Multimodal Discourse Analysis of Sumenep Tourism Guidebook for Lombang Beach

Suriansyah Abdillah Noor[1] and Rosyida Ekawati[2]
[1,2] Universitas Trunojoyo Madura
Email: ryan.abdillah959@gmail.com and rosyida.ekawati@trunojoyo.ac.id

Abstract

This study aims to conduct a multimodal discourse analysis of the Sumenep tourism guidebook to understand how verbal and visual elements contribute to its overall promotional effectiveness. The emphasis is on identifying and analyzing these elements to uncover the underlying meanings conveyed through the guidebook. It adopts a qualitative approach, employing discourse analysis methods to examine both visual and verbal elements present in the guidebook. Data collection involved gathering various segments of the guidebook, which were then subjected to a detailed analysis to uncover how these elements interact to form cohesive messages. The theoretical framework used for analysis is based on Kress & Leeuwen's Multimodal Discourse Analysis (MDA). The findings reveal that the guidebook effectively employs a combination of verbal and visual elements to promote Lombang beach tourism. These elements work to construct appealing and persuasive messages that attract potential tourists. The study concludes that MDA is a useful tool for understanding the complex interplay between different modes of communication in promotional materials.

Keywords: *tourism guidebook, visual elements, verbal elements*

INTRODUCTION

Tourism is a broad concept that incorporates a variety of travel and leisure activities. Nuswardani et al. (2021) stated that tourism includes activities such as sightseeing, touring cultural or historical sites, attending events or festivals, and outdoor recreation. Every region has tourism potential, as well in Sumenep Regency located on Madura Island, East Java province of Indonesia. According to Putri (2023) and Kurnia (2023), the regency is a popular tourist destination due to its natural and cultural tourist attractions. For example, there are a lot of beaches as tourism objects. Then, with the tourism object, it needs to promote to the public to get attention from the people and attract them to come and take a vacation in Sumenep.

Effective promotion requires the media like verbal and visual elements to convey information objectively. Coordination between these aspects resembles a cohesive team effort, and multimodal discourse analysis reveals their interaction. Dialogue and language, as examples of verbal expression, communicate both explicit and implicit meanings. On the other hand, images and designs increase the effectiveness of words, like piecing together a puzzle to create a cohesive image. This viewpoint demonstrates how media advertising employs a variety of strategies to boost the power and importance of the message conveyed.

Moreover, the message contain in the promotion can analyze with discourse analysis method. Waugh et al. (2016) argued that discourse analysis is a method for investigating the use of language in social circumstances. Language in either its spoken, written or by visual form is analyzed with the purpose of gaining an understanding of how individuals use language to construct meaning, negotiate power, and develop social identities. So, to get an understanding of how meaning is formed, communicated, and perceived within the confines of a specific setting, discourse analysis can be applied to the study of language and communication in its many forms, including written, spoken, or visual forms of communication. Discourse analysis entails studying how various visual elements, such as photographs and images, contribute to the overall communication, shape perceptions, and influence the interpretation of the message with using the method named multimodal discourse analysis.

In other side, Kress & Leeuwen (2021) stated that Multimodal Discourse Analysis (MDA) is an analytical framework that extends beyond the analysis of language to examine many modes of communication. The recognition is made that communication encompasses a variety of modalities for expression, encompassing words, pictures, gestures, sounds, and spatial arrangements. Besides that, Mestre Segarra (2023) argue that an approach to the study of communication known as multimodal discourse analysis is include language, visuals, sound, and gestures, amongst others. Analyzing the ways in which different modes interact to produce meaning and the ways in which they are used to attain communicative goals is a necessary part of the process.

Nowadays, the phenomena about multimodal discourse analysis easily find in daily life, like TV, social media, film, guidebook, books, etc. Regarding to the tourism promotion in Sumenep, there is an official guidebook about Sumenep Tourism from Department of Tourism, Culture, Youth and Sport of Sumenep that worth to be analyzed from the perspective of multimodal discourse analysis.

