

Linguistic Strategies Analysis On The Official Website Of Indonesia Tourism (Www.Indonesia.Travel)

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Abstract

This research deals with Linguistic Strategy in the text on the Official Website of Indonesia Tourism (www.indonesia.travel). It is aimed to investigate the type of linguistic strategy based on functions and language features and the realization of linguistic strategy on the Official Website of Indonesia Tourism. The researcher is applied descriptive qualitative. The data of this research is the text contained on the Official Website of Indonesia Tourism. There are 100 data that were analyzed based on Miles and Huberman, including condensation data, display data and conclusion drawing. The research finding showed that there were two types of linguistic strategy used in the official website of Indonesian tourism, namely: Informative Strategy and Persuasive Strategy. It also found that linguistic strategy was realized in Indonesian tourism websites through five Interactional Metadiscourse markers based on the theory of Hyland and Tse (2004) namely Hedges, Booster, Attitude Markers, Engagement Markers and Self-mentions.

Keywords : *Linguistic Strategy, Official Website of Indonesia Tourism*

1. INTRODUCTION

As social beings, humans must interact with each other. This is done because humans are social creatures who need each other. In interacting, humans use tools or media in the form of language. In general, language is a tool to convey something that comes to mind. However, language is also used as a means or tool to convey ideas and feelings. Language consists of a collection of words, where each word has a meaning and relationship. Language has an important role in the social context, because it is used to achieve communication goals. Cooperation between members of a social group will work well if they use a means of communication called language (Mu'in, 2007:18). Communication is a form of language. The use of language can be varied and strong depending on the ability of the speaker of the language. Besides being used as a communication tool, language also has a function as a marker of the identity of an ethnic group or nation. Because every tribe or nation has a different language. Furthermore, language is studied specifically in linguistics.

Linguistics is the scientific study of language, which has been studied by many scholars. Linguistics is very important to be understood by someone with the aim of communicating well. Because with linguistics we are able to communicate well orally and in writing and with linguistics we are able to understand texts well. Therefore, every activity related to communication, it is necessary to study linguistics. Of course, in communicating we have a purpose. In achieving these goals, people will use language strategies. The strategy in communicating is how someone uses language according to the context. Strategy is also defined as a general plan of action to achieve goals and objectives (Nickols, 2015). If we combine the words strategy and linguistics or linguistic strategy, it can be interpreted as a scientific study of general plans of action to achieve one's goals and objectives in language. Or in other words linguistic strategies is about the use of language. For example, a seller will use the right words and language to persuade someone to buy or use his product, a blogger will choose and use interesting words or language to make his blog interesting to read, etc. By using the right language strategy, the goal in communicating will definitely be achieved. Strategies are used in verbal and written form. One example of the use of language strategies in written form is a website.

Website is an internet-based media that serves to convey messages or information on various activities or natural or life phenomena. In conveying this information, language is the most important thing. Website is one thing that cannot be separated from a language. Where the messages and information on the website are expressed in the language. The website has been used by many platforms, one of which is the government or company. One government that uses a website platform is the ministry of tourism. In the world of tourism, the website is the most important thing to be a source of tourism destination for tourists. According to Xiang, Magini&Fesenmaier (2015) cited in Malenkina and Ivanov (2018), nowadays, most tourists plan and organize their trips online through websites and companies to book flights and other types of transportation (train, bus), transfers and tours, and accommodation, to obtain information about destinations, visa regulations, etc.

Indonesia is one of the most famous tourist destinations in the world. Tourism matter in Indonesia is handled by Ministry of Tourism and Creative Economy. Through the official website for Indonesian tourism,

www.indonesia.travel, the Ministry of Tourism introduces and promotes tourism in Indonesia. By accessing the website, potential visitors get information about interesting places to visit, how attractive the place is, what activities visitors can do, local foods that they should try and even handicrafts that can be brought home as a characteristic of the destination. The choice of words or the use of appropriate, useful and interesting language strategies really needs to be used in introducing tourism in Indonesia, such as using informative and persuasive language that takes place online through the internet which has a function to inform, promote and sell products, because in addition to attracting tourists, tourism is one of the largest foreign exchange earners. Such as the following data.

