

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Persuasive Sentence

1) Definition of Persuasive Sentence

Persuasive sentences are sentences made to invite or persuade readers to take an action or have the same thoughts. These sentences are often used in advertisements, articles, and negotiations to influence others. Persuasive sentences aim to convince readers to follow the invitation or idea conveyed, besides that it is often also used in the context of product or service promotion to attract people's interest. Not only that, this sentence is also used to change people's attitudes and perceptions of a problem.

Persuasive sentences are sentences that invite, persuade, or encourage someone to do what is conveyed. For example, in the world of writing, writers often try to influence readers with ideas or ideas through the information contained in the text. The goal is for the reader to follow and be influenced by the message (Christinawati, et al., 2023).

Persuasive sentences are usually made in an interesting way. The diction he uses evokes the feelings of the reader through his choice of words. Persuasive sentence is a verbal art that aims to convince someone to do something that the speaker (e.g., speech) or writer (e.g., writing or print or electronic media wants (Keraf, 2023).

Persuasive sentences are expressions that are intended to influence the audience's opinions, beliefs, or actions. Persuasive sentences are generally referred to as invitation sentences and are used to invite a person or group of people from one state to another according to. Any word, sentence or paragraph that contains elements that attract someone's attention is called a persuasive sentence (Smith, 2022).

From the text above, it can be concluded that persuasive sentences are communications that aim to influence the audience to believe, agree, or act according to the wishes of the speaker or writer, through logic, emotion, and interesting language.

2) Characteristics of Persuasive Sentences

The characteristics of a persuasive sentence are the elements that make the sentence able to convince or influence the reader or listener to take an action or change their opinion. The characteristics of persuasive sentences are sentences designed to influence or convince listeners or readers to do or believe something (Nugroho, 2024). The main characteristics of persuasive sentences include:

- 1) Convincing the Reader. Persuasive sentences must be able to convince the reader of the idea or ideas conveyed.
- 2) Avoid Conflict. The goal of persuasive sentences is to create agreement, not conflict.
- 3) Influence with Relevant Facts and Data. Persuasive sentences should be based on relevant facts and data to support the argument.
- 4) Have a Strong Basis or Integrity. Persuasive sentences should have a solid foundation to keep the reader's trust.
- 5) Builds Trust. Persuasive sentences should build a trusting relationship between the writer and the reader.
- 6) Invites the Reader to Act. The persuasive sentence should invite or encourage the reader to take the desired action.

The characteristics of persuasive sentences include several aspects that show efforts to influence or convince others (Supomo 2020). The characteristics are as follows:

- 1) Make the Audience Believe. Persuasive sentences must be able to make the audience believe in what is conveyed. Respond to the view that the human mind is difficult to change Persuasive sentences should consider that the human mind is not easy to change and needs a careful approach.
- 2) Adapting to the Audience. Persuasive sentences should be adaptable to the audience both in writing and orally.
- 3) Avoid Conflict. Persuasive sentences should avoid conflict to achieve the desired goal.
- 4) Contains Accurate Data and Facts. Persuasive sentences should always be based on accurate data and facts as the basis of the argument.

From the explanation above, the researcher can conclude that the characteristics of persuasive sentences include:

- 1) Avoiding conflict.

Persuasive sentences should avoid conflict, the goal is to create agreement and build a good relationship with the audience, not to cause debate or disagreement.

2) Convince the audience/reader.

Persuasive sentences must be able to convince the audience or reader of the ideas conveyed. Persuasive sentences must be able to make the audience believe in what is conveyed.

3) Based on relevant/accurate facts and data.

Persuasive sentences must be supported by relevant or accurate facts and data. These facts and data are needed to strengthen the arguments presented and increase the credibility of the message.