There are other studies that conducted by other writers that related to the study. The writers are Onyema Ahaotu et al., (2023), Sari (2023), Dania et al. (2023), Hu & Luo (2016), and Bo (2018). The previous research discussed about multimodal discourse analysis but in different

subjects of the study. However, this study will analyze multimodal discourse analysis in tourism guidebook as media promotion for Sumenep tourism from Department of Tourism, Culture, Youth and Sport of Sumenep. This study is to identify the visual and verbal elements of Lombang beach tourism in Sumenep tourism guidebook and their meanings.

METHODOLOGY

This study uses a qualitative research approach. Qualitative research is used to collect and evaluate data comprehensively. According to Denzin (2017), this research collects data in the form of words, not numbers, descriptively, in the form of words and language, in certain natural settings, and using various natural approaches.

The source of is the Sumenep Tourism Guidebook, in particular about Lombang Beach. This guidebook is available in print format combining various modes of communication, including text and images to provide a rich and engaging narrative about destinations. The data area verbal and visual elements in the tourism guidebook for Lombang Beach.

The data needed in this research were obtained through document analysis of the Sumenep Tourism Guidebook for Lombang Beach focusing on an in-depth analysis of the visual and textual elements within the guidebook. In analyzing the Sumenep Tourism Guidebook through the lens of multimodal discourse analysis, it is used the techniques outlined by Miles and Huberman (2014), which involve data reduction, data display, and conclusion drawing/verification. These techniques allow for a systematic and thorough examination of the guidebook's multimodal elements, providing insights into how text, images, and other design elements work together to convey meaning and persuade readers.

RESULT AND DISCUSSION

In this section, there are findings based on general potential structure by Cheong (2004) to find visual and verbal elements. For exploring the meanings, it is used visual grammar theory by Kress & van Leeuwen (2006) and Appraisal Theory by Martin & White (2005) to analyze verbal meaning.

Table 1. Verbal Elements of Lombang Beach

No.	Name of Beach	Text	Announcement	Enhancer	Emblem	Tag	Call & Visit
1.	Pantai Lombang	**LOMBANG BEACH**	✔				
		Long Stretch of White Sand	✔				
		a one of tourism object place		✔			
		a right place as a tourism destination		✔			
		If you visit to the Lombang beach, you will welcome by some white sand that spread out at the sea side…"					✔

Table 2: Visual Elements of Lombang Beach

No.	Description	Title	Lead		Display	Emblem
			LoA	Comp LoA		
1.	Pantai Lombang		✔			
				✔		

No.	Description	Title	Lead LoA	Comp LoA	Display	Emblem
					✓	
						✓
						✓

Table 3: Verbal Meaning of Lombang Beach

No.	Title	Text	Attitude Affect	Judgement	Appreciation	Engagement Heteroglossia	Monoglossia	Graduation Force	Focus
1.	Pantai Lombang	**LOMBANG** BEACH					✓	✓	
		Long Stretch of White Sand			✓		✓	✓	
		a one of **tourism object place**			✓		✓		
		a **right place** as a tourism destination			✓		✓	✓	
		If you visit to the Lombang beach, you will welcome by **some white sand** that spread out at the sea side..."			✓		✓	✓	

a) **Announcement**

   "LOMBANG BEACH"

This is a clear and direct announcement of the subject. It immediately tells the reader what the guidebook is about. As Cheong (2004) points out, announcements provide essential information at the outset. In tourism promotion, a clear and prominent name is crucial for attracting attention. This aligns with research by Sirait et al. (2020), which emphasizes the importance of clear and concise messaging in destination branding.

   "Long Stretch of White Sand"

This functions as a descriptive announcement, highlighting a highly desirable feature of the beach. Cheong (2004) would categorize this as an efficient way to create an initial positive impression. It immediately conjures up an image of an attractive coastal setting, tapping into common tourist desires for beautiful natural environments (Mercurio, 2019).

b) **Enhancer**

   "…it's about 25 kilometers from the city of Sumenep Madura."

