

# Journal of Hunan University (Natural Sciences)

Vol. 52 No. 7  
July 2025

Available online at  
<https://jounus.com>



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Open Access Article

 <https://doi.org/10.55463/issn.1674-2974.52.7.3>

## Stylistic Features of Social Media Promotional Language and Their Association with Likupang's Destination Image

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### Article History:

**Received:** June 14, 2025

**Revised:** July 17, 2025

**Accepted:** July 25, 2025

**Published:** August 30, 2025

### Abstract

Social-media promotion is a core instrument of destination branding, yet evidence on which linguistic features most effectively shape perceptions for Indonesia's super-priority sites remains limited. This study examines the association between the stylistic properties of the promotional language used for Likupang and the construction of its destination image and audience response. Using a qualitative, descriptive design, we assembled a purposive sample of Likupang-promoting publicly available posts from Instagram, Facebook, X (Twitter), and TikTok. Texts were analyzed with a stylistic lens to identify recurrent linguistic elements—diction (e.g., evaluative and imperative wording), figurative language (e.g., hyperbole), repetition, and persuasive addressivity/calls-to-action and to relate these patterns to observable engagement (likes, comments, shares). The analysis indicates that hyperbolic formulations, strategic repetition, and persuasive diction are prominent in successful posts and are associated with higher audience interaction than more formal, purely informative messaging. Posts employing emotionally expressive and interactive language (e.g., direct appeals, questions) tend to elicit stronger engagement, while the inclusion of local language enhances participation from local audiences and reinforces place attachment in the narrative framing of Likupang. These findings outline stylistics-informed communication tactics that destination managers can adapt to digital tourism marketing.



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As an observational study, the results speak to associations rather than causality and motivate subsequent confirmatory, mixed-methods research.

**Keywords:** Destination image; stylistics; social-media promotion; promotional discourse; Likupang; Indonesia; digital tourism marketing.

## 社交媒体推广语言的文体特征及其与 Likupang 目的地形象的关联

### 摘要

社交媒体推广已成为目的地品牌塑造的核心工具，但关于哪些语言特征最能有效塑造感知，在印尼“超级优先”目的地上的证据仍然有限。本研究考察用于 Likupang 推广的语言文体属性如何与其目的地形象的建构及受众响应相关。采用质性、描述性设计，基于目的性抽样收集 Instagram、Facebook、X（原 Twitter）与 TikTok 上推广 Likupang 的公开帖文。我们从文体学视角分析文本，识别反复出现的语言要素——用词（如评价性与祈使式表达）、修辞语言（如夸张）、重复，以及具有说服性的受话指向与行动号召——并将这些模式与可观测的互动指标（点赞、评论、分享）相联系。分析显示，夸张式表述、策略性重复与说服性用词在高表现帖文中更为突出，与较为正式、纯信息型的信息相比，这些要素与更高的受众互动相关。采用情感表达性与互动性语言（如直接诉求、设问）的帖文更易激发参与；在号召性内容中加入本地语言，有助于提升本地受众的参与，并在 Likupang 的叙事框架中强化地方依恋。研究据此提出可供目的地管理者在数字旅游营销中采纳的文体学导向传播策略。作为观察性研究，结论揭示的是相关性而非因果关系，并为后续验证性的混合方法研究提供方向。

**关键词：**目的地形象；文体学；社交媒体推广；促销话语；Likupang；印度尼西亚；数字旅游营销。

### 1. Introduction

Tourism has become a rapidly growing economic sector and plays an important role in the economic growth of a region. In the context of tourist destinations, tourism image is one of the main factors that influence tourists' interest in choosing a location to visit [1]. This image is formed through various aspects, including natural attractions, culture, accessibility, and promotions carried out by the government and tourism industry providers [2]. One of the effective ways to build a tourism image is through social media promotion, which is now the main platform in the marketing strategy of tourist destinations [3]. The use of language stylistics in tourism promotion on social media can affect tourists' perception of a destination, thereby contributing to the increase in tourism attraction [4].

