

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Research Results

This study was conducted to analyse the types of persuasive sentences and linguistic elements used in tourism promotional materials, specifically brochures compiled by the North Nias Regency Tourism Office. In this study, the types of persuasive sentences referred to include four main elements based on Aristotle's theory of rhetoric, namely ethos (emphasizing the credibility of the writer or source), pathos (emphasizing emotional appeal), logos (using logic, data, or facts), and call to action (CTA) as a direct invitation to the reader. Meanwhile, the linguistic elements analyzed refer to language style and rhetorical techniques such as imperatives, modifiers, pronouns, repetition, assonance, hyperbole, metaphor, personification, and synecdoche.

Data collection was conducted through two main approaches. First, interviews were conducted with two respondents from the North Nias Regency Tourism and Culture Office, namely the office secretary and a tourism analyst. These two respondents were selected because they play an important role in the preparation of brochure content, both from a strategic and technical perspective. The interviews aimed to analyse the persuasive sentences used in the brochure's promotional material. Second, a qualitative document analysis was conducted on one of the tourism brochures selected as a sample. This brochure was considered representative of the many brochures published by the North Nias Tourism Office.

4.1.1 Interview Results

Interviews were conducted with two respondents from the North Nias Regency Tourism Office, namely the Office Secretary and a tourism analyst. Both provided relevant information regarding the process of compiling promotional brochures used to introduce the region's tourism potential. Although they had different roles, both respondents were actively involved in the process of developing promotional content.

The first respondent, the Secretary of the Office, has a strategic role in coordinating cross-functional areas within the office, including promotion. He does not directly write the content of the brochure, but is involved from the early stages of concept development, such as theme selection, market segmentation, to the final review process before the brochure is published. The guidance provided includes how the brochure content is structured to align with the characteristics of the highlighted tourist destination, both in terms of language and the narrative tone. Meanwhile, the second respondent is a tourism analyst with a more technical and operational role. They are directly involved in the creation of the brochure's content and narrative, including providing supporting data and crafting engaging promotional phrases. They work closely with the promotion team to ensure that the information conveyed is not only accurate but also presented in an engaging, communicative manner that aligns with the character of the destination being offered. Both respondents agree that the use of persuasive language in brochures is crucial. Persuasive language is considered a key element in capturing readers' attention, evoking emotions, sparking curiosity, and encouraging the desire to visit the promoted tourist destination. Examples of sentences such as "Come Explore North Nias" and "Experience the unparalleled tranquility behind the quiet cliffs of North Nias" are used to build strong emotional and visual appeal. These sentences are not only invitations but also evoke a sense of atmosphere and imagery that can stimulate the reader's imagination.

In selecting words, the strategy involves considering the background of the target audience, whether local, domestic, or international tourists. The words chosen are simple, beautiful, yet powerful, such as "pamper," "tempt," and "invite." Technical terms are avoided to ensure the message in the brochure remains easily understandable to a broad audience. Additionally, linguistic elements such as personification and repetition are frequently used, though not formally designed. For example, nature is depicted as having a soul, as in the sentence "the sea welcomes tourists with a smile," which conveys a warm and friendly impression.

Although they have not yet used a technical linguistic approach, both respondents expressed openness to applying a scientific approach in brochure

design. They view the linguistic approach as an opportunity to improve the quality of the narrative and the effectiveness of the promotion. So far, brochure content design is still done internally by the department team, without involving professional writers. This causes the design process to be time-consuming and require many revisions.

Another challenge faced is the difficulty in maintaining consistency in language style, especially since the brochure is worked on by several people with different writing backgrounds. In addition, the limited English proficiency of the staff is an obstacle in the preparation of the international version of the brochure. Difficulties also arise when translating local cultural values into concise yet inspiring sentences without losing their original meaning.

Overall, interviews with both respondents showed that although the brochure development process is still done traditionally and based on field experience, there is awareness and commitment to improve the quality of promotion through a more structured and scientific linguistic approach. This presents an opportunity for further development, either through internal training or collaboration with academics or communication experts to improve the quality and appeal of North Nias Regency tourism promotional materials.

The table below summarizes the identification of persuasive sentence types and linguistic elements found in the interview results with two informants from the North Nias Regency Tourism Office:

1) Types of Persuasive Sentences Identified in the Interview:

Type	Identified in Interview	Explanation
Ethos	Yes	The interview mentions the credibility of the respondents (secretary & analyst) as influential figures in brochure content.
Pathos	Yes	Sentences like “Experience the unparalleled tranquility” emphasize emotional appeal.
Logos	Yes	It is explained that the content was developed using data and narratives tailored to the character of the destination.
CTA	Yes	The phrase “Let’s Travel North Nias” serves as a direct invitation.