While seemingly just location information, this subtly enhances by implying accessibility. Tourists often prioritize destinations within convenient reach, and this statement reassures them. As highlighted in a 2017 study by Sholikhah & Susilo, transportation and accessibility significantly influence tourist decision-making (Sholikhah & Susilo, 2017).

   "If you visit to the Lombang beach, it will wellcome by some white sand that spread out at the sea side…"

Despite the grammatical error, this aims to create an inviting image for the reader. It uses sensory language ("white sand," "spread out") to engage the imagination and evoke a sense of pleasurable anticipation, as described by Cheong (2004) as a key function of enhancers.

   "…a right place, as a tourism destination, we can do many activities like to swim, because that place, we can feel comfortable."

While grammatically flawed, the intent is clear: to enhance by listing positive attributes. Cheong's (2004) research shows how lists of activities and positive sensations aim to make destinations more alluring.

   "…a right place as a tourism destination, we can do many activities like to swim…"

Repeating the "right place" and "activities" reinforces the enhancement. Research on persuasion suggests that repetition, even with slight variations, can increase a message's persuasive impact (Shu & Carlson, 2014).

c) Tag

Absent. There is no explicit Tag in the English text of the Pantai Lombang.

d) Emblem

Absent. There is no explicit Tag in the English text of the Pantai Lombang.

e) Call and Visit

"If you visit to the Lombang beach…"

This functions as a Call and Visit, even though it's part of an incomplete sentence. The guidebook directly addresses the reader with "If you visit," prompting them to imagine themselves at the location. While not an explicit command ("Visit Pantai Lombang!"), this softer approach is still effective, as it encourages the reader to visualize the experience, aligning with findings by Kim and Lee (2021) on the persuasive power of visual imagery in tourism advertising.

Visual Elements

The images and other visual materials related to Lombang Beach using Cheong's (2004) GSP theory. This analysis will focus on the arrangement of these visual elements.

Lead

a) Lead of Attention

Cheong (2004) defines the Lead of Attention (LoA) as the primary visual element designed to capture the viewer's attention immediately. In the Pantai Lombang guidebook, the large photograph of the beach occupies the top section and spans across the width of the page, which is a typical placement for high-attention elements (Cheong, 2004). This expansive image of a serene beach scene is selected as the Lead of Attention because it utilizes visual appeal to attract the reader's gaze quickly.

Positioned prominently at the top, this image commands attention through its size and placement. The tranquil beach scene is inherently attractive, and according to Lim Fei Victor (2014), compelling visuals are essential in engaging the audience in multimodal texts. The image evokes a sense of calm and beauty, which aligns with the aims of tourist guidebooks to create an emotional connection with potential visitors.

b) Complementary Lead of Attention

Complementing the main image is the headline text "PANTAI LOMBANG" in bold white letters, accompanied by "Hamparan Panjang Pasir Putih" in yellow. This text is overlaid on the image, making it immediately noticeable and readable against the calmer background.

The use of large, contrasting text colors (white and yellow) against the natural hues of the photo ensures high visibility and draws the reader's attention (Cheong, 2004). It provides key information concisely, the name of the beach and a brief descriptor. Kress and van Leeuwen (2006) emphasize that clear, bold typography is crucial for guiding viewers' focus and delivering essential information swiftly. The text placement enhances the image's impact without overshadowing it, creating a balanced visual hierarchy as noted by Bateman (2014).

Display

These images offer more views and activities available at Pantai Lombang, which Chow et al. (2015) found to enhance engagement and understanding in multimedia learning contexts. By showing different perspectives and elements of the beach, these images maintain the reader's interest and provide a fuller picture of the location. Cohn (2014) argues that varied visual content in publications can sustain viewer engagement and provide richer context.