Tourism image is a perception and image formed in the minds of tourists toward a tourist destination based on their experiences, expectations, and information they receive. A positive tourism image can increase tourists' interest in revisiting and encourage tourism

development in an area [5]. Tourism attractions, facilities, friendliness, and environmental cleanliness and safety are key elements in building a good destination image [6]. According to Astriecia and Rahadyan (2020), the revitalization of tourist destinations plays an important role in shaping a more modern and attractive image for tourists [7]. For example, Yogyakarta's Zero Kilometer Point area has experienced an increase in tourism image after infrastructure improvements and better spatial management.

Tourism image is also closely related to tourist satisfaction, which ultimately influences the decision of tourists to recommend a destination to others. Lubis (2022) showed that the quality of services, including the availability of tourist information, plays an important role in improving destinations' image [8]. In addition, cultural aspects and the uniqueness of local cuisine can also be the main attraction that shapes tourists' positive perception of an area [9]. Effective marketing strategies, such as social media and digital branding, can be a

powerful tool in shaping a strong tourism image and increasing the competitiveness of tourism destinations at the national and international levels [10].

Social media has transformed the tourism promotion landscape by enabling direct interaction between tourism actors and tourists [11]. The key to creating a stronger attraction to a tourist destination is the use of an attractive, persuasive, and appropriate language style in accordance with audience segmentation [12]. Likupang, as one of the super priority destinations in Indonesia, is an example of how effective promotion on social media can improve the image of tourism and attract more domestic and foreign tourists [13]. However, the effectiveness of these promotional strategies still needs to be analyzed in more depth, especially in terms of how the stylistic language used can influence tourists' perceptions and decisions in visiting the destination [14].

The stylistics of language in tourism promotion include various linguistic elements, such as diction, metaphors, hyperbole, and rhetorical styles, designed to create emotional appeal for the audience [15]. The proper use of language can build a stronger impression of exclusivity and attraction to a tourist destination, as in the digital promotion of tourist villages and marine tourism in Indonesia [16]. In addition, schematic strategies in the preparation of promotional narratives contribute to the effectiveness of conveying messages to potential tourists [17]. Therefore, understanding how stylistic promotional language is used in social media is important in designing a more effective tourism marketing strategy [18].

Although many studies have addressed the role of social media in tourism marketing, studies that specifically highlight how the use of certain language elements can affect travelers' perceptions remain lacking [4]. This understanding is important for tourism policy makers, creative industry players, and local governments in designing promotional strategies that are more effective and in accordance with the characteristics of the intended audience [19].

Previous research has shown that social media plays an important role in shaping the image of tourist destinations through effective communication strategies [1]. However, few studies have specifically examined how language stylistics in digital promotions can influence travelers' decisions [3]. Therefore, this study aims to fill this gap by analyzing the promotional language used in social media in building the image of Likupang tourism.

This study aims to analyze how the stylistics of language in social media promotion can affect the image of Likupang tourism. This study aims to identify the dominant linguistic elements in the tourism promotion narrative, evaluate the effectiveness of the language style used in attracting tourists, and provide recommendations for more effective communication strategies to increase the attractiveness of Likupang

tourism. By understanding this aspect, this research can contribute to the development of a more innovative and data-based marketing strategy for tourist destinations.

## 2. Method

### Research Design

This study used a qualitative method with a descriptive approach to understand and describe the use of stylistics in promotional language on social media and its impact on the image of Likupang tourism. This approach was chosen because it allows for an in-depth analysis of linguistic phenomena in the context of tourism promotion. Creswell (2014) explained that the descriptive qualitative method aims to explore the meanings and patterns that emerge in the data, without manipulation or quantitative measurement [20].

As an illustration, in the coding process, the category of "persuasive diction" is operationalized by identifying words that have an inviting or influential tone, such as words that encourage readers to feel interested or want to visit, like "definitely back again" or "unforgettable experience." For example, in the social media post "😊 Definitely Back Again!! 🧑❤️🔥", the use of "definitely" and "back again" demonstrates repetition and the desire to visit again, which is a form of "persuasive diction."