One example of a sentence that reads "Where to Stay: 9 Five-Star Hotels & Resorts Recommendation in Bali". The reader does not necessarily know the meaning and use of the language used in the text. In addition to providing information, the text Uses interesting language so that potential visitors are curious and interested in the place and the explanation of sentences using persuasive language, which intends to invite readers to choose the five star luxury hotels and resorts that have been introduced for the most unforgettable holiday of a lifetime. Especially in this COVID-19 situation, the official Indonesian tourism website provides additional information and confidence on how to travel safely and protect yourself during your visit.

Researcher hope that the language strategy or language use on the website is implemented properly. Because, the ideal website is how to convey information and news using good and correct language. To achieve this, it is necessary to use a strategy so that information is conveyed properly. With the hope that the implementation of language strategies on the website so that people really understand the text or information about tourism. Based on the explanations and facts above, the researcher is interested in researching the linguistic strategies used in the official Indonesian tourism website, looking at each text presented. Will examine what and how the language strategy or language use is used. The researcher hope this research is useful to provide knowledge about language strategies or the use of language used in writing and verbal.

2. METHOD OF RESEARCH

This study used descriptive qualitative method. According to Creswell (2009) qualitative procedures rely on text and image data, have unique steps in data analysis and use various investigative strategies. Researcher took qualitative research because this research was to identify linguistic strategies or the use of language used in texts on the official website of Indonesian tourism. The purpose of descriptive research is to describe a phenomenon and its characteristics. This research discussed what, how and why something happened.

The data was taken from the official website of Indonesian Tourism, (www.indonesia.travel) . The data in this research were in the form of headline news and chunk text contained on the website. This research only focused on examining language strategies or language use and language forms used in the text on the website. Written forms can be found on the main page and sub-pages of the website. Headline news and Chunk text used in this study is the latest text published in 2020 and 2021. This is so that the data and research carried out use the latest data.

The data was collected from the official website of Indonesian tourism. Data was collected through observation and document analysis. Observations are made to see and observe the language of the text displayed on the website. There were some steps for collecting data. First, the researcher opened the official website for Indonesian tourism. Second, see how the language is used in the text, then choose the appropriate text to be used as data and Finally, the data obtained will be displayed and classified to determine the type of language strategy used and the researcher explained how the language strategy is used.

Technique of Data Analyzing

Analyzed the data techniques in research used Miles and Huberman theory (2014). They divided the steps in data analysis activities into several sections, namely, data condensation, data display and conclusion drawing/verification.

1. Data Condensation

Refers to the process of selecting, focus, simplifying, abstracting and/or transforming the data that appear in the full corpus or written up field notes interview transcripts, documents and other empirical materials. In this step, the data was selected and focused to investigate the use of the language used or language strategies contained in the official website of Indonesian tourism.

2. Data Display

In this step, after condensing the data, The researcher displayed and classified the text to find out the type of linguistic strategy, and explained how the strategy is used, then classified the text into five elements of metadiscourse to find out how the language strategy is realized. and finally, explained the reasons for used linguistic strategies and why these strategies are realized through metadiscourse markers.

3. Conclusion Drawing/Verification.

The last step after displayed the data was made conclusions and verification of the data obtained. It aimed to describe all the data so that it becomes clear.