C. Types of Persuasive Sentences

A persuasive sentence type is a type of sentence designed to convince or persuade an audience to accept a certain view, idea, or take action in accordance with the speaker's wishes. Persuasive sentences are often used in speaking, writing, or advertising to influence the audience to agree with what is being said. The main purpose of persuasive sentences is to change the attitude, opinion, or behavior of the audience.

The types of persuasive sentences are divided into four, namely pathos, logos, ethos and Call to Action (Oktiani, 2022) in *Aristotle's Rhetoric*. The following is an explanation of each type of persuasive are:

1) Ethos (Trust or Credibility)

This type of persuasive sentence focuses on proving the credibility of the speaker. In this case, persuasive sentences are used to show that the speaker has competence or legitimate authority so that the audience believes in what is being said.

Aspects of ethos:

a. Authority

Authority means the speaker has direct experience and in-depth knowledge in the field being discussed. In tourism, authority is shown through years of work, direct involvement in the field, or a relevant professional background.

Examples:

"As a local tour guide born and raised in North Nias, I know the best hidden spots that most tourists never see."

"I've been guiding tours in Nias for over 8 years my experience ensures your trip will be safe, comfortable, and full of meaningful stories."

b. Credibility

Credibility comes from a proven track record, a strong reputation, and recognition from others. The more people trust or recommend someone or a service, the higher the level of trust from new audiences.

Examples:

"Our tours have been recommended by over 1,000 visitors on Google and TripAdvisor."

"We work closely with the Tourism Office and local communities to ensure a safe and trustworthy travel experience."

c. Respecting Audience Values

Respecting audience values means understanding what matters to them such as sustainability, cultural authenticity, or community involvement. This helps build emotional connection and deeper trust.

Examples:

"We only use local guides so travelers can learn directly from the people of Nias."

"Every tour we offer supports the local economy and helps preserve cultural and environmental heritage."

2) Pathos (Emotion)

This type of persuasive sentence focuses on the feelings of the audience. The speaker uses sentences that can arouse the listener's feelings, be it pity, happiness, sadness, or fear. For example, Imagine yourself on a pristine beach, with soft white sand underfoot and the soothing sound of the waves. This is North Nias, a place where the beauty of nature meets the serenity of the soul.

Aspects of pathos:

a. Eliciting Feelings

This strategy aims to evoke certain emotions such as peace, happiness, awe, or empathy by using poetic words, natural imagery, or emotionally touching scenes.

Example:

"The sound of waves, cool breeze, and orange skies North Nias soothes the soul."

"The silence of nature and the warm smiles of locals touch your heart from the very first step."

b. Making the Audience Experience It Personally

This strategy invites the audience to visualize or imagine themselves in the setting, making the experience feel real and relatable.

Example

"Imagine walking through a traditional village while listening to ancestral stories from local residents."

"Feel the warmth of the sun as you relax on a quiet, untouched beach."

c. Connecting the Message with Emotions

This approach links the promotional message to emotional needs or desires such as peace, happiness, or quality time with loved ones.

Example:

"Need peace of mind? North Nias is the perfect place to rest and rediscover you."

"Create unforgettable memories with your family in a peaceful and culturally rich place."

3) Logos (Logic or Reason)

Persuasive sentences based on logos focus on using rational and data- or evidence-based arguments. This type of sentence is used to persuade the audience using intellectually acceptable facts or logic.

Aspects of logos:

a. Arguments

The speaker uses facts, data, or statistics to support a claim, making the message more credible and convincing.

Example:

"North Nias welcomed over 15,000 visitors last year a 25% increase from the previous year."

"UNESCO recognized the cultural value of North Nias traditional villages in its 2023 heritage report."

b. Consistency

The argument must be clear, structured, and based on logical reasoning. The message should connect cause and effect, with no exaggeration.

Example:

"With improved road access and new accommodations, more families are choosing North Nias for weekend getaways."

"Tourist satisfaction in North Nias reached 90% in last year's survey showing that the destination consistently meets expectations."

c. Rational Approach

This approach uses logic, comparisons, or analysis to show that choosing the destination is a reasonable and smart decision.