Inter-coder reliability in this study is ensured through cross-checking between two coders trained in stylistic analysis. Each coder independently codes the same sample data, and the results are compared to measure consistency. If discrepancies are found, clarification is conducted through discussion and revision to reach a consensus. Additionally, peer review is conducted to verify the analysis results, ensuring rigor and objectivity in the coding process.

### Data Source

The data used in this study came from two main sources: primary data and secondary data. Primary data were obtained from social media uploads, including Instagram, Facebook, Twitter, and TikTok, which contained Likupang tourism-related promotional text. The selected posts include captions, hashtags, and visual elements that support the promotion. Secondary data were obtained from various relevant literature, such as scientific journals, books, and research reports related to stylistics, tourism promotion strategies, and the role of social media in shaping destination image.

### Data collection techniques

The data collection process was conducted through nonparticipatory documentation and observation techniques. Documentation techniques were used to collect and record promotional text from official government accounts, travel agents, and tourism influencers found in social media posts. Meanwhile,

nonparticipatory observation allowed researchers to observe linguistic patterns in tourism promotion without participating in social media interactions [21].

**Data analysis techniques**

The collected data are then analyzed using stylistic analysis methods to identify the linguistic elements used in the promotional text. This analysis aimed to uncover patterns of use of language styles, such as diction, figurative language, repetition, and other rhetorical strategies. In addition, an interactive analysis model developed by Miles and Huberman (1994) was applied, which consisted of three main stages [22]. The first stage is data reduction, which involves selecting, focusing, and simplifying relevant data. In this stage, the collected promotional text is selected and categorized based on the type of stylistics used. Furthermore, the data presentation stage is conducted by compiling the analysis results in the form of a table or narrative description that explains how the language style is used in the promotion of Likupang tourism. In the final stage, namely, drawing conclusions, the data analyzed are interpreted to understand how the use of promotional language contributes to the formation of the image of Likupang tourism.

**Research Instruments**

As the main instrument in this study, the researchers played a role in interpreting the collected data. In qualitative research, the researchers act not only as data collectors but also as analytical tools that determine the categories and patterns found in the study [23].

Criteria for selecting posts in this study:

1. Time Frame: Posts are selected for the last 6 months (January to June 2025). Posts older than 6 months or irrelevant posts will be excluded.
2. Number of posts per platform:
  - a. Instagram: A maximum of 30 posts.
  - b. Facebook: Maximum of 25 posts.
  - c. Twitter: Maximum of 40 tweets.
  - d. TikTok: Maximum of 20 videos.
3. Official Accounts vs. Influencers:
 

Official Accounts: Verified government or travel agency accounts.

Influencers: Accounts with at least 10,000 followers and relevant to tourism.
4. Exclusion Criteria: Irrelevant posts, posts not in Indonesian or local languages, or duplicate content will be excluded.
5. Transparency and Replicability: Each selected post will be recorded with its source (account, date, and platform) to ensure that the study can be replicated by other researchers.

**3. Results**

**3.1 Stylistics analysis**



**Figure 1. Likupang Tourism Festival (LTF) 2024**  
Source: (Instagram: @kasanakamarisulut)

**Table 1. Identification of dominant language and language strategies**

Stylistics Elements	Analysis	Examples in the Text
Formal and Informative Diction	Use clear and straightforward language to convey information about the event.	"The merger of these two events will bring various benefits, including: Increasing exposure and information of Likupang as a high-priority tourist destination."
Hyperbolic language	Giving a big impression on the event's impact in supporting the tourism sector.	"The presence of 25 regional head representatives from across the Asia Pacific region at UCLG ASPAC 2024 will be a golden opportunity to promote Likupang..."
Repetition	Repetitive phrases are used to emphasize the benefits of the event.	"Increasing tourist visits... increasing the income of local communities... encouraging economic growth in the region."
Persuasive Language Style	Invite the audience to understand the importance of this event for tourism and investment.	"This event is expected to have a positive impact on the development and development of the tourism sector..."
Hashtag Branding	Used to increase reach and engagement on social media.	#LikupangTourismFestival #Likupang #UCLGAspac2024