3. RESULT AND FINDINGS

This part was investigated type of linguistic strategy. Linguistic Strategy is about the use of language . Or interpreted as a plan, pattern, or tactic in using language to achieve certain goals in communicating. According to Nickols (2015:4), Strategy can be interpreted as a plan to achieve one's goals and objectives. Language strategies can be used orally and in writing. The tourism website is one example of the use of language strategies in written form. Calvi (2010) states travel texts will combine and use informative and persuasive language content or strategies. Informative is a form of message content that provides information or explains something. According to Turcotte & Caron (2020), Informative text contains information, ideas, and facts clearly in a structure that describes the cognitive processes that are important for understanding and communicating well and fluently. Meanwhile, according to Wahyuningbyas (2018), Persuasion is communication used to influence and convince others. Persuasive text is text that contains an invitation or inducement. Or in other words, persuasion is a type of text that contains invitations or data exposures as well as presents convincing facts and opinions in order to influence or persuade readers to follow the author's wishes (Haryati et al., 2019).

After having analyzed the data, it found that there are various types of linguistic strategies used in the official website of Indonesian tourism, such as

informative strategy and persuasive strategy. The brief analysis of each type described below.

Investigating Type of Linguistic Strategy in Official Website of Indonesia Tourism

1.1. Informative Strategy

Home ► Destinations ► Java ► Eager to Visit Bandung? Find the Helpful Tips Here ► Tebing Keraton

1. Tebing Keraton, North Bandung's Fascinating Natural Landscape

Tebing Keraton can be simply interpreted as "The Royal (Palace) Cliff". The name perfectly illustrates the majestic vista of north Bandung's fascinating natural landscapes as one stands on the cliff. At 1,200 meters above sea level, Tebing Keraton is located within the Ir H Djuanda Forest Park, at Ciburial Village, Cimenyan sub-district, in the Bandung Regency. At the main area, there is a rock that bulges over the edge of the cliff which makes it a perfect place to observe over the incredible natural surroundings.

This is a text that used an Informative language strategy. In accordance with its function, Informative is a language strategy that aims to provide information and provide an explanation as it is with data and facts and correct opinions. It can be seen such the following bold sentences, At the main area, there is a rock that bulges over the edge of the cliff which makes it a perfect place to observe over the incredible natural surroundings, it is that contain facts that are explained as it is. At the main area, is proof that the sentence is a fact because it provides a clue. At 1,200 meters above sea level, Tebing Keraton is located within the Ir H Djuanda Forest Park, at Ciburial Village, Cimenyan sub-district, in the Bandung Regency, is a sentence that provides specific information on the location of the Cliff Palace clearly. Because it has extraordinary beauty and at the same time introduces the Keraton Cliffs, it is because the text was made with the aim that the target is the reader to know what and how the Keraton Cliffs are in Bandung.

Home ► Destinations ► Java ► Want To Explore Yogyakarta? Learn These First ► Wayang Kulit

2. Wayang Kulit: The Greatest Storytelling Tradition

Wayang stories are usually taken from episodes of the Hindu classic sagas of the Mahabharata and the Ramayana. These stories are not only entertaining but, moreover, teach lofty values and contain deep philosophical thoughts. Accompanied by the remarkable live music of the Javanese gamelan percussion orchestra, Wayang Kulit performances are always present during folk festivities and significant events such at births, weddings, or other celebrations, and lasts the whole night. The particular story presented and messages conveyed are usually relevant to the event.

The text above is an Informative language strategy. In accordance with its function, Informative is a language strategy that aims to provide information and provide an explanation as it is with data and facts and correct opinions. Wayang Kulit performances are always present during folk festivities and significant events such at births, weddings, or other celebrations, is a sentence that provides information about the Wayang Kulit performance and it is a fact and contain the word always, which means it is true as it is, because Wayang Kulit are always present in any folk celebration. Information is given in a clear way, namely introducing the subject, namely Wayang Kulit, then developed with sentence explanations in the form of information, such as These stories are not only entertaining but, moreover, teach lofty values and contain deep

philosophical thoughts. Wayang kulit is an art or performance typical of Yogyakarta. There is a lot of history and stories behind the art of wayang kulit, that's why the text was created to introduce Yogyakarta's special art to readers from all countries in the world, in order to know about the art.