Emblem

a) Emblem 1

The circular label "WISATA ALAM" (Natural Tourism) at the top-left corner of the main image serves as an emblem. Emblems in Cheong's theory act as markers or thematic identify pixels The emblem designates Pantai Lombang as a recognized natural tourist spot, providing authority and context for the reader (Cheong, 2004). The emblem consistently frames the content within the theme of natural tourism, aligning with Bateman's (2008) findings on the role of thematic markers in visual narratives.

b) Emblem 2

The small text "PANTAI LOMBANG" in the top-right corner functions similarly to an emblem. This text reinforces the beach's name throughout the guidebook, aiding in brand recognition and recall. Unsworth (2017) explains that repeated visual synecdoche ensures that key information remains prominent in the viewer's memory. It acts as a subtle, continuous reminder of the beach name, ensuring that even as the reader explores other content, the destination remains top of mind.

Verbal Meaning

The writer will use Martin & White's (2005) Appraisal theory to explore the meanings behind the words used in the descriptions of Lombang Beach. This will involve looking at the emotions, attitudes, and evaluations expressed through the text to get a better understanding of the beach's portrayal.

Attitude

a) **Appreciation**

"Long Stretch of White Sand"

Martin & White (2005) explain that appreciation involves positive or negative evaluations of objects, phenomena, and environments. The phrase "Long Stretch of White Sand" appreciatively evaluates the beach's physical feature, emphasizing its extensive and visually appealing nature. This long expanse of white sand is likely to attract tourists who appreciate natural beauty and expansiveness in a beach setting.

"a right place as a tourism destination"

This phrase provides a positive evaluation of Lombang Beach's suitability for tourism. According to Martin & White (2005), appreciation in texts often serves to highlight the attractiveness and value of an entity. By labeling Lombang Beach as a "right place" for tourists, the text underscores its appropriateness and desirability as a travel destination, suggesting that visitors will find it a worthwhile and pleasant place to visit.

"a one of tourism object place"

This phrase evaluates Lombang Beach as a valuable "tourism object," positively reflecting its attractiveness to tourists. Such appreciation plays a critical role in tourism discourse by emphasizing the desirability and worthiness of the location. Lambert (2014) points out that appreciations in tourism contexts help construct an inviting image that appeals to potential visitors.

Engagement

a) **Monoglossia**

"Lombang BEACH"

Monoglossia involves presenting a single, authoritative perspective without acknowledging alternate views. The capitalization of "Lombang" in "Lombang BEACH" asserts a clear, confident viewpoint about the beach's significance. Martin & White (2005) argue that monoglossic statements project certainty and conviction. This strategy is effective in promotional contexts because it conveys the beach's importance and appeals directly to potential tourists.

"If you visit to the Lombang beach, you will welcome by some white sand that spread out at the sea side."

This sentence maintains a unified voice and perspective, typical of monoglossic discourse. It provides a direct and assured statement about the beach's features without entertaining potential counterarguments or alternate viewpoints. Martin & White (2005) suggest that

monoglossic discourse helps create a clear and persuasive narrative, which is crucial in promotional texts aimed at attracting visitors.

Graduation

a) Force

"some white sand"

The term "some" in "some white sand" uses force to emphasize the availability of sand, suggesting abundance. Martin & White (2005) describe force as a way to intensify descriptions, making qualities stand out more prominently. Dawes (2018) asserts that the use of force in promotional texts amplifies key features, making the descriptions more compelling.

"LOMBANG"

Capitalizing "Lombang" heightens the importance and appeal of the beach, suggesting significance and grandeur. According to Martin & White (2005), force can be used to scale up the intensity of an attribute, making it more striking in the reader's mind. This technique ensures that the name of the beach leaves a memorable impression on potential visitors.

Visual Meaning

To understand the meanings of the images related to Lombang Beach, the writer will apply Kress and Van Leeuwen's (2006) visual grammar theory. This will help in decoding the messages and significance embedded in the visual representations.

Representational Meaning

a) Narrative Process
1) Action Process

The image of Pantai Lombang shows a stretch of the beach with people walking, which indicates an action process involving participants engaging in leisurely activities. According to Kress and van Leeuwen (2006), action processes often involve vectors formed by the depicted elements. In this case, the movement of people along the beach creates vectors that exemplify the dynamic interactions taking place. This form of vector can be understood as the lines or pathways formed by the bodies in motion, illustrating that actions are taking place (Jewitt, 2014).