This post used formal and informative language, as it is aimed at policymakers, tourism industry players, and investors who play a role in the development of Likupang as a super priority tourist destination. The dominant stylistic strategies in this text were hyperbole, repetition, and persuasive diction, which were used to emphasize the positive impact of events on the tourism sector and regional economic growth. The main focus of this upload is not only to promote the event but also to build the narrative of Likupang as an investment center and a leading tourist destination. In addition, the use of hashtag branding aimed to expand the reach of promotions on social media, although its effectiveness can be increased by adding more emotional and descriptive dictionaries regarding the beauty of Likupang to make it more appealing to potential tourists.



Figure 2. UCLG ASPAC Likupang 2024 and Likupang Tourism Festival 2024

Sumber: (Tiktok @phey\_novel)

Table 2. Identification of the Figurative and Dominant Language Strategies

Stylistic Elements	Analysis	Examples in the Text
Hyperbole	Excessive use of words to increase the event's appeal.	"There are a lot of activities and competitions" → the phrase "a lot" emphasizes the event's large scale.
Imperative Figure of Speech (Invitation/Persuasion)	An invitation sentence to attract community participation.	"Marijo Torang Enliven this event.." → direct invitation with the use of local language (Marijo = let's go).
Persuasive diction	Words that aim to persuade the audience to participate in the event.	"FREE 📍😊" → emphasizes that the event is free, thus attracting more audiences.
Use of symbols and emojis	Giving a more relaxed, friendly, and engaging impression to social media users.	"😊😊" → create a warm atmosphere invites engagement.
Hashtag Branding	Expand the reach of posts to make them easier to find on social media.	#lft2024 #likupangtorang #uclgaspac2024 → emphasizes the event's identity and location.
Straightforward and to the point information	There are no metaphorical elements or hyperbole to it, so it is more informative than emotional.	"UCLG ASPAC Likupang 2024 & Likupang Tourism Festival 2024 to be held on June 5, 6, 7, 2024" → provide a clear and certain overview to the audience.

This post emphasizes the call to participation with light, relaxed, and easy-to-understand language. By including a local language (Manado) such as "Marijo Torang" as a communication strategy, this post creates cultural closeness with the local community. In addition, the use of persuasive language and visual elements, such as emojis and hashtags, strengthens the appeal of promotions and increases audience engagement on social media. Overall, the stylistics used in this post do not rely too much on metaphors or poetic descriptions; rather, they focus on simplicity and direct invitation to be easily accepted by the audience. However, to make the promotion more effective, descriptive elements that are more imaginative should be added, for example, with phrases such as "Enjoy the excitement of the cultural festival and the beauty of the Likupang coast at this spectacular event!" to strengthen the emotional appeal for potential tourists.



**Figure 3. Promotion of the Super-Priority Destinations in Likupang**  
 Source: Instagram (@northsulawesitourism)

		Indonesian tourism." → The words "cooperation" and "synergy" have similar meanings.
Imperative Language Style (Call-to-action)	Invite the audience to participate in tourism promotion activities.	"Inviting the participants of the Fam Trip to participate in promoting the tourism potential of North Sulawesi through tour packages."

This post used a formal and expository style, as it is aimed at businesses and governments, not general tourists. Unlike tourism promotions that usually use emotional and persuasive language, these posts focus more on delivering detailed information about the event and the activity's purpose. In addition, no use of hyperbolic or metaphor was found, as the text was informative and academic. To make it more attractive to general tourists, this promotion should include persuasive and descriptive elements that describe the beauty of the Likupang destination in a more emotional way, so that it can build a stronger tourist attraction.

