

The Sociopragmatic Study of Directive Speech in Digital Tourism Posters in Bangkalan

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ABSTRACT

This research is prompted by the suboptimal number of tourists in Bangkalan, Madura. Therefore, there is a need for a study to enhance tourism through the utilization of digital posters disseminated via social media. Employing a qualitative descriptive design, this research selected various samples of digital posters uploaded on social media platforms. Rooted in sociopragmatics, the study aimed to analyze the use of directive speech in digital tourism posters and gauge the pragmatic impact experienced by poster readers. Researchers administered a questionnaire to randomly selected respondents to assess the pragmatic effectiveness of directive speech in digital tourism posters shared via social media. This effectiveness was evaluated based on three indicators: attracting attention, employing directive verbs, and stimulating desire. The findings indicate that (1) the directive speech used in the posters falls under the category of inviting speech, functioning as an invitation to the public to visit a specific location. Furthermore, (2) the assessment of pragmatic impact revealed that in the "attracting attention" category, an average of 58% of respondents agreed that the posters on social media effectively captured their attention. In the "Use of directive verbs" category, an average of 66.5% concurred that the invitation conveyed through directive verbs was well-executed. Lastly, in the "generating desire" category, an average of 67.6% agreed that the posters were successful in fostering a desire to visit tourist attractions in Bangkalan. In summary, the use of directive invitation speech in posters proves to be effective in the context of tourist promotion. It is anticipated that employing pragmatic strategies in digital tourism posters will amplify tourism promotion in Bangkalan. Additionally, the use of social media emerges as an efficient means of disseminating these promotional materials to the public. The recommendation stemming from this research is to enhance the optimization of directive verbs in digital tourist posters. This improvement is crucial to bolster their effectiveness as promotional tools for attracting tourists to Bangkalan Regency, Madura.

Keywords: Directive Verbs, Digital Posters, Social Media, Tourism, and Bangkalan

INTRODUCTION

Tourist attractions possess a unique allure that entices visitors to explore them. Among the compelling factors are the captivating natural scenery and the appealing amenities within the tourist area itself. One such location endowed with an engaging and picturesque tourist

environment is Bangkalan, Madura. Situated in close proximity to the city of Surabaya, East Java, this area boasts numerous natural wonders that capture the attention and curiosity of potential visitors. However, a prevailing issue lies in the suboptimal promotion of these attractions, resulting in limited awareness and visitation, particularly among individuals residing outside of Bangkalan, Madura.

One of the reasons for the lack of interest from potential visitors is the suboptimal distribution of tourist posters as an informational medium. Consequently, many remain unaware of the captivating tourist attractions in the city of Bangkalan, Madura. Research conducted by Kussanti et al. (2020) demonstrates the significant role played by publication media (including posters, flyers, and stickers) in effectively conveying information through visualization to the public. Posters, in particular, are crafted with appealing designs that combine visual and verbal elements to convey meaning (Sudiani, 2016).

This research highlights that the underwhelming visitor turnout in Bangkalan City's tourist areas is largely attributed to the inadequate dissemination of information about these attractions. Specifically, the tourist posters in Bangkalan, Madura, have yet to reach their full potential. When creating posters, it's crucial to focus on employing compelling advertising language and persuasive techniques to entice people to visit the tourist spots. This includes the strategic use of directive verbs, which fall within the category of verbs that prompt action, making them a noteworthy subject for in-depth study.

The phenomenon of suboptimal tourist areas due to insufficient promotional media is a highly pertinent subject of study. Understanding this issue is crucial in order to devise the most effective solutions for advancing tourism in the Bangkalan area. Researchers have specifically chosen to focus on directive verbs of invitation as the object of study. This selection is justified by the clear and observable use of these verbs in speech. Directive speech acts refer to utterances intended by the speaker to influence the listener to carry out specific actions, as defined by Searle (1969). The directive verbs under examination encompass terms such as ask, order, command, request, plead, pray, invite, ask for permission, and advise. This form of speech, known as impositive speech, entails the speaker instructing the listener to either perform or refrain from a particular action, as outlined by Leech (1983). Directive speech acts embody the speaker's endeavor to prompt the listener into taking a specific course of action, as posited by Mey (1993).