Table 4.1 Identification of Persuasive Sentence Types in Interview Results

Based on interviews conducted with two respondents from the North Nias Regency Tourism Office, it was found that various types of persuasive sentences were used consciously and intuitively in the process of compiling tourism promotion brochures. In general, the four types of persuasive sentences consisting of ethos, pathos, logos, and call to action (CTA) were clearly identified. Ethos is reflected in the credibility of the respondents who were directly involved in the conceptualization and review of the brochure content, while pathos is evident in the effort to evoke readers' emotions through touching narratives, such as the sentence, “Experience the unparalleled tranquility behind the quiet cliffs of North Nias.” Logos is manifested through the use of data and facts that support the brochure content, as well as the adaptation of content to the destination's characteristics. Meanwhile, the call to action is reflected in direct invitations such as “Let’s Travel North Nias.” This shows that all types of persuasive sentences are used comprehensively, so it can be concluded that the percentage of persuasive sentence types used in the brochure reaches 100%.

2) Linguistic Elements of Persuasive Sentences Identified in the Interview:

Element	Identified	Explanation
Imperative	Yes	“Come explore North Nias” is a form of direct invitation.
Modifiers	Not explicitly	Not directly mentioned, though possibly present implicitly.
Pronouns	Yes	Usage of words like “we” and “you” is implied in collective invitations.
Repetition	Yes	Seen in phrases like “come, see, feel.”
Assonance	No	Not found or consciously discussed.
Hyperbole	Not explicitly	Not explicitly mentioned, though possibly used implicitly.
Metaphor	Yes	Sentences like “the sea welcomes tourists with a smile” are metaphors.
Personification	Yes	Same as above, attributing human traits to nature.
Synecdoche	No	Not identified.

Table 4.2 Identification of Linguistic Elements in Interview Results

On the other hand, in terms of the linguistic elements that form persuasive sentences, it was found that six of the nine main linguistic elements were used by the brochure’s editorial team. These elements include imperative sentences, pronouns, repetition, and the dominant use of metaphorical and personification language styles. For example, the use of personification is evident in sentences such as “the sea welcomes tourists with a smile,” which creates the impression that nature has a soul. However, some other elements such as modifiers, hyperbole, assonance, and synecdoche did not appear explicitly in the interviews, although they may have been applied unconsciously. Thus, it can be concluded that the level of linguistic elements used in persuasive sentences that were clearly identified in the interview reached approximately 66.7%. This shows that although not all elements were applied technically and consciously, the linguistic approach used reflected the basic principles of persuasive sentence construction.

Based on the interviews with respondents from the North Nias Regency Tourism Office, the researcher concludes that the preparation of tourism promotional brochures has employed persuasive sentences both consciously and intuitively. All types of persuasive sentences (ethos, pathos, logos, and call to action) are applied comprehensively. Although most persuasive linguistic elements such as imperatives, pronouns, repetition, metaphors, and personification have been used, the linguistic approach remains not entirely technical or scientific. There is awareness of the need to improve the quality of promotional narratives through training or professional collaboration, considering challenges such as inconsistency in language style and existing limitations.

4.1.2 Document Analysis Results

Document analysis was carried out with a focus on the content of tourism brochures published or distributed by the North Nias Tourism and Culture Office. Based on an analysis of 40 persuasive sentences found in the North Nias tourism promotion brochure, 11 sentences utilize pathos, which refers to sentences that emphasize emotional aspects to capture the reader's attention. In this context, these sentences evoke feelings of amazement, awe, and a desire to directly witness the tourist attractions described. For instance, some sentences highlight the beauty of the beaches. In contrast, there are no ethos sentences that rely on the credibility of the source or institution, and no logos sentences that emphasize logic and data, such as visitor statistics or historical facts. This indicates that the persuasive approach used in the brochure relies more on emotional appeal than on evidence or legitimacy.

In addition, there is only one sentence in the entire text that contains a direct call to action (CTA), which encourages readers to take an action, such as visiting a specific tourist site. This number is very limited, even though CTAs are crucial in persuasive writing because they prompt readers to take concrete steps. In other categories, 28 out of 40 sentences provide additional information. Although these sentences are descriptive, they are still delivered in an engaging manner to maintain reader interest. Only one sentence is written in the imperative

form, whereas direct commands or invitations should be a key part of tourism promotional content.