Example:

"Compared to other remote islands, North Nias offers better accessibility and lower travel costs."

"The steady growth in tourist numbers proves North Nias is no longer hidden it's a rising travel gem worth exploring."

4) Call to Action (CTA)

Call to Action (CTA) is an invitation or command used to encourage the audience to take a specific action immediately. In the context of tourism, a CTA aims to prompt the audience to take concrete steps, such as visiting a tourist destination, booking tickets, or contacting a travel agent. CTA are usually presented in the form of persuasive sentences within promotional materials.

Aspects of a CTA:

a. Clarity

A CTA must be simple, direct, and easy to understand, so the audience knows exactly what action to take.

Example:

"Book your tour now!"

"Visit our website for more details."

b. Urgency

A CTA with urgency encourages the audience to act quickly by creating a sense of limited time or availability.

Example:

"Hurry—limited spots available this weekend!"

"Get 20% off if you book before Friday!"

c. Benefit

A good CTA highlights the value or reward the audience will receive by taking action.

Example:

"Book now and enjoy a free island tour!"

"Reserve today to get the best price for your Nias adventure!"

d. Direction

The CTA should give clear instructions on what to do next such as clicking a link, filling a form, or calling a number.

Example:

"Click here to plan your trip today."

"Call us now to reserve your spot!"

D. Linguistic Elements Persuasive Sentences

Persuasive sentence in the context of tourist brochures can be formulated as a combination of linguistic elements used to attract attention, improve readability, strengthen memory, and encourage action (Myla L. Santos, 2022). The following are the linguistic elements of a persuasive sentence, namely:

- 1) Imperatives, use command verbs to encourage action (visit, explore, experience).
Example: Visit us and discover paradise.
- 2) Modifiers, positive adjectives and superlatives to give interesting descriptions (beautiful, stunning, world-class). Example: Experience stunning tropical sunsets that take your breath away.
- 3) Pronouns use you or we to create a personal connection. Example: You'll run out of words to describe the beauty of this place.
- 4) Repetition/Alliteration: Use repetition or similar sounds to make sentences easier to remember. Example: Feel the fun, find the fabulous, and fall in love with North Nias.

To achieve its goals, persuasive language combines rational appeal, emotional engagement, and strategic word choice. Tourism promotional brochures deliberately use these elements to influence readers and encourage them to visit the promoted destinations (Keraf, 2007). Language Feature of Persuasive Sentences, namely:

- 1) Repetition (Anaphora), repetition of a word or phrase at the beginning of a sentence to attract attention and enhance recall.
Example: good food, good price → repeats the word good to emphasize quality.
- 2) Alliteration, repetition of initial consonants in adjacent words to create harmony of sound.
Example: supreme, serene, sacred → Use the s sound for aesthetic effect.

- 3) Assonance, repetition of vowels in adjacent words for harmony of sound. Example: luxurious five stars and a new lifestyle → repeating vocals to create traction.
- 4) Hyperbole, overstatement to give a strong impression and create attention. Example: A Million of Smiles await you → Exaggerated claims that give an emotional impression.
- 5) Metaphor, an implicit comparison between two different things to add emotional depth. Example: Experience tranquility of Mother Earth → comparing the resort to the peacefulness of the Earth.
- 6) Personification, giving human traits to inanimate objects to create an emotional connection. Example: Where nature meets art with romantic ambiance → Nature is given the ability to meets.
- 7) Synecdoche, using a part to represent the whole or vice versa. Example: A Million of Smiles → Smiles represent the friendliness of the staff.