Home ► Destinations ► Java ► Want to Explore Yogyakarta? Learn these First ► Tamansari Water Castle

3. Tamansari Water Castle: A Place for Princesses to Bathe and be 'Hunted' by the Sultan

Located near the Kraton, this place was also known as the garden for the Sultan of Yogyakarta. Tamansari was originally built for multiple purposes yet now only several buildings remain. Some of its original functions were a place to rest, to meditate, to work, to hide and to defend the Sultan's family. In this present day, some of its buildings have now become homes for local residents and only the mosque, resting and bathing space, and underground tunnels are accessible by tourists.

This is a text that used an Informative language strategy. In accordance with its function, Informative is a language strategy that aims to provide information and provide an explanation as it is with data and facts and correct opinions. It can be seen clearly such as following sentences, In this present day, some of its buildings have now become homes for local residents and only the mosque, resting and bathing space, and underground tunnels are accessible by tourists, it is said to be a fact because there is the word In this present day which means it is a fact because it is happening. Located near the Kraton, this place was also known as the garden for the Sultan of Yogyakarta, it is specific information about the existence of the Tamansari water castle, which can make it easier for readers to know the location of the park. The city of Yogyakarta has many stories and historical buildings, one of which is the Tamansari water castle which was built for several purposes such as meditating, resting, etc. There are many stories behind this place and the text was created to provide information to the reader to know one of the historical buildings in Jogja, namely the Tamansari water castle.

Home ► Destinations ► Java ► Cirebon-Indonesia.Travel ► Trusmi Batik Village

4. Trusmi Batik Village: Center of Cirebon's Batik Art

Next to Yogyakarta, Solo, and Pekalongan, the other center of exquisite Indonesian batik art is found in the city of Cirebon on the northern coast of West Java Province. However, the term 'Batik Cirebon' may not be familiar to many since most people usually refer to it as 'Batik Trusmi'. This is because it is at the village of Trusmi, situated some 4 KM west of the city center, that is the heart of Cirebon's Batik production and it is here where you will find the best of Cirebon's distinct batik materials and art.

The text above is an Informative language strategy. Informative is a language strategy that aims to provide information and provide an explanation as it is with data and facts and correct opinions. It can be seen clearly such as, Next to Yogyakarta, Solo, and Pekalongan, the other center of exquisite Indonesian batik art is found in the city of Cirebon on the northern coast of West Java Province, there are words the other center and found, which means it is true and proves that the sentence contained fact. This is because it is at the village of Trusmi, situated some 4 KM west of the city center, that is the heart of Cirebon's Batik production and it is here where you will find the best of Cirebon's distinct batik materials and art, it is information that is presented as it is by explained

about Cirebon batik and the location of the batik production. One of the most popular works of art from Indonesia is Batik. In particular, batik comes from Java. Batik art has a different name in each region. One of them is called Batik Trusmi which comes from the Cirebon area. This batik art from Indonesia has been recognized as a world heritage. That is why the text was created, to introduce batik art to readers from all over the world.

1.2. Persuasive Strategy

Home ► Trip Ideas ► Explore Jakarta's Street Food

1. Explore Jakarta's Street Food

Got the munchies? Explore Jakarta's tongue tantalizing street food. As the capital of Indonesia and a melting pot of cultures, the Big Durian serves some of the most addicting food. These vendors aren't hard to find as they are sprawled all across this city. Once you start munching, you just can't stop!

This is a text that used persuasive language strategy. In accordance with its function, persuasion is a strategy in language that is used to persuade, invite or influence people's thinking. The sentences contained in the text are invitational. As example, it can be seen such the following bold sentences, Explore Jakarta's tongue tantalizing street food, where, the word Explore is an invitation addressed to the reader to try street food. In addition to contained invitations, persuasive also presented facts and opinions to influence or convince readers to follow the message conveyed by the author. It can be seen clearly such as following sentences, As the capital of Indonesia and a melting pot of cultures, the Big Durian serves some of the most addicting food, the sentence serves some of the most addicting food, it is a sentence convincing so that readers are influenced and interested in trying to taste street food in Jakarta, as well as the author indirectly invites readers to travel there. Jakarta is the capital city of Indonesia which has a wide variety, especially in terms of culinary, such as street food. For this reason, this text was created to invite readers to try tasting typical Jakarta snacks.