The use of persuasive language devices in this brochure remains limited in terms of linguistic elements or stylistic features. Repetition appears in only two sentences to reinforce the message or emphasize certain keywords. Hyperbole, or deliberate exaggeration, is typically used to emphasize the appeal of a destination with a sense of grandeur, such as calling a place a “hidden paradise.” In three sentences, metaphors are used to portray tourist attractions as something valuable or beautiful, such as referring to a beach as a “hidden gem.” Other stylistic devices such as assonance, personification, synecdoche, modifiers, and the use of personal pronouns (such as “you” or “we”) are not present. In fact, these language styles are commonly used to create a sense of closeness with the reader.

Overall, this analysis shows that the persuasive sentences in the North Nias tourism brochure still focus primarily on providing information and emotional appeal, but lack variety in terms of technique and persuasive strength. While pathos can create an emotional effect, promotional arguments that do not incorporate ethos and logos become unbalanced in terms of credibility and logic. Moreover, the persuasive messages fall short in fully engaging the reader due to limited stylistic variation and the scarcity of direct call-to-action sentences. Therefore, to improve the brochure’s effectiveness as a promotional tool, it is recommended to diversify the types of persuasive sentences used, include clear CTA elements, and adopt a wider range of language styles. These changes would allow the brochure to form an emotional connection while also embedding logical reasoning in the reader’s mind.

The following table presents a classification of sentences found in the tourism brochure, based on the types of persuasive sentences according to Aristotle's theory and the linguistic elements of persuasive language as outlined by Gorys Keraf. This classification helps to illustrate the presence and distribution of persuasive strategies within the brochure content.

Total Sentences	Types				Linguistic Elements								
40	Ethos	Pathos	Logos	CTA	Imperative	Modifiers	Pronouns	Repetition	Assonance	Hyperbole	Metaphor	Personification	Synecdoche
	0	11	28	1	1	0	0	2	0	1	0	3	0

Table 4.3 Classification of Types and Linguistic Elements Brochure

4.2 DISCUSSION

4.2.1 What are the types of persuasive sentences used in tourism promotion brochures in tourism department of North Nias?

Based on the analysis of 40 sentences in the brochure, four types of persuasive sentences were identified according to Aristotle's theory: ethos, pathos, logos, and call to action (CTA). However, only pathos and logos were clearly used in the brochure.

Type of Persuasive Sentence	Number of Sentences	Percentage (%)	Example Sentence in the Brochure	Description
Ethos	0	0%	-	No statements of authority or speaker credibility were found.
Pathos	11	27.5%	The Charm of North Nias	Appeals to emotions (peace, awe).
Logos	28	70%	There are inns or homestays around the beach."	Based on factual or logical information.
Call to Action (CTA)	1	2.5%	Let's Travel North Nias	A direct invitation to the reader.

Table 4.4 Types of Persuasive Sentences in the North Nias Brochure

Persuasive sentence types used in the North Nias tourism promotion brochure shows that out of 40 total sentences, the majority **28 sentences (70%)** are classified as **logos**, which are logically structured sentences containing factual or descriptive information about the tourist destinations. For example: “There are inns or homestays around the beach.” These sentences aim to appeal to reason and provide reliable details. In addition, **11 sentences (27.5%)** fall under the **pathos** category, which are emotionally charged expressions designed to evoke feelings such as awe, calmness, or admiration. An example is: “The Charm of North Nias.” These sentences help build emotional appeal and imagination. However, there is only **one sentence (2.5%)** that contains a **call to action (CTA)** element “*Let’s Travel North Nias!*” intended to prompt immediate response from the reader. Unfortunately, **no ethos-based sentences** were found, which means that the brochure lacks statements that reflect credibility or authoritative endorsement. This imbalance suggests that while emotional and logical appeals are used effectively, the absence of ethos and the minimal use of CTA weaken the overall persuasive impact. Thus, the use of persuasive sentence types in the brochure remains heavily focused on delivering information and evoking emotions, but lacks in terms of encouraging action and building trust with the audience.

4.2.2 How are the linguistic elements of persuasive sentences arranged to influence potential tourists in tourism department of North Nias?

In the brochure, there are 9 linguistic elements based on Gorys Keraf's theory. However, only 4 elements were identified in the analysis, and their usage remains very limited.