**Table 3. Identification of dominant language and language strategies**

Stylistic Elements	Analysis	Examples in the Text
Formal Diction	The use of more formal and professional language, reflecting the business nature of the event.	"In order to strengthen the promotion of the Manado-Likupang Super Priority Destination, the Regional Tourism Office of North Sulawesi Province is collaborating with the Ministry of Tourism and Creative Economy..."
Expository Language Style	Explain the event in a concise and informative manner without much emotional or persuasion.	"The activity, which was held on Saturday, June 11, 2022, at the Mercure Tateli Manado Beach Resort Hotel, is a series of Familiarization Trips..."
Pleonasm Speech Figure	Repetition of a word or phrase that actually has a similar meaning to clarify the meaning.	"Cooperation across tourism service business actors, between the central and regional governments, so that they work together to build the progress of



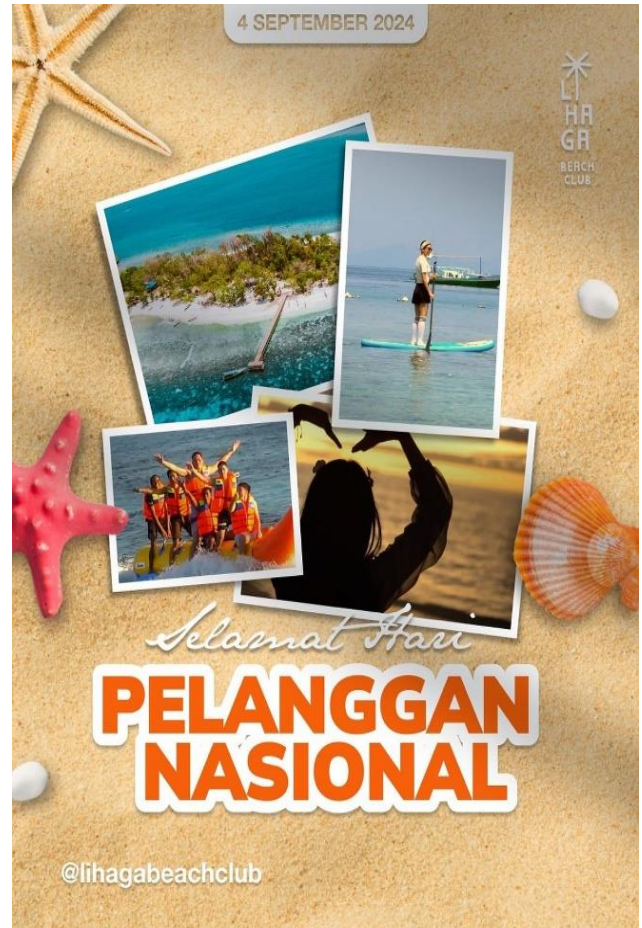
**Figure 4. Promotion of tourism in the North Minahasa Regency (Likupang)**  
 Source: (Facebook: @Kabupaten North Minahasa)

**Table 4. Identification of dominant language and language strategies**

Stylistic Elements	Analysis	Examples in the Text
Formal and Informative Diction	Use of formal language to convey important event information.	"Where increasing tourism will encourage local economic growth, create jobs, and increase tolerance and diversity..."
Persuasive language	Use words that invite and build the audience's spirit.	"So, what are you awaiting?" Let's make this event success!"
Hyperbole	Giving a greater impression of the impact of the event.	"We hope that the promotion of Minut as an international tourist destination will increase the visibility and image of the region."
Repetition language	Repetition of words or phrases to emphasize a message.	"Improving development, community welfare, and opportunities to promote the North Minahasa culture to the international world."
Code-Mixing	A combination of English and Indonesian to reach a wider audience	"Don't miss it, guys!" "Have a conversation with the Prime Minister..."
Hyperbole	The style of expository language is important because it explains the effects of the event in a concrete and structured manner.	"With this event, we will attract domestic and international tourists to Minut, increase the occupancy of hotels, restaurants, and tourist attractions, and become a bridge in promoting Minut's investment potential to domestic and international investors."