Home ► Trip Ideas ► Experience Bandung's Unique Hotels

2. Experience Bandung's Unique Hotels

Whether you fly directly to Bandung or perhaps happen to be in Jakarta for business but wish to see other parts of Indonesia, then take a few days off and drive to the cool mountain city of Bandung, a mere three hours away by toll road which passes some refreshing green countryside. Since Bandung is the most popular resort for Jakartans on weekends, we recommend you to travel there from Jakarta on week days.

The text above is an persuasive language strategy. Where, persuasion is a strategy in language that is used to persuade, invite or influence people's thinking. The sentences contained an invitational purposes, it can be seen clearly such as following sentences, Experience Bandung's Unique Hotels and we recommend you to travel there from Jakarta on week days, where the words Experience and We recommend you, are intended for readers to travel and spend the night in Bandung hotels. And bold sentence such as, Then take a few days off and drive to the cool mountain city of Bandung, With the intention of persuaded readers to visit or vacation there. When on vacation to a place, of course, every individual will need a place to spend the night like a hotel. Bandung is one of the cities in Indonesia which is famous for having a lot of beauty and advantages. One of them is to provide a variety of unique hotels for tourists,

therefore the text was created to invite readers to travel to Bandung and experience staying at a unique hotel there.

Home ► Destinations ► Bali&Nusa Tenggara ► Badung Market

3. Need to go shopping in Bali? Let's go to Badung Market!

Visiting Bali is never complete without some shopping spree! Badung Market is your must-go spot to do just that! This largest traditional market lies in the island's busiest city, Denpasar. It offers a wide range of items, from essential everyday products to Balinese souvenirs. Explore its 4-floor building, to buy food, fabrics, and try some tasty treats!

This is a text that used persuasive language strategy. In accordance with its function, persuasion is a strategy in language that is used to persuade, invite or influence people's thinking. The sentences contained an invitational purposes, it can be seen such the following bold sentences, Let's go to Badung Market!, Badung Market is your must-go spot to do just that! and Explore its 4-floor building, Where words let's go, your must-go spot to do just that! and Explore, as evidence of an invitation to the reader to visit Badung Market while traveling in Bali. Besides contained invitations, persuasive texts also presented facts, it can be seen clearly such as following sentences, It offers a wide range of items, from essential everyday products to Balinese souvenirs, which is presented to convince the reader by telling what is in the market, so that the reader becomes interested in visiting the place. Bali is one of the cities in Indonesia, which is famous throughout the country for the beauty of its destinations. In addition to traveling, tourists usually don't forget to shop for souvenirs to be remembered when they return home. One of the famous markets that provides Balinese souvenirs is the Badung Market. Therefore, the text was created to introduce and invite readers to come shopping at the Market.

Home ► Destinations ► Bali&Nusa Tenggara ► Manuaba Waterfall, the Hidden Beauty of Tegallalang, Bali

4. Manuaba Waterfall, the Hidden Beauty of Tegallalang, Bali

Ubud is a beautiful destination in Bali filled with so many amazing spots you can explore such as the ancient Goa Gajah, the scenic Campuhan Ridge Walk, or the amusing Monkey Forest Sanctuary. Little did you know, there existed a hidden gem secluded among the small lush forest near Ubud in Tegallalang, situated in a humble village. Be prepared to be taken aback by the stunning Manuaba Waterfall! Located in Kenderan village, Tegallalang, in the east of Tegallalang main road, the waterfall can be found near a small temple called Pura Griya Sakti Manuaba. Unlike any other known waterfalls around Ubud, Manuaba Waterfall was first opened not too long ago in 2019 and is still rarely touched by travelers. In addition, Manuaba Waterfall is also situated nearby numerous fantastic tourist attractions that you should definitely check out as well!