When employing language in societal contexts, particularly in the crafting of posters, it is imperative for poster creators to be mindful of using language that aligns with societal norms and can be readily accepted by the community. Research conducted under the umbrella of sociopragmatics is essential to assess the efficacy of employing directive speech and messages in Madurese, English, and Indonesian languages. This research endeavor seeks to gauge the effectiveness of directive verbs through a sociopragmatic examination. The sociopragmatic analysis in this study is applied to linguistic elements, specifically the utilization of speech within digital tourist posters, as well as the public's reception and interpretation of the pragmatic impact of the speech embedded in these posters. Pragmatic power pertains to the way speech is interpreted (Leech, 1993). In simpler terms, it can be defined as the substantial influence or effect that text or speech has on its readers or listeners. Leech (1983) expounds that sociopragmatics delves into how politeness principles are put into practice within various cultural, social, and class-based contexts, encompassing different societal situations and settings. This approach has been widely adopted by prior researchers across diverse fields and regions, as exemplified by Gunarwan and others (1992, 1993), Afghari (2007), Aribi (2012), Mirzaei A., *et.al* (2012), Prayitno (2011), Alo & Soneye (2014), Stadler (2015), Ekwelibe (2015), Kumari (2015), Wicaksono (2015), Fatma (2016), Gündüz (2016), Ado & Bidin (2016), Matiki & Kgolo (2017), Rahardi (2017), dan Nugroho & Masran (2018), Pujiati, *et.al* (2018), Setyaningsih (2019), Pujiati, *et.al* (2019) dan Rahmayanti & Alvi (2020).

Research pertaining to the utilization of directive speech has been extensively explored by previous scholars. It is imperative to conduct an inquiry to ascertain the extent of previous research on directive verbs. An examination of prior studies is crucial in identifying potential research gaps in directive speech within Indonesian contexts, particularly among various ethnic groups in Jakarta, a subject previously investigated by Gunarwan (1992). Subsequent research endeavors aim to determine whether Indonesian-Javanese bilingual individuals in Jakarta predominantly employ directive speech in a monocultural or bicultural manner, an investigation further conducted by Gunarwan (1993). Prayitno (2011) conducted a study focused on the use of directive speech acts among elementary school students with a Javanese cultural background. Fatma (2016) introduced a new dimension to the research landscape by incorporating cultural background variables, recognizing that local languages possess distinct characteristics. Additionally, Goddard (2002) delved into the study of directive speech acts, emphasizing both semantic and ethnographic aspects. Racova and Horecky (2005) concentrated on the form of directive speech acts. Further research explored directive speech acts in Persian among children, a study undertaken by Arani (2012). Additionally, Kazerooni and Shams (2015) conducted research on directive speech acts, considering social variables such as gender and socio-economic status.

Safavi and Zamanian (2014) undertook a quantitative investigation into directive speech acts. Their study assessed the impact of gender, age, education level, and social status on Persian politeness strategies. The findings revealed that none of these four variables had a significant influence on the politeness strategy of pleading speech. Pujiati *et al.* (2019) also employed a quantitative approach in their research. They considered gender, religion, and cultural background as variables affecting students' levels of politeness. The results demonstrated that none of these factors - gender, religion, or cultural background - exerted an influence on the politeness levels of students at the College of Health Sciences in South Tangerang.

The study conducted by Nugraha and Sulistyaningrum (2018), identified various types of directive speech acts in public service, in another study, Pujiati and Gunawan (2019) analyze revealed that speech acts involving asking for permission, asking, and understanding predominantly utilized interrogative sentence structures. A study conducted by Saleh and Irwani (2021) classified persuasive speech acts in COVID-19 posters into category encompassed persuasive acts in the directive category, which included ordering, prohibiting, inviting, and asking. Nurlaila *et.al.* (2021) found that there are four types of directive speech acts in the government's advisory posters regarding the handling of Covid-19. Furthermore, Nurjamilah (2022) observed that the most dominant type of speech act is the commanding type.

The empirical evidence gleaned from prior research indicates a notable gap in the examination of directive speech and its pragmatic impact in the realm of digital posters on social media, particularly within the framework of sociopragmatic analysis. The choice to adopt sociopragmatics as the analytical lens represents an endeavor to address this research void, aiming to assess the effectiveness of directive speech and the pragmatic resonance elicited from readers of digital tourism posters. Consequently, this study is poised to contribute fresh scientific insights concerning the pragmatic appeal derived from reader responses and the utilization of directive speech within digital tourism posters on social media platforms. The anticipated outcome is a deeper understanding of the interplay between linguistic directives and reader engagement in the context of digital tourism promotion.

METHODS

This research, employing a qualitative descriptive design, was structured to gather insights from readers of digital tourist posters. The aim was to assess the effectiveness of these

posters as information media concerning tourist attractions in Bangkalan, Madura. This study adopts a phenomenological approach, which seeks to illuminate the meaning and essence of a concept or phenomenon. As articulated by Littlejohn and Foss (2005), phenomenology delves into personal experiences, including how individuals perceive and interact with one another. Situated within the framework of sociopragmatic research, this study set out to scrutinize the use of directive speech within digital tourist posters, thus examining the linguistic elements inherent in directive communication. Moreover, sociopragmatic analyses were employed to deconstruct the pragmatic influence through the responses elicited from readers of these digital posters. This dual approach enables the research to garner feedback regarding the efficacy of the pragmatic power embedded within digital tourism posters.

The data in this research is categorized into two distinct groups, facilitating a streamlined process of data analysis. The first category, Data (1), comprises information derived from five digital tourist posters that have been shared on social media platforms. This dataset will be scrutinized to identify the patterns and markers indicative of the utilization of directive speech within digital tourist posters. The second category, Data (2), encompasses the feedback and responses from readers. This segment of the data serves as a means to gauge the pragmatic impact wielded by the poster creator, offering insight into the effectiveness of employing directive speech.

