiveness of tourism promotion to attract more tourists. Currently, although tourism brochures are used as one of the main promotional tools, many brochures are still not optimal in delivering their message. This includes visual design, the use of language that can evoke emotions, and clear information regarding the advantages of tourist destinations. In other words, existing brochures are not effective enough in arousing tourists interest to visit North Nias.

This needs analysis highlights the importance of analyzing the persuasive sentences used in North Nias tourism brochures. Therefore, strengthening promotional strategies through the use of effective persuasive sentences in tourism brochures is essential to increase attractiveness and attract more tourists to tourist destinations in North Nias. This research is expected to provide deeper insights into the communication strategies used in tourism promotion, especially in the context of marketing tourist destinations. With a clearer and more comprehensive understanding of the use of persuasive sentences in various promotional media, it is hoped that tourism managers can optimize their communication content. This is important so that the messages conveyed through brochures and other promotional materials can be more effective in attracting the attention of potential tourists. With the right approach, it is expected that tourism managers can increase destination attractiveness, strengthen positive images, and ultimately increase the number of visitors coming to North Nias. In addition, a deeper understanding of effective communication strategies will also help in creating stronger relationships between tourist destinations and tourists, which in turn can support the sustainability and growth of the tourism industry in the area.

One aspect that needs to be considered in analyzing persuasive sentences is the cultural and local context. North Nias has a unique cultural wealth, which should be reflected in its tourism promotion. According to research by Harsono (2024), the integration of local cultural elements in promotional materials can increase the effectiveness of the message conveyed. By understanding the cultural context, tourism managers can create brochures that are not only informative, but also attractive to tourists. There are also challenges in the use of persuasive sentences that need to be overcome, such as the use of jargon that may not be

understood by everyone. In addition, the development of information and communication technology also affects the way tourism promotion is carried out. Digital brochures are now more widely used, but printed brochures still have a special place among tourists. Despite the increasing use of digital brochures, printed brochures remain effective in influencing tourists' decisions, particularly in the context of local tourism (Juanda, 2024).

In the context of North Nias, the Tourism and Culture Office has an important role in developing and distributing tourism brochures. Participation of local stakeholders in the brochure creation process can increase the relevance and attractiveness of the information conveyed (Aji, 2023). By involving local communities, the brochures produced will better reflect the rich culture and uniqueness of North Nias. Furthermore, it is important to evaluate the impact of using persuasive sentences in brochures on tourist behavior as this could also potentially provide recommendations for the North Nias Tourism and Culture Office in developing more effective promotional strategies and also in preserving local culture. In recent years, interest in tourist destinations in Indonesia, including North Nias, has increased. Despite this, many promotional brochures still use conventional approaches that are less effective in attracting the attention of potential tourists. This suggests the need for evaluation and development of promotional strategies that are more based on linguistic analysis, particularly in the use of persuasive sentences.

Previous research, such as that conducted by (Losi, et al., 2022), has examined the use of persuasive sentences in a more general context, but no one has specifically analysis tourism brochures in North Nias. In addition, these studies tend to focus on the aesthetic or visual aspects of the brochure, while this study will delve deeper into the use of language and effective communication strategies. This shows a lack of understanding on how persuasive sentences can be optimized in a specific local tourism context.

The novelty of this research lies in its more in-depth and focused approach in analyzing persuasive sentences in the context of tourism promotion in North Nias, an area that has not received much attention in similar studies. This research not only identifies the use of persuasive sentences, but also evaluates the extent to which these sentences are effective in influencing tourists' perceptions and interest in visiting destinations in North Nias. This research also provides new insights by focusing on tourism brochures in North Nias, an area that is relatively less explored in tourism literature. Therefore, this research not only enriches academic studies on tourism promotion, but also offers practical insights for the North Nias Tourism and Culture Office to improve the quality of promotional materials that are more attractive and persuasive.

Based on the problems above that show the relevance of persuasive sentence analysis in the context of tourism, the researcher intends to analyze the use of persuasive sentences in North Nias tourism brochures. With the increasing competition in the tourism sector, it is important for tourism managers in North Nias to understand and apply persuasive sentences in their brochures. This research aims to analyse the use of persuasive sentences in tourism promotion brochures in North Nias, in order to provide useful recommendations for the development of more effective marketing strategies. Regarding on the explanation above, the researcher conducted a study entitled: *“An Analysis of Persuasive Sentence in Tourism Promotion Brochure in North Nias”*.

1.1 Focus of the Research

The focus of this research is to analyze the persuasive sentences used in tourism promotion brochures in North Nias. This research has identified the types of persuasive sentences and linguistic elements of persuasive sentences used to influence the perception and behavior of potential tourists.

1.3 Formulation of the Problem

1. What are the types of persuasive sentences used in tourism promotion brochures in tourism department of North Nias?
2. How are the linguistic elements of persuasive sentences arranged to influence potential tourists in tourism department of North Nias?

1.4 Objective of the Research

This research aims to analyze and identify the types of persuasive sentences and linguistic elements of persuasive sentences used in tourism promotion brochures in North Nias in attracting tourists and influencing their decisions to visit tourist destinations in the region.

1.5 Significance of the Problem

The importance of this research is:

1. Theoretically

This research can be used as a reference for future researchers who want to analyze persuasive sentences in the context of tourism promotion, especially in brochure media.

2. Practical

- a) For the author, the results of this study are expected to provide an opportunity for the author to deepen analytical skills in identifying and analysing persuasive sentences, as well as developing methodological approaches in the study of applied linguistics and marketing communication.
- b) For teachers, it is hoped that this research can be a reference source in the study of tourism, communication, and marketing, providing a more focused perspective on the use of language in the context of regional promotion.
- c) For researchers, it is hoped that this research can be a source of evaluation to conduct further research, besides that this research can be used as a reference source for further research.