This text is an persuasive language strategy. It is a strategy in language that is used to persuade, invite or influence people's thinking. The sentences contained an invitational purposes, it can be seen such the following bold sentences, Manuaba Waterfall is also situated nearby numerous fantastic tourist attractions that you should definitely check out as well!, where, the sentence you should definitely check out as well!, is intended so that readers can also try the fantastic tourist attractions around the Manuaba waterfall. Persuasive also presented facts. As example, it can be seen clearly such as following sentences, Ubud is a beautiful destination in Bali filled with so many amazing spots you can explore such as the ancient Goa Gajah, the scenic Campuhan Ridge Walk, or the

amusing Monkey Forest Sanctuary, made to provide information as well as to convince readers to follow the message conveyed, namely choosing a suitable Ubud as a tourist destination. It is said to be a fact because there is evidence of an amazing place called, that is Goa Gajah, the scenic Campuhan Ridge Walk, or the amusing Monkey Forest Sanctuary. Manuaba is a waterfall located in Bali, which has an amazing beauty that not many people know about, that's why this text was created to introduce and invite readers from all over the world to visit or travel to Manuaba Waterfall.

Based on the data, It can be concluded that the used of language or Linguistic Strategy in the Official Website of Indonesia Tourism dominatly the used of the Persuasive Strategy. Because, according to its function, the website serves to promote and sell tourism-related in Indonesia.

The Realization of linguistic strategies displayed in Official Website of Indonesia Tourism

This part deals with the investigation of how linguistic strategies are realized in the texts displayed on the official website of Indonesian tourism. The linguistic strategy is realized by using Interactional Metadiscourse based on the theory of Hyland and Tse (2004). Metadiscourse markers are needed when designing a text with the aim of convincing, influencing and engaging the reader. According to Hyland and Tse (2004) there are five categories of Interactional Metadiscourse, namely Hedges, Boosters, Attitude Markers, Self-mentions and Engagement Markers. The analysis explained below

1. Hedges

Hedges indicate the 'refusal' of the author of the text to fully engage with a stated proposition or presented as an option, not a fact. The most commonly used verb are might, perhaps, possible, can, or should which, either used as personal.

Data 1. There are so many beauties you can savor in this beautiful island in West Nusa Tenggara.

Can be seen in the sentences above used Hedges markers. it serves provide opinions rather than facts. categorized as hedges because in accordance with its features, namely the used of the word Can. Where, Can in the sentences above is used by the writer with the intention of giving an offer and an opportunity to do something. Through the use of Can, the writer wants to convey information as if it were only an opinion. So, in addition to provided statements or information, the writer also provided an opportunity for readers to rethink or consider the information provided. It is in this context that the function of Hedges shows the author's refusal to fully engage with the statements or opinions presented.

Data 2. Manuaba Waterfall is also situated nearby numerous fantastic tourist attractions that you should definitely check out as well!

It can be seen that the sentences above, included the Hedges marker. categorized as Hedges because in accordance with its features, namely used the word Should. Where the word should in the sentences above is used by the writer to express something that has to be done, which means involving the reader in the statement made in order to follow the message conveyed by the writer. It is in this context that the author indicated that he does not want to be fully involved in the statements or information provided.

2. Booster

Boosters emphasize force or writer's certainty in proposition or words that express certainty and highlight the power of a proposition. The superlative

adjective such as the most is very representative of boosters. To sum up, boosters persuade through exaggerating, emphasizing and adding superlative hints to expressions.

Data 1. It a perfect place to observe over the incredible natural surroundings.

Data 2. Waterboom is by far the most popular attraction in the park.