2) Reaction Process

The visual does not clearly depict any reactional processes involving gaze or eye contact, which are crucial in establishing reactional meaning as per Kress and van Leeuwen (2006). Reaction processes are signified by visual elements such as participants' gazes forming vectors;

these would highlight engagements such as looking at a particular object or engaging with another individual.

b) Conceptual Process

1) Analytical

In the analytical process, visual elements are broken down into parts that make up the whole (Kress & van Leeuwen, 2006). The visual represents Pantai Lombang through its distinctive parts such as the sandy beach, the trees lining the coast, and the water, creating an understanding of the whole through its parts. This analytical breakdown helps viewers appreciate and interpret the scene by recognizing its components (O'Halloran et al., 2020).

2) Classificational

Classificational processes depict the relationships among participants within the broader context (Kress & van Leeuwen, 2006). The visual categorizes Pantai Lombang within the larger setting of natural tourism destinations. This categorization situates the beach as part of the broader natural landscape, providing viewers with context and situational awareness (Bateman et al., 2017).

3) Symbolic

Symbolic processes are used to attribute meaning or identity to the visual elements (Kress & van Leeuwen, 2006). The serene and tranquil representation of the beach in the visual symbolizes peace and relaxation, key attributes associated with beach scenery. The calm waters and peaceful environment of Pantai Lombang suggest an ideal vacation spot symbolizing tranquility and natural beauty (Jewitt, 2014).

Interactive Meaning

a) The Gaze

The image depicts an indirect gaze, where participants do not look directly at the camera, but rather engage with the environment. According to Kress and van Leeuwen (2006), an indirect gaze positions the viewer as an observer rather than a participant. This allows viewers to neutrally and passively view the scene, giving a sense of natural observation rather than active engagement (Jewitt, 2014).

b) Type of Shot/Social Distance

The long shot captures an expansive view of the beach, emphasizing the vastness and openness of the setting. Kress and van Leeuwen (2006) discuss how the type of shot can influence social distance, with long shots creating a sense of inclusivity and broad spatial context. This expansive view allows the viewer to take in a larger scene, making them feel like a part of the extended landscape rather than focusing on individual elements (Bateman et al., 2017).

Compositional Meaning

a) Information Value

The given-new structure is evident as the familiar elements (such as the tree-lined beach) are on the left side of the image, while the expanse of the open sea on the right introduces new aspects (Kress & van Leeuwen, 2006). This placement aligns with how viewers typically interpret visuals from left to right, structuring information within the visual in a way that introduces known elements first before expanding to new elements.

b) Salience

Salience in the image is brought out through high contrast elements like the white sand and green trees which stand out against the blue sky and sea. According to Kress and van Leeuwen (2006), salience is achieved by elements that capture immediate attention due to their size, contrast, or cultural significance. The prominent elements guide the viewer's eye, increasing their importance within the overall message (Jewitt, 2014).

c) Framing

The visual framing connects different elements of the scene seamlessly, creating unity. Framing demarcates boundaries between different elements. In this context, the continuity of the beach without disruptive elements indicates that the different parts are interconnected, emphasizing harmony and connection in the visual narrative (O'Halloran et al., 2020).

CONCLUSIONS

Combining both words and pictures in the framework of Multimodal Discourse Analysis creates a strong and engaging message that effectively promotes the beaches. The text provides detailed and emotionally appealing information, whereas the pictures offer visual confirmation, making the guidebook informative and persuasive. This integrated approach successfully makes the Sumenep tourism guidebook for Lombang Beach as an effective tool for attracting and engaging readers, encouraging them to visit the beach.

REFERENCES

Bateman, J. (2008). *Multimodality and genre: A foundation for the systematic analysis of multimodal documents*. Palgrave Macmillan.