The conclusion from the above elements is that an effective communication strategy in promotion uses various language techniques to attract attention and create an emotional connection with the audience. These techniques include:

- 1) Imperatives to encourage action through direct commands, such as visit or experience.
- 2) Modifiers in the form of positive adjectives and superlatives to provide compelling descriptions that evoke emotions.
- 3) Pronouns such as you or we to create a personal connection.
- 4) Repetition/Alliteration to enhance memorability and appeal through repetition of similar words or sounds.
- 5) Assonance to create harmony of sound through repetition of vowels.
- 6) Hyperbole as an exaggerated statement to create a deep impression.
- 7) Metaphor to implicitly compare two things to add emotional depth.
- 8) Personification which gives human traits to inanimate objects to evoke an emotional bond.
- 9) Synecdoche to convey a broader meaning through a part that represents the whole.

E. Techniques of Persuasive Sentences

Techniques of Persuasive Sentences refer to various ways or methods used in sentences to convince or influence the audience. These techniques are designed to strengthen the arguments or messages being conveyed, making the audience more likely to agree or act in the desired way.

Persuasive techniques are compensation, suggestion, identification. Compensation technique is used to provide justification or a reason for someone to feel that a certain deficiency or loss can be balanced with another benefit or gain. It is often used to persuade the audience by showing that despite a negative aspect, there is a corresponding positive aspect that compensates for it (Darvolusius Nggara, 2021).

Suggestion technique involves giving subtle hints or prompts to encourage the audience to take a certain action or think in a particular way. It is usually done without direct force, but by offering ideas or suggestions that can influence the audience's decisions. Identification technique involves efforts to make the audience feel connected or share similarities with the speaker or the ideas being presented. By creating a sense of connection or mutual understanding, the audience is more likely to agree with or follow the message being conveyed.

From the explanation above, it can be concluded that persuasive techniques include compensation that balances shortcomings with benefits, suggestions that provide subtle clues to encourage action or thought, and identification that creates a connection between the audience and the speaker or idea, making it easier for the audience to agree or follow the message.

2.1.2 Tourism Promotion Brochure

A. Definition of Tourism

Tourism is an activity that involves people traveling from one place to another for recreation, business, or other purposes. This activity is usually temporary and takes place outside their place of residence. Tourism includes not only physical travel, but also the experiences gained during the trip, including interactions with local culture, environment, and society. Tourism is an activity whose facilities are provided by certain institutions, which aim to meet the needs of tourists. In this context, tourism is an important sector that contributes to the economy of a region, creates jobs, and improves infrastructure. This shows that tourism is not only beneficial for individuals, but also for the wider community (Sutono & Meitasari 2021).

Tourism as a travel activity carried out by a person at a certain time from one place to another. This definition emphasizes the importance of time and purpose in tourism, where each trip has a different meaning and purpose for each individual. Thus, tourism can be seen as a reflection of the human desire to explore and experience new things (Mularsari 2022).

Overall, tourism is a complex phenomenon that involves various aspects, including economic, social, and cultural. This activity not only provides benefits for tourists, but also for the communities and environments around tourist destinations. With a better understanding of tourism, we can develop more sustainable and responsible practices within the industry.

Tourism can be distinguished into several types based on various criteria. Here are some common types of tourism:

- 1) Nature tourism focuses on the beauty of natural environments such as mountains, beaches, forests, and national parks. This type of tourism allows travelers to enjoy and explore nature directly through activities like trekking, camping, and ecotourism.
- 2) Cultural tourism emphasizes cultural experiences, traditions, and the historical heritage of a region. It includes visits to historical sites, attending cultural festivals, and engaging in local art activities.
- 3) Educational tourism aims to provide learning experiences by visiting museums, research centers, or participating in student exchange programs.
- 4) Religious tourism is related to spiritual or religious activities such as pilgrimages to sacred sites or attending religious celebrations and rituals.
- 5) MICE tourism (Meeting, Incentive, Convention, and Exhibition) targets business-related travel, including attending seminars, conferences, corporate trips, and exhibitions.
- 6) Adventure tourism offers thrilling and adrenaline-filled activities such as rock climbing, scuba diving, and white-water rafting.
- 7) Health tourism focuses on wellness and medical-related experiences, including spa treatments, alternative therapies, and health retreats designed to rejuvenate the body and mind.
- 8) Culinary tourism involves exploring local food and beverages, joining food tours, and participating in cooking classes to understand a region's culinary culture.
- 9) Marine tourism highlights sea-based activities such as snorkeling, diving, island hopping, and cruising, offering opportunities to enjoy marine biodiversity.