Linguistic Element	Number of Sentences	Percentage (%)	Example from the Brochure	Description
Imperatives	1	2.5%	Let's Travel North Nias	A direct command, but rarely used.
Modifiers	0	0%	-	No use of superlative adjectives found.
Pronouns	0	0%	-	No usage of personal pronouns like "we" or "you".
Repetition	2	5%	Come, see, feel the wonders of North Nias.	Repetition of verbs to emphasize the message.
Assonance	0	0%	-	No repetition of vowel sounds detected.
Hyperbole	1	2.5%	"A hidden paradise awaits your smile at every step."	Exaggerated claims to enhance appeal.
Metaphor	0	0%	-	No explicit metaphor identified.
Personification	3	7.5%	"The sea welcomes tourists with its warm smile."	Nature is described as having human traits.
Synecdoche	0	0%	-	No use of a part to represent the whole, or vice versa.

Table 4.5 Linguistic Elements of Persuasive Sentences in the North Nias Brochure

The analysis of the linguistic elements in persuasive sentences reveals that out of nine key rhetorical devices identified in Gorys Keraf's theory, only **four elements** were found in the brochure. The most frequently used element is **personification**, which appears in **3 sentences (7.5%)**. For instance, "*The sea welcomes tourists with its warm smile*," personifies nature in a way that builds an emotional bond with the reader. Next, **repetition** is used in **2 sentences (5%)**, such as: "*Come, see, feel the wonders of North Nias*," which reinforces the message and enhances memorability. **Imperative**

sentences, which serve as direct commands or invitations, are found in only **one sentence (2.5%)**, e.g., “Let’s Travel North Nias” a crucial yet underutilized persuasive feature. Likewise, **hyperbole** is present in **only one sentence (2.5%)**, as seen in: “*A hidden paradise awaits your smile at every step,*” which uses exaggeration to create a strong emotional impression. The remaining five elements **pronouns, modifiers, metaphors, assonance, and synecdoche** were not found at all. This limited usage reflects a lack of stylistic variation and strategic language use in the brochure, with only **22.5%** of the potential linguistic elements being applied. Particularly, the absence of **pronouns** such as “we” or “you” reduces the sense of personal connection with the reader. Although some rhetorical elements were used intuitively, the findings indicate that a more conscious and systematic approach is necessary to enhance the brochure’s persuasive effectiveness. By incorporating a greater variety of language features, the promotional content could become more engaging, emotionally resonant, and action driven.

The linguistic elements in persuasive sentences within the North Nias tourism brochure are arranged with an emphasis on emotional appeal (pathos), where most sentences are designed to evoke feelings of awe, peace, and a desire to visit the tourist destinations. Sentences like “The stretch of white sand along the beach is a feast for the eyes” illustrate how language is used to create emotional closeness with readers. Additionally, some linguistic elements such as personification and repetition are used to strengthen visual and emotional impressions in the reader’s mind, although their application remains limited. On the other hand, the use of imperative sentences and direct calls to action (CTA) is very minimal, as is the logical approach (logos), which is not fully supported by data or facts. The element of credibility (ethos) is also absent from the brochure’s content, even though it was mentioned during interviews. Other stylistic features such as modifiers, pronouns, hyperbole, assonance,

metaphor, and synecdoche are almost never used, making the persuasive appeal of the brochure feel less varied and rhetorically weak. The language strategies used tend to be intuitive and are not yet based on technical or scientific approaches. Therefore, to make tourism promotion more effective, the development of persuasive sentences needs to be more balanced in incorporating emotional, logical, and credibility elements, along with a richer and more structured use of linguistic styles.

4.3 The Research Results versus to the latest Related Research

The results of this study highlight a significant discrepancy between the theoretical understanding of persuasive communication and its practical application in tourism brochures, particularly in the context of North Nias Regency. This finding aligns with and contrasts previous research in several key ways.

Persuasive language in tourism promotion materials in Central Java similarly revealed that emotional appeal (pathos) tends to dominate, while logical reasoning (logos) and credibility-based messaging (ethos) are often underutilized (Rahmawati, 2020). The current study echoes these findings: although the interviewees claimed comprehensive use of persuasive strategies (ethos, pathos, logos, CTA), actual brochure content predominantly relied on emotional expression, with little representation of logos and ethos. In contrast, research by Nugroho & Putri (2019) on Bali tourism brochures indicated a more balanced application of persuasive strategies. Their findings showed the effective combination of data-based arguments, institutional credibility, and emotional appeal, leading to more persuasive and impactful content. Compared to Nugroho & Putri's results, the brochures from North Nias fall short in integrating multiple persuasive approaches, especially the logical and credibility-driven elements that build trust.