This research involved a sample of 100 respondents selected through random sampling and distributed online via various social media platforms. The data collection process was conducted through the administration of questionnaires to the general public, facilitated by Google Forms. The questionnaires were randomly disseminated to gather responses pertaining to the pragmatic impact of directive speech featured in digital tourist posters. In order to assess the use of language in directive speech and the pragmatic appeal embedded within digital tourist posters, the researchers established specific indicators. These indicators were designed to provide structured criteria for evaluating both the linguistic elements and the effectiveness of directive speech in the context of the digital tourism posters.

In constructing the questionnaire, the researcher opted for a closed-ended format. This approach ensured that respondents could provide specific and accurate feedback regarding the effectiveness of directive verbs in digital tourist posters. The questionnaire was administered to gather precise insights into the research topic. During the questionnaire design process, researchers identified key indicators that would serve as criteria for addressing the research questions. These indicators encompassed, (1) Variables pertaining to attention-grabbing elements, (2) Variables related to the use of directive verbs. 3. Variables associated with enhancing the desire to visit a location. The questionnaire incorporated a Likert scale with four response options: “strongly agree”, “agree”, “disagree”, and “strongly disagree”. For data analysis, researchers computed the average of the responses provided by respondents. This step was taken to gauge the collective reader feedback concerning the digital tourist posters that had been disseminated on social media platforms.

DISCUSSION

1. Directive Speech on Digital Tourism Posters

The directive speech acts contained in the 5 digital tourist posters can be grouped into directive speech acts of invitation. The directive speech act in the inviting category contained in this digital tourist poster can be identified from the data obtained from the visual text contained in the 5 digital tourist posters.

The directive speech contained in the digital tourism poster can be seen in the table

TABLE 1. Directive Speech on Digital Tourism Posters

| Data Number | Directive Speech |
|-------------|---|
| D01 | Yuk pergi ke Taman Wisata Laut Labuhan!! (Indonesia language) Majuh entar ka Taman Wisata Laut Labuhan!! (Madurase language) Let's go to Marine Tourism Park Labuhan!! (English language) |
| D02 | Ayo pergi ke Pantai martajasah!! (Indonesia language) Majuh entar ka Pantai Martajasah!! (Madurase language) Let's go to Pantai Martajasah!! (English language) |
| D03 | Mari berlibur ke Bukit Jaddih!! (Indonesia language) Majuh liburan ka Bukit Jaddih!! (Madurase language) Let's go on vacation to Bukit Jaddih!! (English language) |
| D04 | Jangan Lupa berkunjung ke Alun-Alun Bangkalan!! (Indonesia language) Ja' loppah ambu ka Lon-Alon Bangkalan!! (Madurase language) Let's visit Alun-Alun Bangkalan!! (English language) |
| D05 | Ikut aku yuk ke Mercusuar Sembilangan!! (Indonesia language) Yuk norok engko' ka Mercusuar Sembilangan!! (Madurase language) Follow me to Mercusuar Sembilangan!! (English language) |

Data D01 to D05 illustrate instances of directive speech employed in digital tourist posters promoting attractions in Bangkalan, Madura. These sentences employ three languages: Indonesian, Madurese, and English. From a linguistic perspective, the directive speech is aimed at enticing readers to explore the tourist destinations in Madura. This form of speech, when employed in written language, serves the purpose of extending an invitation to visit a particular tourist spot. Notably, directive speech is often punctuated with exclamation marks (!) in written form, emphasizing the enthusiasm and urgency in the invitation.

These directive verbs are strategically chosen to extend a warm invitation to the readers, encouraging them to explore the tourist attractions in Bangkalan, Madura.

In the selection of these directive verbs of invitation, researchers take great care in choosing the right words that possess the allure to entice individuals to visit a particular place. Moreover, particular attention is given to incorporating politeness markers within the language, ensuring that the choice of words aligns with the preferences and sensibilities of the language users.

As elucidated by Rahardi (1999), several markers of politeness in directives include terms like “please”, “come”, “let”, “try”, “hope”, “wish”, and “be willing”. These markers are instrumental in conveying politeness and respect in the language used. The following is a selection of verbs that can be effectively employed:

TABLE 2. Directive Verbs in Indonesian, English and Madurese

| No. | Verbs in Indonesian | Verbs in English | Verbs in Madurese |
|-----|---------------------|------------------|-------------------|
| 1 | <i>Pergi</i> | Go | <i>Entar</i> |
| 2 | <i>Berlibur</i> | Vacation | <i>Liburan</i> |
| 3 | <i>Berkunjung</i> | Visit | <i>Ambu</i> |
| 4 | <i>Ikut</i> | Follow | <i>Norok</i> |