It can be seen that the sentences above included Booster markers. Categorized as a booster marker because according to its features, namely adding superlative instructions and according to function, that the booster is persuasive through exaggeration such as, the most popular, extraordinary, amazing, etc. The use of boosters in the sentences above, aimed to strengthen the arguments or statements made by the writer, with the intention that the reader is interested in the statements conveyed.

3. Attitude Markers

Attitude markers display strategies for readers to understand the writer's ideas or concepts. Or provide information about the author's feelings about the situation being described. Adverbs of manner such as unfortunately or surprisingly are the most prominent form of attitude markers.

Data 1. This mangrove forest is surely the most congenial place for your upcoming vacation.

The sentence above included Attitude Markers. Categorized into Attitude Markers because according to it function, these markers are used to express the author's attitude towards the statements made. For example, through the word surely, the writer wants to express a sense of belief about the place or object of the statement made. Through Attitude markers, the writer wants to strengthen the meaning of the statement. so that the reader knows the meaning of the author's concept.

4. Engagement Markers

The function of engagement markers is explicitly refers to or build relationship with reader. Resembling an invitation, engagement markers make a direct reference to the reader. The example of engagement markers are consider, note that or you can see that. In the case of engagement markers, they serve to create a dialogue between the author and the reader of a proposition, and even though an answer is not needed, the reader automatically formulates one in his or her mind.

Data 1. Be prepared to be taken aback by the stunning Manuaba Waterfall!

Data 2. Visit the beautiful island of Bali

Data 3. Experience the Ultimate Serenity at Capella Ubud

It can be seen that the sentences above included Engagement Markers. Because according to its function that this marker is used to build a dialogue relationship between the writer and the reader like an invitation. for example in the sentences above, the author used the words Experience, You can also, etc. with the intention of invited and to facilitate conversation with readers. The used of a second person like You is a way to created friendly relations and shorten the distance between writer and reader.

5. Self-mentions

The function of self-mention is to explicit reference to author(s). Pronouns are the most visible form of self-mentions. Functioning as subject, object and/or possessive pronoun (we, us, our), presented the author in the shape of a person rather than an entity. Verbs – conjugated in first person plural are the second most recurrent form of self-mentions. Self-mentions represent helps to enhance

the notion of a community or group of people as part of the tourism destination. In other words, the plural number strengthens the proposition due to the fact that the reader is more likely to accept it if there is a majority supporting a statement.

Data 1. It was very fortunate for our influencers that they were invited to enjoy this paradise.

The sentence included Self-mentions. Because according to its features, namely used we, us and our. For example in the sentence above, Our is an adjective as well as a subject that is used to show the author's ownership, namely Influencer. Through the used of Our can strengthen a proposition due to the fact that the reader is more likely to accept it if there is a majority or evidence to support a statement.

Data 2. We suggest you to plan your trip to Lombok.

It can be seen that the sentence above included self-mentions. categorized as self-mention because in accordance with its features, namely used we, us and our. The used of We is intended to suggest readers to follow the message conveyed. The writer used We so that a group of people or individuals feel part of the tourist destination.

Data 5. Before going to other options, let us take a look on the signature treat

Based on the sentence above are Self-mentions. It is said to be self-mention because in accordance with its features, namely used we, us and our. The use of Us in this sentence is a form of plural self-mentions which is used to invite the reader to see or know the typical food of Palembang. Through self-mention helps to increase the understanding of an individual or group of people as part of the statement delivered.

Based on the data above, it was found that the language strategy is realized through Hedges 20,2%, boosters 28%, Attitude Markers 3,6%, Engagement Markers 45,6% and Self-mentions 2,6%. It can be seen that it is more dominantly realized used Engagement Markers, because seen from its function, namely building relationships with readers such as invitations, according to the function of the Official Website of Indonesia Tourism (www.indonesia.travel) which was created with the intention of introduced and promoted all tourism related activities available in Indonesia to all people from all over the world. It is certain that in order to achieve this goal the ministry of tourism used languages that involved and invited that aimed to make readers interested in traveling to destinations in Indonesia.