Bateman, J., Wildfeuer, J., & Hiippala, T. (2017). *Multimodality: Foundations, research and methodology*. De Gruyter. https://doi.org/10.1515/9783110479898

Bo, X. (2018). Multimodal discourse analysis of the movie Argo. *English Language Teaching, 11*(4), 132. https://doi.org/10.5539/elt.v11n4p132

Cheong, Y. Y. (2004). Genre analysis and its implications for ESL teaching: A study of writing on a tourism website. *System, 32*(1), 149–165. https://doi.org/10.1016/j.system.2003.09.005

Cheong, Y. Y. (2004). The construal of ideational meaning in print advertisements. In K. L. O'Halloran (Ed.), *Multimodal discourse analysis: Systemic-functional perspectives* (pp. 163-195). Continuum.

Dania, R., Kumala Sari, R., Sastra, F., & Jilp, J. (2023). A multimodal discourse analysis of KFC fried chicken's video advertisement. *Jurnal Ilmiah Langue and Parole, 6*(2). http://e-journal.sastra-unes.com/index.php/JILP

Hu, C., & Luo, M. (2016). A multimodal discourse analysis of Tmall's double eleven advertisement. *English Language Teaching, 9*(8), 156. https://doi.org/10.5539/elt.v9n8p156

Jewitt, C. (Ed.). (2014). *The Routledge handbook of multimodal analysis* (2nd ed.). Routledge. https://doi.org/10.4324/9781315884420

Kress, G., & van Leeuwen, T. (1996). *Reading images: The grammar of visual design*. Routledge.

Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design* (2nd ed.). Routledge.

Kress, G., & van Leeuwen, T. (2021). *Reading images: The grammar of visual design*. Routledge.

Kurnia, D. (2023, May 9). Sumenep terus genjot pariwisata, berikut sejumlah destinasi andalannya. *ReJogja*. https://rejogja.republika.co.id/berita/rudyn8399/sumenep-terus-genjot-pariwisata-berikut-sejumlah-destinasi-andalannya

Martin, J. R., & White, P. R. R. (2005). *The language of evaluation: Appraisal in English*. Palgrave Macmillan.

Mestre-Segarra, M.-Á. (2023). *A multimodal rhetorical analysis of video resumes*. *ESP Today, 11*(2), 349–370. https://doi.org/10.18485/esptoday.2023.11.2.8

Nuswardani, N., Wartiningsih, & Kusairi, S. (2021). Indonesia and Malaysia cooperation model in the tourism sector development in Madura.

O'Halloran, K. L., Tan, S., Smith, B. A., & Podlasov, A. (2020). *Multimodal analysis image*. Equinox Publishing. https://doi.org/10.1558/equinox.9781781794710

Onyema Ahaotu, J., Ayoola Oshamo, O., & Author, C. (2023). A multimodal discourse analysis of selected social media posts on the #BlackLivesMatter protest. *Journal of Pragmatics and Discourse Analysis*. https://doi.org/10.32996/jpds

Putri, I. (2023, July 4). 2.859 wisatawan kunjungi Sumenep selama libur panjang Idul Adha. *DetikNews*. https://news.detik.com/berita/d-6805247/2-859-wisatawan-kunjungi-sumenep-selama-libur-panjang-idul-adha

Sari, N. M. D. P. (2023). Systemic functional multimodal discourse analysis of 'Budaya Bali' poster. In *Proceedings of the 2nd international student conference on linguistics (ISCL 2022)* (pp. 337–347). Atlantis Press SARL. https://doi.org/10.2991/978-2-38476-014-5_30

Sholikhah, S. I., & Susilo, S. (2017). The influence of accessibility, tourism image, and tourist satisfaction toward tourist loyalty in Pacitan Regency. *Tourism and Hospitality Management, 23*(2), 183–197. https://doi.org/10.20867/thm.23.2.11

Sirait, R. E., Silalahi, E. B., & Prayoga, Y. (2020). Analysis of tourism destination branding based on the concept of city branding. *International Journal of Innovation, Creativity and Change, 13*(8), 113–128.