In crafting digital posters, the selection of words holds significant sway in enticing readers to visit a particular location. Below is an analysis of the meanings of words associated with the verb invitation, as per the KBBI (Kamus Besar Bahasa Indonesia - the official dictionary of the Indonesian language):

1. The word *pergi/per-gi/* v in KBBI online has the meaning (1) to walk (move) forward; 2 to leave (somewhere); 3 depart. When using this verb, it can be used to refer to a term for going to a place according to the invitation on the poster. This verb can be used to give directions to go to a destination according to the invitation on the poster. This verb can be compared in English, namely go, and in Madurese namely *Entar*.
2. The word *Berlibur/ber-li-bur/* v in KBBI online has the meaning (1) having a holiday; (2) go (have fun, relax, etc.). This verb can be used in tourist posters with the aim of inviting readers to have fun or relax at tourist attractions. This verb can be compared in English, namely vacation, and in Madurese *liburan*.
3. The word *berkunjung/ber-kun-jung/* v in KBBI online has the meaning (1) go (come) to see (see and so on); 2 travel; 3 visits. This verb can be used in tourist posters with the aim of inviting readers to come to tourist attractions. This verb can be compared in English, namely visit, and in Madurese namely *ambu*.
4. The word *ikut* v in KBBI online has the meaning (1) accompany people traveling (walking, working, etc.); join in; as well as; 2 do something as someone else does. This verb can be used in tourist posters with the aim of inviting readers to come to tourist attractions. This verb can be compared in English, namely follow, and in Madurese namely *norok*.

When using these verbs in posters, they can be included with politeness markers in the language according to the culture of the speaking community. Politeness markers can be seen in the following table:

TABLE 3. Markers of politeness in invitations in Indonesian, English and Madurese

| No. | Markers in Indonesian | Markers in English | Markrs in Madurese |
|-----|-----------------------|--------------------|--------------------|
| 1 | <i>Yuk</i> | Let's | <i>Majuh</i> |
| 2 | <i>Ayo</i> | Let's | <i>Majuh</i> |
| 3 | <i>Mari</i> | Let's | <i>Majuh</i> |

The table presented highlights the incorporation of politeness markers in digital posters, effectively demonstrating a courteous tone in the poster's language. By coupling invitation words with directive verbs, the language used in the tourist poster is rendered more refined and considerate. This approach not only enhances the overall politeness of the message but also contributes to smoother and more engaging communication with the reader.

1. Pragmatic Power in Digital Tourism Posters

The second focal point of this research centers on evaluating the pragmatic power employed in digital tourist posters. This assessment was conducted by means of a closed questionnaire distributed to a sample of 100 respondents.

The attributes and characteristics of these respondents are elucidated in the subsequent paragraph.:

A. Respondent Characteristics

1. Respondent's educational background

The characteristics of respondents based on educational background can be seen in the following diagram:

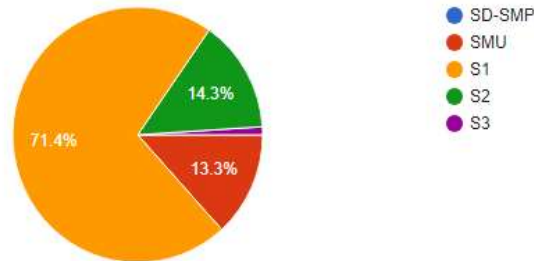


FIGURE 1. Respondent's Educational Background

The illustration reveals a diverse educational background among the respondents. The majority of participants held a bachelor's degree, accounting for 71.4% of the total. Those with a master's degree constituted 14.3%, while individuals with a high school background comprised 13.3%. A smaller percentage, 1%, had attained a doctoral level of education.

2. Gender of Respondent

From the results of data processing on respondents, it can be seen that the respondents came from different genders. This can be seen in the following image:

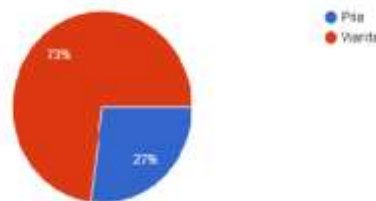


FIGURE 2. Gender of Respondents

Based on the data above, it can be seen that the largest gender of respondents is 73% women and 27% men.

3. Respondent's area of origin

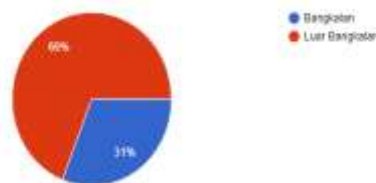


FIGURE 3. Respondent's area of origin

From the picture above, it can be seen that the regional origin of 69% of respondents is from outside Bangkalan and 31% of respondents are from Bangkalan.

4. Respondent's Age

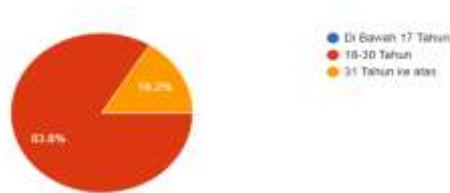


FIGURE 4. Respondent's Age

It's clear from the data that a majority of respondents (83.8%) fell within the 18-30 age range, while a smaller percentage (16.2%) were aged 31 years and older. This distribution is important to consider when interpreting the findings, as different age groups may have distinct perspectives and preferences when it comes to digital tourism posters.