Reasoning The Use of Linguistic Strategy

Linguistic strategy were very important to used when communicating with an individual or group. People used strategy in language to achieve the goals they want. The use of linguistic strategy can be used through oral and written communication. One of the used of linguistic strategies in written form is the official website of Indonesian tourism, which is managed directly by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. The website was created specifically to introduced and promoted tourism-related in Indonesia. Of course, in order to achieve this goal, the ministry of tourism used a strategy in language. After doing the research, researcher found the types of strategy used on the website, namely, Informative Strategy and Persuasive Strategy. In accordance with the function of the website, the texts are made to introduce tourism by providing information about tourism in Indonesia according to facts, so used informative languages. Likewise, by promoting related to Indonesian

tourism with the aimed of attracting potential tourists, the Ministry of Tourism used persuasive languages.

In addition, in conveyed information related to Indonesian tourism to all corners of the world, the Ministry of Tourism must really used good and correct language so that the purpose of the website is achieved and can be understood and accepted well by the whole community. Related to this, the researcher looks at and analyzed how the language is realized by the Ministry of Tourism so that the texts made are successful. Linguistic strategy were realized by Interactional Metadiscourse based on the theory of Hyland and Tse (2004). Metadiscourse markers are needed when designing a text with the aim of convincing, influencing and engaging the reader.

In other words, informative strategy was needed when want to convey information based on facts and persuasive strategy was needed when want to promote a place, object or other thing with the aimed of influenced and invited. Not only that, so that a text can be said to be successful in conveyed an information or other purpose, interactional metadiscourse markers were needed when designed a text in order to convince, persuade and influence the reader.

4. CONCLUSION

Based on the results and investigated the data analysis of the Linguistic Strategy in the text displayed on the Official Website of Indonesia Tourism (www.indonesia.travel) that found in chapter four the researcher draws some conclusions as follow:

1. Found variations types of linguistic strategies in the texts displayed on the Official Website of Indonesia Tourism (www.indonesia.travel). There are 100 data collected by researcher. A total of 41 data were categorized as informative strategy and 59 data were categorized as persuasive strategy. It can be seen that the used of language or Linguistic Strategies in the Official Website of Indonesia tourism dominantly the used of Persuasive Strategy. Because, the website functions to promote and sell things related to tourism in Indonesia. In addition, the researcher also explained how informative strategy and persuasive strategy are in these texts. Due to the variety of these types of language strategies, they have different functions based on the context in which each text is displayed.

2. Linguistic strategy are realized through Interactional Metadiscourse markers based on the theory of Hyland and Tse (2004). Here researcher found five kinds of realization of linguistic strategies contained in the text displayed on the official website of Indonesian tourism. The first is Hedges, the second is Boosters, the third is Attitude Markers, the fourth is Engagement Markers and the fifth is Selfmentions. From 100 texts obtained from the official Indonesian tourism website, the researcher found 39 sentences included Hedges markers, 54 sentences included Booster, 7 sentences included Attitude Markers, 88 sentences included Engagement Markers and 5 sentences included Self-mentions. It can be seen that it is more dominantly realized used Engagement Markers, because its function is in accordance with the function of the Indonesian tourism website which was created with the intention of introduced and promote all tourism-related activities in Indonesia to all people from all over the world. to achieve this goal the ministry of tourism used languages that involved and invited that aimed to make readers interested in traveling to destinations in Indonesia.

3. Linguistic strategy are used by a person or group of individuals in communicating orally and in writing to achieve the goals of the communication.

Indonesian tourism website (www.indonesia.travel) is one of the use of linguistic strategy in writing. The use of linguistic strategy on the website is used to introduced and promoted related to Indonesian Tourism. The linguistic strategy contained on the website are realized through Interactional Metadiscourse, namely Hedges, Boosters, Attitude Markers, Engagement Markers and Self-mention. Where, Metadiscourse markers were very necessary when designed a text in order to convince, persuade and influence the reader.

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