Furthermore, a study by Susanto (2021) emphasized the importance of linguistic elements such as repetition, metaphors, and personal pronouns in strengthening persuasive impact. While the current study found personification

and repetition used, it also noted the absence of key stylistic features like metaphors, pronouns, and assonance again highlighting a gap in the implementation of persuasive language techniques despite a theoretical understanding among stakeholders. These comparisons show that North Nias promotional materials reflect a broader trend observed in several regions, where pathos dominates while ethos, logos, and broader linguistic variety remain limited. However, regions that have successfully incorporated more balanced persuasive strategies tend to produce more compelling and actionable promotional texts. Thus, this study contributes to the growing body of literature suggesting the need for more structured, research-informed communication planning in regional tourism promotion efforts.

4.4 The Research Results versus the Theories

The research findings generally support the theoretical framework proposed by Aristotle (ethos, pathos, logos) and Gorys Keraf (2004), who emphasized the importance of both rhetorical strategy and linguistic elements in persuasive communication. In theory, persuasive texts should integrate ethos to build credibility, pathos to evoke emotion, logos to provide logical reasoning, and a call to action (CTA) to prompt audience response.

In practice, this study found that only pathos was consistently applied in both interview claims and actual brochure content. Other elements such as ethos, logos, and CTA were mentioned during interviews but did not manifest clearly in the brochure. This shows a partial application of Aristotle's theory, where emotional appeal is prioritized, but logical and credibility-based appeals are lacking.

Keraf's theory on linguistic devices such as imperative sentences, repetition, metaphor, hyperbole, personification, and pronouns also served as the basis for this study's analysis. While some elements like personification and repetition were found to be used, others such as imperatives, pronouns, and modifiers were used inconsistently or not at all. This indicates a gap between theoretical principles and their practical execution, highlighting the need for more structured and conscious use of language features in promotional writing.

4.5 The Research Results Implication

The findings of this study have several practical implications for tourism promotion, particularly for regional government agencies like the North Nias Tourism Office:

1) Need for Training and Capacity Building

The discrepancy between theory and practice suggests a need for targeted training in persuasive writing and communication strategy for staff involved in brochure development.

2) Opportunity for Academic Collaboration

As the office is open to applying scientific approaches, collaboration with academics, linguists, or communication experts could help enhance the narrative quality and promotional impact.

3) Strategic Communication Planning

A systematic framework that balances informative and persuasive content should be developed, ensuring the strategic use of ethos, pathos, logos, and CTA in every promotional text.

4.6 The Research Results Limitation

Despite its contributions, this study has several limitations:

1) Limited Sample Scope

This study only analysis one brochure and interviewed two individuals due to limitations in time, resources, and data access. The brochure analyzed was the most recent edition and contained more comprehensive content compared to previously published brochures, making it considered representative for current use. Meanwhile, the number of respondents was limited to two because both hold strategic roles and were directly involved in the development and content creation of the brochure, namely the Secretary of the Tourism Office and a tourism analyst. Given their backgrounds and positions, the information they provided was deemed sufficiently relevant and in-depth to explain the process of constructing persuasive sentences in the context of tourism promotion in North Nias.

Nevertheless, the researcher acknowledges that a broader scope of data and respondents would yield richer and more diverse findings for future studies.

2) Language Focused on Text Only

This study focused solely on the textual or written content of the brochure, without including visual elements such as images, color schemes, layout, or other multimedia aspects. This decision was made because the main objective of the research was to identify and analyze persuasive sentences based on linguistic and rhetorical elements in written form. Although visual components like design, typography, and imagery also play a significant role in shaping readers' perceptions and influencing their decisions, the research deliberately limited its scope to written language to ensure a more in-depth and focused analysis. This approach allowed the researcher to thoroughly examine how sentence structure, word choice, and language style are used to persuade readers. The researcher acknowledges that including visual and multimedia elements could provide a more comprehensive understanding, and recommends that future studies explore these aspects further.

3) Lack of Audience Perspective

The study did not include feedback from actual brochure readers or tourists, which could provide insight into how persuasive language affects decision-making behavior.

These limitations suggest the need for future research that incorporates broader samples, visual and multimedia analysis, and reader response studies to provide a more holistic understanding of persuasive strategies in tourism communication.