- 10) Family tourism is designed for travelers with family members of all ages, offering a variety of activities suitable for children, parents, and the elderly, such as visiting theme parks, zoos, or interactive museums. These tourism types reflect the diverse interests and motivations of travelers and play an important role in promoting regional development.

B. Promotion

Promotion refers to the activities and strategies used to communicate and publicize a product, service, or idea to a target audience in order to increase awareness, generate interest, and encourage action, such as purchasing, engaging, or participating. It can involve various methods like advertising, public relations, sales promotions, and direct marketing. The ultimate goal of promotion is to influence consumer behavior and drive sales or engagement.

Tourism promotion is an effort to attract tourists by introducing the destinations, products, and services offered. Effective promotion can increase interest and tourist visits, as well as provide the necessary information to make travel decisions.

1) Advertising

Advertising is one of the most effective ways to reach a broader audience. In the tourism context, advertisements can be delivered through print media such as brochures, magazines, and newspapers, as well as electronic media like television and radio. In addition, digital platforms such as website ads, YouTube, or social media have become increasingly popular due to their speed and interactivity. The goal is to capture the attention of potential tourists with appealing messages and visually engaging content.

2) Public Relations (PR)

PR strategies aim to build a positive image of a destination through strong relationships with the media and the public. This can be done by inviting journalists or influencers for familiarization trips (fam trips), distributing press releases about certain destinations, or partnering with media outlets to publish tourism-related articles and news. This approach relies more on indirect influence but is highly effective in shaping public opinion.

3) Events and Festivals

Hosting special events such as cultural festivals, art performances, tourism competitions, or holiday celebrations is an effective way to attract tourists. These activities not only enhance the destination's appeal but also offer tourists a firsthand

experience of the local culture and atmosphere. Such events are typically promoted well in advance to draw the attention of both domestic and international visitors.

4) Digital Marketing

Digital marketing has become a primary strategy in the modern era because it can reach target audiences quickly and widely. Through social media platforms like Instagram, Facebook, and TikTok, or tools like Google Ads and official tourism websites, destinations can present engaging visual content, visitor testimonials, and practical travel information. Direct interaction with users also makes this strategy more personal and effective in building interest and trust in the destination.

C. Brochure

A brochure is a printed or digital promotional document that provides information about products, services, companies, or destinations for marketing purposes. Brochures are designed to inform, persuade, and attract potential customers or visitors with appealing visuals and concise text. The key message is conveyed effectively, and brochures can be distributed both physically and electronically. As a form of promotion, brochures use attractive designs to capture customers' attention and encourage them to purchase the products or services (Muktafi, 2024).

A brochure must also convey clear and concise information. The theory of effective communication suggests that simple and direct messages are easier for the audience to understand. Therefore, the use of easily understandable language and a logical structure is crucial in creating a brochure. Information about key attractions, accommodations, and available activities should be presented in an engaging and informative manner.

In addition, a brochure can serve as a tool to build the destination's brand image. Visual elements and consistent messaging can create a positive perception in the minds of tourists. By highlighting the uniqueness and special features of a destination, brochures can help differentiate a place from its competitors and attract tourists' attention.

Brochures can also be distributed through various channels, including tourism exhibitions, travel agents, and digital platforms. The marketing distribution theory emphasizes the importance of selecting the right channels to reach the target audience. By leveraging multiple distribution channels, a destination can ensure that its brochures reach the right potential travelers.

The following is an explanation of printed brochures and digital brochures.

