

CHAPTER III

RESEARCH METHODS

3.1 Approach and Type of the Research

This research uses a qualitative approach with descriptive analytical research type to analyze persuasive sentences used in tourism promotion brochures in North Nias. The qualitative approach was chosen with the aim of gaining an in-depth understanding of how persuasive sentences are structured to attract and influence audiences in the context of tourism promotion. This analysis will identify the types of persuasive sentences, as well as the rhetorical strategies used to persuade readers to be interested in visiting North Nias. Persuasive communication theory regarding the principles of influence, as well as Aristotle's rhetorical theory that includes ethos, pathos, and logos, will be used as a theoretical framework to examine persuasive elements in promotional texts. In addition, pragmatic language theory will also be used to analyze how social and cultural contexts influence the messages conveyed in the brochure (Smith & Zhang, 2023). Through this approach, this research is expected to provide insight into the effectiveness of using persuasive sentences in promoting tourist destinations in North Nias as part of efforts to develop tourism based on more effective communication.

3.2 Variables of the Research

In a research study, variables need to be carefully prepared because they reflect the quality, characteristics, or nature of a condition, individual, or phenomenon. Generally, in research, there are two types of variables: independent variables and dependent variables. The independent variable is the one controlled or manipulated by the researcher to observe its effect on another variable, while the dependent variable is the one measured in the subjects and influenced by the manipulation of the independent variable (Suryani & Rahmawati, 2023).

Based on this explanation, the variable used in this study is the independent variable, which refers to the use of persuasive sentences that include

various persuasive techniques such as rhetoric, language style, and word choices. Meanwhile, the dependent variable is not applied in this study.

3.3 Setting and Schedule of the Research

3.3.1 Setting

Dinas Pariwisata dan Kebudayaan Nias Utara, which is located in Hilidundra, which is situated in Kecamatan Lotu, Kabupaten Nias Utara, North Sumatra, Indonesia, with postal code 22851. This area is one of the regions with great potential in tourism, known for its stunning natural beauty, rich culture, and unique traditions. This study will focus on analyzing the persuasive sentences used in the North Nias tourism brochures, aimed at attracting tourists' attention and interest to visit the region. In this context, the North Nias tourism brochure is an important promotional tool to introduce local tourist attractions, such as beaches, natural destinations, and cultural activities. Therefore, this research will examine how the tourism brochures of North Nias use persuasive sentences to influence tourists' decisions.

3.3.2 Schedule

This research has been conducted on March 2025. The planned schedule for this research is as follows:

- a. Week 1: Research preparation, including the collection of North Nias tourism brochures and a literature review on the theory of persuasive sentences.
- b. Week 2: Data collection in the field, analyzing existing tourism brochures, as well as conducting interviews with relevant parties (Head of Marketing, brochure designers, tourism managers, and visitors) to gain further insights.
- c. Week 3: In-depth analysis of persuasive sentences in the brochures, comparing various types of sentences used.
- d. Week 4: Compilation of the research report, including recommendations for improvements and the formulation of more effective persuasive sentences in the North Nias tourism brochures.

3.4 Source of Data

In this research, the researcher refers to the tourism promotion brochures in North Nias. The brochures are issued by the Tourism and Culture Office of North Nias. Data will be collected from the Tourism and Culture Office of North Nias.

3.5 Instrument of the Research

In this research, the instruments used include observation sheets, interview sheets, particularly those containing open-ended questions, and document analysis. Open-ended questions in qualitative research allow the researcher to gain deeper insights into the issues being studied (Denzin & Lincoln, 2018).

a. Interviews

This research involve interviews with the head of the marketing division of the North Nias Tourism and Culture Office, brochure designers, tourism managers, and visitors regarding how persuasive sentences in tourism brochures influence the public's perceptions and interest in tourist destinations. Interview questions may include the types of persuasive sentences used, how they are structured to attract the attention of visitors, and the linguistic elements that are considered effective in guiding visitors' attention and decision-making. In the interview guidelines to be followed, the head of the marketing division will be asked about their strategies for selecting and integrating persuasive sentences into the brochures, changes in responses they have observed from the public, and the challenges they face in crafting convincing messages. Brochure designers will be asked about the linguistic elements and persuasive sentences they find most effective, while tourism managers will be asked to provide their views on how persuasive sentences in the brochures influence visitors' interest.

b. Document Analysis

The document analysis focuses on the content of the tourism brochures themselves. These brochures will be analyzed to identify the persuasive sentences used and categorize them.

3.6 Data Collecting Technique

In this research, the data collection techniques used is document analysis and semi-structured interviews. The document analysis technique is applied to assess the tourism promotion brochures published by the Tourism and Culture Office of North Nias. The researcher will identify and analyse the persuasive sentences in the brochures, focusing on the types of rhetorical techniques, language style, and word choices used to influence the audience. Additionally, semi-structured interviews are conducted to gather perspectives from stakeholders, such as tourism managers and tourists who have visited North Nias. The combination of document analysis and interviews allows the researcher to obtain a more comprehensive understanding of how persuasive elements are applied in promotions and how they are received by the audience (Hartono & Lestari 2023). This technique provides rich data, both from the promotional text itself and from the participants' experiences and understanding of the effectiveness of the persuasive messages conveyed.

3.7 Data Analysis Technique

Qualitative analysis is interconnected, allowing researchers to gain a deeper understanding of emerging data patterns (Miles & Huberman, 2019).

a. Data Reduction

The process of data reduction begins with the collection of data from tourism brochures, which include various elements such as text, images, and other information. Once the persuasive sentences are collected, the next step is to simplify these sentences to highlight the persuasive elements used, such as words that create urgency, emotional appeal, or calls to action. After the simplification process, coding is performed to facilitate analysis.

b. Data Display

After the data has been simplified, it will be presented in a more organized and easily understandable form. This could be in the form of tables, diagrams, or narratives that illustrate the persuasive sentences found in the tourism brochure.

c. Conclusion Drawing

In this stage, the researcher will analyze the simplified and presented data to draw relevant conclusions. This process involves identifying patterns or key findings that emerge from the categorized and organized data. The conclusions drawn aim to provide a deeper understanding of the topic being studied.