B. Reader Response to Directive Speech on Digital Tourism Posters

The results of questionnaire data processing based on the research variables used show the following results.

1. Attention-Catching Variables

1) Indicators (Directive verbs on tourist posters are easy to read and see)



FIGURE 5. Respondents' Assessment Regarding Directive Verbs in Tourist Posters

Based on the data, a substantial 53% of respondents affirmed that the directive verbs featured on tourist posters are easily discernible and can be read with ease. This assessment indicates that digital posters disseminated via social media platforms already possess a commendable level of readability and visibility for readers. This high level of readability is pivotal, as it increases the likelihood that individuals who encounter the poster will be enticed and intrigued to explore tourism opportunities in the Bangkalan area. It underscores the effectiveness of these posters in engaging and informing potential visitors.

The verbal markers contained in the writing on the poster are clearly visible so that the message the poster maker wants to convey can be conveyed to the reader easily. The following is an example of a directive verb written on a tourist poster that has been uploaded to social media:



FIGURE 6. Labuhan Tourism Park Poster

It is evident that the poster incorporates directive verbs of invitation in three languages. This multilingual approach is likely employed to reach a wider audience and cater to individuals who may speak Indonesian, Madurese, and English. This inclusive use of language can enhance the poster's accessibility and effectiveness in communicating the invitation to visit a particular location in Bangkalan, Madura.

| Indonesian | Madurese language | English |
|---|---|---|
| Yuk pergi ke Taman Wisata Laut Labuhan!!: | Majuh entar ka Taman Wisata Laut Labuhan! | Let's go to Marine Tourism Park Labuhan!! |

The reader's assessment underscores that the utilization of directive verbs of invitation within the poster has been effectively communicated and comprehended. The writing is noted for its clarity, and the letters are neatly executed, enhancing the overall legibility and impact of the message. This suggests that the poster's design and language choice have successfully achieved their intended purpose of inviting and engaging the audience.

2) Indicators (Poster visuals are clear and interesting to see and read)

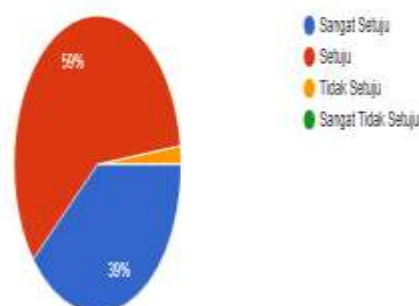


FIGURE 7. Respondents' Assessment Regarding Poster Visuals

The readers' assessments provide valuable insights. A significant 59% of respondents agreed that the visuals in the tourist poster were not only good but also attractive. Additionally, 39% expressed a strong agreement with the statement, emphasizing the appeal of the poster's visuals. Only a small 2% of respondents disagreed, suggesting a minority view that the poster's visuals were not attractive. These responses indicate that readers find the visuals used in the poster to be engaging and appealing. This attractiveness is anticipated to have a positive impact, potentially leading to an increase in the number of tourists visiting the attractions featured in the poster.

The visuals contained in the tourist poster can be seen in the following example:

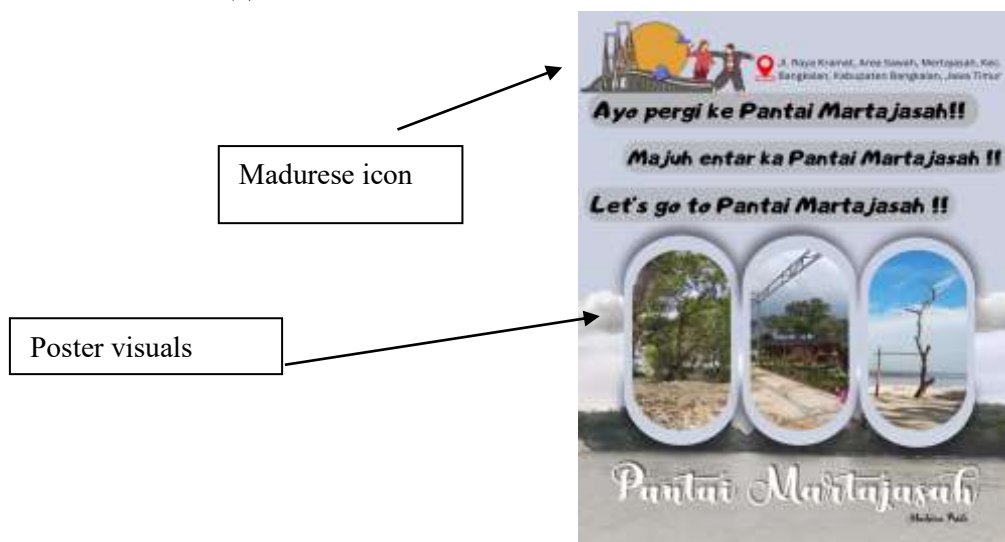


FIGURE 8. Martajasah Beach Poster

It is evident from the picture above that the poster is meticulously designed to showcase the splendor of Martajasah beach. The visuals are thoughtfully chosen to highlight not only the beach's natural beauty but also the available dining facilities and the serene ambiance. This comprehensive representation aims to captivate potential tourists and entice them to visit Martajasah beach. Furthermore, the poster maker has integrated elements of local wisdom and Madurese cultural icons, as exemplified by the inclusion of The Suramadu bridge and figures like *Sakera* and *Marlena* donning traditional Madurese attire. These additions serve to provide a deeper cultural context and connection to the Madura region, further enhancing the appeal of the poster.

3) Indicators (The colors used on the poster are interesting to see and read)

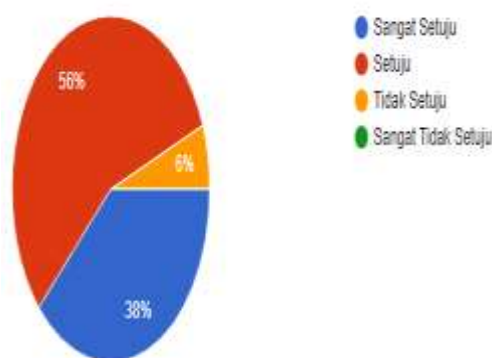


FIGURE 9. Respondents' Ratings Regarding Attractive Poster Colors

The data provided gives us a comprehensive view of respondents' opinions on the colors used in the tourist poster. A notable 56% of respondents agreed that the colors employed were indeed attractive. Furthermore, a significant 38% expressed strong agreement with this statement. On the contrary, a small 6% did not find the colors on the tourist posters attractive. This review distinctly indicates that readers find the chosen colors to be visually appealing. This is exemplified by the example data provided in Figure 2 and Figure 4, where the poster is depicted with captivating images

that align perfectly with the description of the tourist attraction. The selection of bright and vivid colors further enhances the poster's visual impact, drawing the viewer's attention and enticing them to consider visiting the tourist spot.

4) Indicators (Clear pictures of tourist attractions)

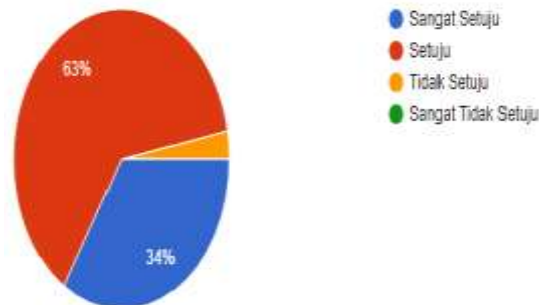


FIGURE 10. Respondents' Assessment Regarding Clear Images of Tourist Attractions

Regarding the clarity of images in the tourist poster. The data demonstrates that a substantial 63% of respondents agreed that the images featured on the poster provided a clear representation of the tourist attraction. Additionally, 34% of respondents expressed a strong agreement with this statement, underscoring the clarity of the images. A minor 3% of respondents disagreed with the assessment. This feedback is corroborated by the example data provided in Figure 7 and Figure 8, where the images of Labuhan Beach and Martajasah Beach are evidently presented with great clarity. These clear visual representations contribute to the effectiveness of the poster in conveying the attractions to potential visitors.

4) Indicators (Words are clearly visible and easy to understand)

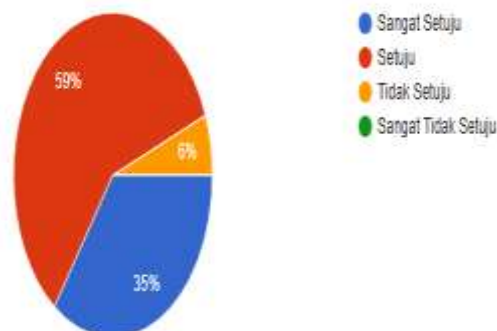


FIGURE 11. Respondents' Assessment Regarding the Words in the Poster

From the assessments provided by respondents shed light on the clarity and comprehensibility of the language used in the tourist posters. A significant 59% of respondents agreed that the words utilized in the posters were clearly understood. Additionally, 35% found the words to be easy to comprehend. Conversely, a small 6% did not find the language to be easily understood. This feedback is corroborated by the data in Figure 7 and Figure 9, where the use of invitation words in tourist posters is evidently designed for easy and clear understanding. The incorporation of three languages serves to ensure accessibility for a wider audience. Furthermore, the choice

of invitation words is intentionally straightforward, making it easy for readers to grasp the message conveyed by the poster.