1. Printed Brochure

a) Definition of Printed Brochure

A printed brochure is a form of print media used to convey information, promotions, or education in a concise, attractive, and persuasive manner to the general public. A brochure is a printed promotional tool containing written and visual information about a product or service, designed to arouse interest and encourage consumer action. Brochures are typically printed in various sizes and fold formats, such as Single sheet, usually one page containing brief information. Bi-fold, folded into two parts, providing four panels. Tri-fold, folded into three sections, producing six panels. Z-fold, folded like the letter Z, also producing six panels. Gate fold, the right and left sides are folded inward to resemble an open door.

In the context of visual communication, printed brochures fall under one-way communication media that convey messages from the sender (manufacturer or promoter) to the recipient (consumer or public) without direct interaction. Printed brochures are an effective tool because they can explain information comprehensively and systematically, accompanied by supporting visual elements such as images, colors, layout, and attractive typography.

b) Functions and Purposes of Printed Brochures

Brochures have several main functions, including as a promotional medium, an information medium, and a persuasive medium. As a promotional medium, brochures are used to introduce products, services, or tourist attractions to potential consumers or tourists. As an information medium, brochures provide concise yet comprehensive explanations about a particular subject. As a persuasive medium, brochures use persuasive language to convince readers to take specific actions, such as purchasing a product, visiting a location, or using a particular service.

Printed brochures also aim to convey action-oriented messages. In the world of marketing and tourism, the primary purpose of brochures is to attract attention, provide clear information, and convince readers to take action in line with the message conveyed, such as visiting the promoted tourist destination.

c) Structure of Printed Brochures

Structure of a brochure generally consists of several important parts, namely (1) an attractive and captivating main title, (2) an introduction that provides a brief overview of the brochure's content, (3) main content that explains in detail the topic being discussed,

including features, advantages, or unique aspects that are highlighted, (4) supporting images or illustrations to clarify the information visually, (5) a call to action that encourages readers to do something, and (6) contact information, such as address, telephone number, or social media that can be contacted.

This structure aims to make the message conveyed in the brochure easy to understand, informative, and able to attract the reader's attention. In addition, the systematic arrangement of information will help readers analyze the information contained therein without feeling confused.

d) Language in Printed Brochures

The language used in brochures is usually communicative and persuasive. Persuasive language is a form of language used to persuade or influence others to do something desired by the writer or speaker. In printed brochures, persuasive sentences are often used to encourage readers to take action, such as “Visit now!”, “Don't miss this opportunity!”, or “Experience an unforgettable experience!”

In addition to being persuasive, the language in brochures must also be informative, easy to understand, and emotionally appealing. The use of appropriate diction, an engaging writing style, and the selection of words that spark curiosity are key to ensuring that the message is well received by readers.

e) Printed Brochures in the Context of Tourism Promotion

In the field of tourism promotion, printed brochures play a crucial role as a promotional tool for destinations targeting both local and international tourists. Tourism brochures are one of the most commonly used promotional media by tourism organizations because they can directly reach potential tourists with comprehensive and engaging information. Tourism brochures typically include descriptions of tourist attractions, travel routes, tourist activities, and information on supporting facilities such as accommodations and transportation.

Printed tourism brochures can also strengthen the image of a region by showcasing local cultural elements, natural beauty, and the uniqueness of the local community. Therefore, the design, choice of words, and visual elements in the brochure must be carefully crafted to effectively highlight the identity and appeal of the promoted region.