Based on the data above, a picture of the average assessment of respondents regarding the “attracting attention” indicator can be obtained which can be seen in the following table:

TABLE 4. Percentage of “Attractive Attention” Ratings

| No | Indicator | Strongly agree | Agree | Disagree | Strongly Disagree |
|---------|---|----------------|-------|----------|-------------------|
| 1 | The directive verbs on tourist posters are easy to read and see | 46% | 53% | 1% | 0% |
| 2 | The poster visuals are clear and interesting to look at and read | 39% | 59% | 2% | 0% |
| 3 | The colors used in the poster are interesting to look at and read | 38% | 56% | 6% | 0% |
| 4 | Images of tourist attractions are clear | 34% | 63% | 1% | 0% |
| 5 | Words are clear and easy to understand | 35% | 59% | 6% | 0% |
| Average | | 38,4% | 58% | 3,2% | 0% |

From the data above, it can be concluded that the overall average for the attracting attention category shows that the highest point for the average is 58% agreeing that the posters created and uploaded on social media have attracted the attention of readers.

2. Variables in the Use of Directive Verbs of Invitation

In an effort to see the success of using directive verbs on tourist posters, there are two indicators used, namely the reader understands the verb of invitation found on the tourist poster and the reader understands the meaning of the verb of invitation found on the tourist poster. The following are the results of a questionnaire from respondents regarding the use of directive verbs of invitation.

1) Indicator (Readers understand the verb of invitation contained in the tourist poster)

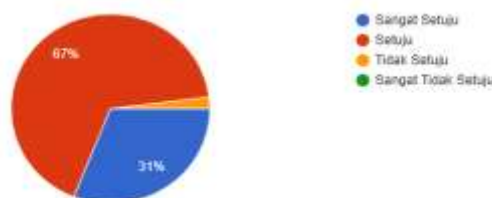


FIGURE 12. Respondents' Assessment Regarding Understanding the Verb of Invitation

The data indicates that a substantial 67% of readers possess a good understanding of the verbs of invitation used in tourist posters. Furthermore, 31% of readers strongly agree with the clarity of these verbs, while a minor 2% expressed disagreement with this assessment.

This positive response from the readers is a clear indication that the directive verbs of invitation utilized in the poster are effectively communicated and comprehended by the

target audience. This understanding is crucial in ensuring that the poster successfully conveys its invitation to potential visitors.

- 2) Indicator (Readers understand the meaning of the verb of invitation found on the tourist poster)

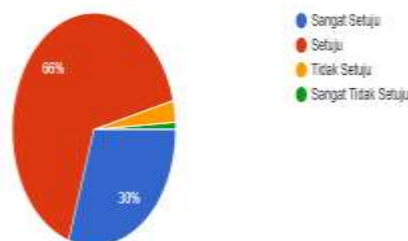


Figure 13. Respondents' assessment regarding the meaning of the verb invitation

The data reveals that a significant 66% of readers have a clear understanding of the meaning conveyed by the verbs of invitation in the tourist poster. Furthermore, 30% of readers strongly agree with the clarity of these meanings, while a minor 3% expressed disagreement, and only 1% strongly disagreed with this assessment. This positive feedback underscores that the directive verbs of invitation employed in the poster are effectively communicated and comprehended by the readers. This understanding is pivotal in ensuring that the poster successfully conveys its invitation to potential visitors.

Based on the data above, an average picture of respondents' assessments can be obtained as follows:

TABLE 5. Percentage of Assessment of "Use of Directive Verbs of Invitation"

| No | Indicator | Strongly Agree | Agree | Disagree | Strongly Disagree |
|---------|--|----------------|-------|----------|-------------------|
| 1 | Readers understand the verbs of invitation contained in tourist posters | 31% | 67% | 2% | 0% |
| 2 | Readers understand the meaning of the verb of invitation contained in the tourist poster | 30% | 66% | 3% | 1% |
| Average | | 30,5% | 66,5% | 2,5% | 0,5% |

The data demonstrates that, on average, 66.5% of respondents agree that the posters created and uploaded on social media effectively utilize directive verbs of invitation that are easily understood by readers. This indicates a positive reception to the use of directive verbs in the posters, affirming their effectiveness in conveying the intended invitation to potential visitors.

3. Variable (Grows interest in visiting a place)

- 1) The information presented on the poster has the potential to enhance people's understanding of the tourist attractions in Bangkalan.

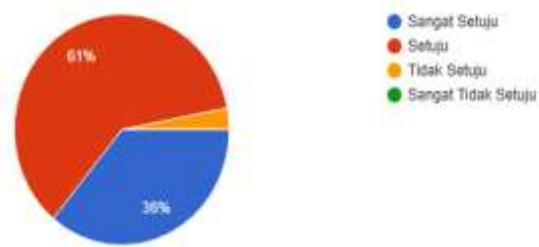


Figure 14. Respondents' assessment regarding increasing knowledge about tourist attractions

Based on the data above, it indicates that a significant portion of the respondents, 61%, agree that the posters have the capacity to enhance knowledge about tourist attractions in Bangkalan. Additionally, 36% of respondents expressed a strong agreement with this statement. Conversely, a minor 3% did not agree with the assessment. This feedback suggests that the posters have been effective in disseminating information and educating the public about the tourist attractions in Bangkalan

- 2) The content on the poster has the potential to increase people's awareness of the tourist attractions in Bangkalan and encourage them to visit.

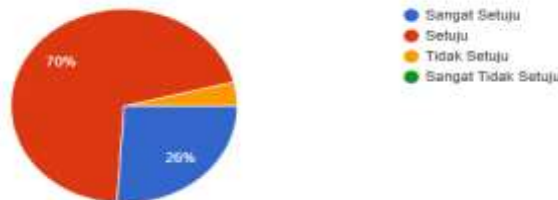


FIGURE 15. Respondents' Assessment Regarding Increasing Awareness of Visiting Tourist Attractions

The information indicates that a significant majority of respondents, 70%, agree that the posters have been effective in increasing awareness about visiting tourist attractions in Bangkalan. Additionally, 26% of respondents expressed strong agreement with this statement. Conversely, a small 4% did not agree with the assessment. This positive feedback suggests that the posters have successfully heightened awareness and encouraged visits to the tourist attractions in Bangkalan

- 3) The message on the poster can motivate people to visit tourist attractions in Bangkalan



Figure 16. Respondents' assessment regarding increasing motivation to visit tourist attractions

The results indicate that a significant majority of respondents, 72%, agree that the posters effectively boost motivation to visit tourist attractions in Bangkalan. Additionally, 27% of respondents expressed strong agreement with this statement. On the other hand, only a small 1% did not agree with the assessment. This positive feedback underscores that the posters have been successful in motivating individuals to explore the tourist attractions in Bangkalan

Based on the data above, an average picture of respondents' assessments can be obtained as follows:

TABLE 6. Percentage of Ratings for "Growing Interest in Visiting a Place"

| No | Indicator | Strongly Agree | Agree | Disagree | Strongly Disagree |
|---------|---|----------------|-------|----------|-------------------|
| 1 | The information presented on the posters has the potential to enhance people's understanding of the tourist attractions in Bangkalan. | 36% | 61% | 3% | 0% |
| 2 | the content on the poster has the potential to increase people's awareness of the tourist attractions in Bangkalan and encourage them to visit. | 26% | 70% | 4% | 0% |
| 3 | the content on the poster has the potential to inspire and encourage people to visit tourist attractions in Bangkalan. | 27% | 72% | 1% | 0% |
| Average | | 29,6% | 67,6% | 2,6% | 0,5% |

From the data above, it can be concluded that the majority of respondents, 67.6%, agree that the posters created and shared on social media effectively pique readers' interest in visiting the tourist spots. This indicates a positive reception and suggests that the posters are successful in generating interest among potential visitors.

CONCLUSION

Digital tourist posters created using Canva media can be used as promotional media for a tourist attraction so that it can increase the number of visitors to a tourist attraction. One use of tourist posters that is considered capable of being a promotional and information medium for the general public is tourist posters in the Bangkalan region which are designed in a unique and attractive way. The research results show that the use of directive speech containing an invitation to the reader is expected to be able to become a magnet to attract the reader's attention to visit tourist attractions in Bangkalan. Not only that, the visuals used in digital tourism posters by adding local wisdom to the poster design also attract attention. In fact, the language used to invite readers to visit these tourist attractions is designed using 3 languages, namely English, Indonesian, and Madurese. It is hoped that the use of these 3 languages will attract the attention of readers and thus motivate them to visit tourist attractions in Bangkalan. In an effort to disseminate tourist posters, social media was chosen to make it easier to disseminate information to the general public.

The research underscores that digital tourist posters wield significant pragmatic power, rendering them potent promotional tools for the public. This pragmatic power is discerned through reader responses across various indicators. For instance, in terms of "attracting attention," a notable 58% of respondents acknowledged that the posters published on social media successfully captured their interest. Additionally, with regards to the "Use of directive verbs," a substantial 66.5% expressed agreement regarding the effectiveness of the invitation messages conveyed through these verbs. Finally, in the aspect of "growing desire," an

impressive 67.6% attested that the posters heightened their inclination to visit the tourist attractions in Bangkalan. These findings demonstrate the substantial impact and effectiveness of digital tourist posters in promoting tourism in the region.

This research provides an overall picture that the use of directive speech which is grouped into invitational directive speech used by digital poster makers is made as a form of invitation to readers to visit tourist attractions in Bangkalan, Madura. The recommendation stemming from this study underscores the remarkable effectiveness of employing directive verbs, particularly in the form of invitational speech, as a means to encourage readers to visit these tourist spots. This insight is poised to significantly enhance the potential for increased tourism in Bangkalan, Madura. Moreover, there's potential for further research in exploring both verbal and visual elements, as well as the utilization of multimodality within tourist posters. Such investigations could lead to even more captivating posters and a heightened interest in tourism across the Bangkalan region.

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