2. Digital Brochures

a) Definition of Digital Brochure

A digital brochure is an electronic promotional medium presented in digital format and distributed through online media. Unlike printed brochures, digital brochures are not printed on paper, but are created using design software and saved in formats such as PDF, JPEG, HTML5, or e-publications. Digital brochures are an effective digital communication tool in marketing because they can reach a global audience quickly and flexibly. Digital brochures also allow for the integration of various multimedia elements such as videos, animations, interactive links, and other visual effects, creating a more engaging and informative reading experience.

b) Functions and Purposes of Digital Brochures

Digital brochures have several main functions, namely as a medium of information, a medium of promotion, and a tool of persuasion. The informative function is realized through the delivery of content that contains explanations about a product, service, or destination. As a medium of promotion, digital brochures are used to introduce and disseminate information to a wide audience quickly. Meanwhile, the persuasive function is evident in the language style and design aimed at convincing readers to take specific actions, such as visiting a tourist destination, contacting a service provider, or making a purchase. The primary purpose of a digital brochure is to influence audience behavior in an efficient and measurable way, aligned with promotional needs in the digital age.

c) Structure of a Digital Brochure

The structure of a digital brochure generally follows the same information layout as a printed brochure, consisting of an attention-grabbing main title, an introduction or preface, the main content section, and a conclusion or call to action. However, in a digital brochure, these elements can be enhanced with digital features such as navigation buttons, direct links to the official website, explanatory videos, interactive maps, and visual animations. The addition of these elements not only enhances the appearance but also strengthens the effectiveness of the message communication in the brochure. Therefore, designing the structure of a digital brochure requires an understanding not only of the content but also of interactive design that is suitable for digital media.

d) Types of Digital Brochures

Digital brochures can be classified based on their format and distribution media. The most common format is interactive PDF, which allows the addition of links and internal navigation. In addition, there are HTML-based brochures, which are web-based brochures that can be opened via a browser with a responsive display. This type of brochure is often used in tourism promotions because it can display multimedia content. There are also slideshow brochures in presentation format (e.g., PowerPoint or Google Slides) and mobile e-brochures, which are brochures designed specifically for mobile device displays. These types are tailored to the distribution platform and target audience.

e) Language in Digital Brochures

The language in digital brochures is characterized by being communicative, persuasive, and concise. Since digital brochures are read on a screen, sentences must be effective and get straight to the point. Persuasive language aims to persuade readers to accept or do something according to the writer's wishes. In digital brochures, phrases such as “Click now,” “See more,” or “Explore its beauty here” are used to encourage reader engagement. In addition, the selection of emotional and interesting words is also important to create visual and psychological appeal.

f) The Role of Digital Brochures in Tourism Promotion

In the field of tourism, digital brochures are a very strategic tool because they are able to display the beauty of a destination in a more attractive way through images, videos, and interactive information. Digital brochures allow potential tourists to obtain information directly from anywhere, without having to physically visit a tourist information center. Tourism agencies and tourism industry players can also update promotional content in real-time according to the season or tourism trends. Therefore, the use of digital brochures can increase the effectiveness of promotions, expand market reach, and strengthen the competitiveness of tourist destinations in the competitive digital world.

2.2 Conceptual Framework

In research a conceptual framework used to analyze persuasive sentences contained in tourism promotion brochures in the North Nias region. This framework will help understand the relevant concepts in the analysis of persuasive sentences, as well as how language strategies are used to influence audiences in the context of tourism promotion. It is important

to understand that persuasive sentence has a very significant role in influencing the audience's decision to visit a tourist destination.

Tourism promotion brochures are often an effective tool to build the image of a place and attract tourists. Therefore, the analysis of persuasive sentences in this brochure will focus on understanding the various techniques and language elements used to create attraction, build trust, and invite audiences to participate in tourism activities in North Nias. This framework aims to provide a solid theoretical foundation for the analysis that will be conducted in the next chapter. By understanding these approaches, it is expected to know how persuasive sentences in tourism brochures in North Nias function to attract tourists and how these language elements are used to form positive perceptions of the tourist destinations being promoted. The conceptual framework about "An Analysis of Persuasive Sentence Using in Tourism Promotion Brochure in North Nias".

The conceptual framework of this research is described in the following scheme:

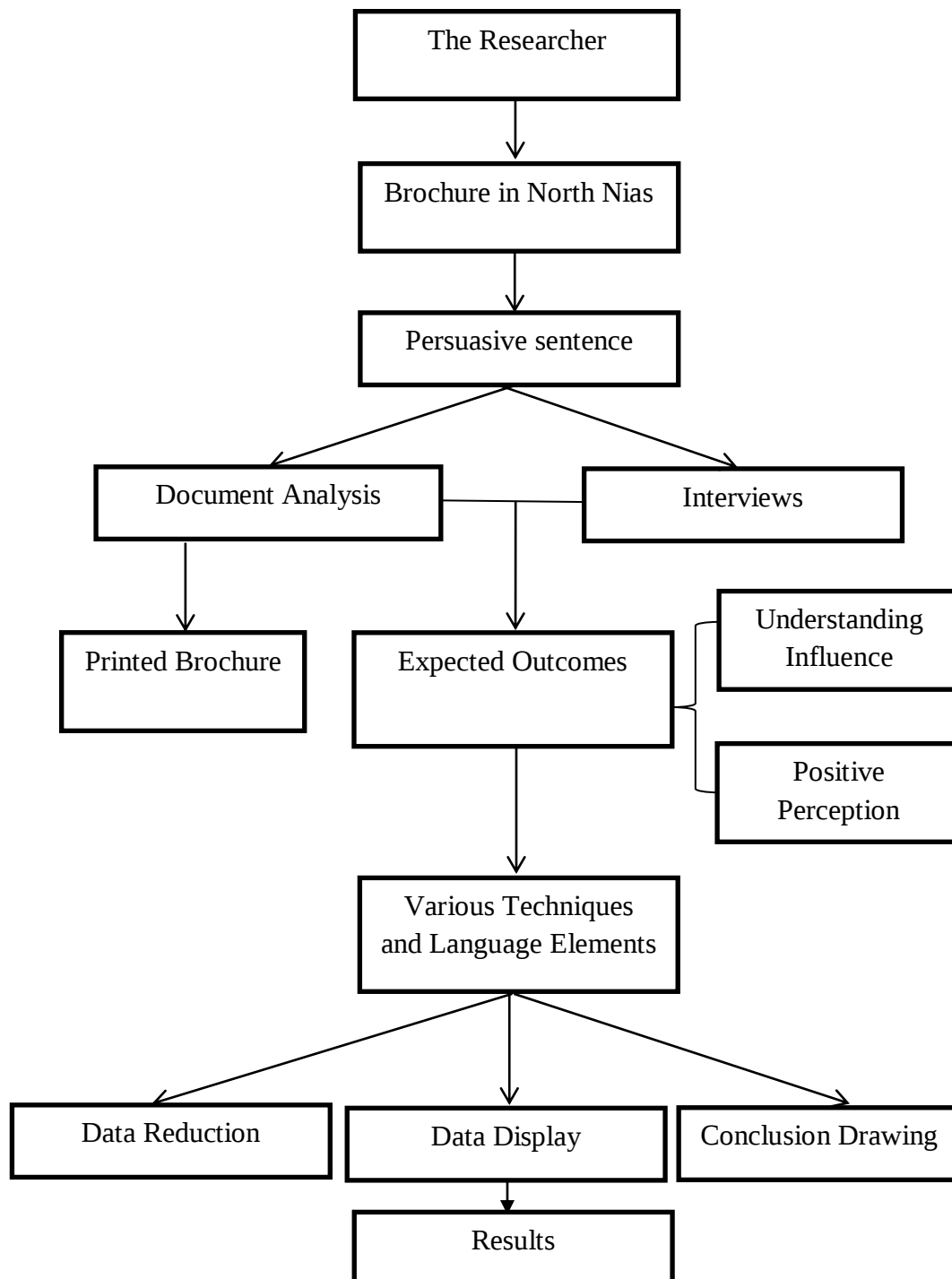


Figure 2.1 The Conceptual Framework