This post used a mix of formal and persuasive language, where the section describing the event is addressed to governments and investors in an informative language style, while the invitation to participate is more relaxed and interactive. The stylistic strategies used include repetition, hyperbole, and code-mixing (a mix of English and Indonesian) to expand the audience's reach on social media. By targeting two main groups—the government/investors through formal language and the public/tourists with a lighter

invitation—this post seeks to introduce Likupang as an international tourist destination. However, this promotion can be strengthened with visualizations that better describe the natural beauty and cultural attractions of Likupang to attract more tourists, so that the audience can be more emotionally connected to the destination.



**Figure 5. Promotion of Likupang Tourism**  
Source: (Instagram @lihagabeachclub)

**Table 5. Identification of dominant language and language strategies**

Stylistic Elements	Analysis	Examples in the Text
Appreciative language style	Reward travelers to increase their loyalty and emotional attachment.	"Thank you for choosing us as your travel destination."
Persuasive and Positive Language	Use words that build a positive impression of the destination.	"Happy National Customer Day!" providing a sense of appreciation and togetherness.
Simplicity and Direct Address	Instantly greet the audience without using complex sentences.	The use of the word "you" creates a direct connection with the reader.
Hashtag Branding	Increase the reach of social media posts and connect them to national tourism promotions.	#Likupang #ParadiseFound #WonderfulIndonesia #PesonaIndonesia

This post used short, persuasive, and appreciative language with the main goal of building an emotional connection with travelers through gratitude expressions. There is not much use of figurative or descriptive language styles, as the text emphasizes simplicity and direct impressions to make it easy for the audience to understand. In addition, the use of branding hashtags, such as #WonderfulIndonesia and #PesonaIndonesia, plays an important role in increasing social media engagement and strengthening linkages with national tourism campaigns. Although it is effective in building brand awareness, this promotion can be more attractive if a brief description of the tourist attractions of Lipupang is added, so that prospective tourists will be interested in visiting.



Figure 6. Pilusang Beach, Likupang, Indonesia  
 Sumber: (Tiktok @dindacresheilla)

Table 6. Identification of dominant language and language strategies

Stylistic Elements	Analysis	Examples in the Text
Hyperbole	An incredible impression of the travel experience.	" <i>Definitely Back AgainII</i> " 🤩🔥 → the use of the word " <i>definitely back againii</i> " gives the impression that the tour experience is very memorable.
Emotional expression (emoji)	Add an emotional element to communication to make it more expressive.	" " " → reflects enthusiasm and satisfaction with tourist attractions.
Casual and Slang	Use more casual language to get closer to the audience of TikTok.	" <i>Definitely go againii</i> " → the use of additional letters (againii) indicates an enthusiastic and hyperbolic tone.
Hashtag Branding	Used to increase engagement and reach a wider audience.	#DestinasiPrioritas #DiIndonesiaAja #fyp

Consolidation of Stylistic Elements	Analysis	Examples in the Text
Hyperbole/Casual and Slang	Shows an incredible impression and enthusiastic tone using informal and exaggerated language.	" <i>Definitely Back AgainII</i> " 🤩 → the use of " <i>definitely back againii</i> " shows a hyperbolic and enthusiastic tone with casual language.
Emotional expression (emoji)	Adds an emotional element to communication to make it more expressive.	" 🤩🤩🤩🤩 " → reflects enthusiasm and satisfaction with tourist attractions.
Hashtag Branding	Used to increase engagement and reach a wider audience.	#DestinasiPrioritas #DiIndonesiaAja #fyp

This post used relaxed and emotional language, with the addition of emojis and hyperbole to reinforce the expression of enthusiasm for the Pilusang Beach, Likupang, tourist experience. Unlike formal and informative tourism promotions, these posts emphasize personal testimonials, which are effective in attracting tourists through authentic experiences. In addition, the use of branding hashtags, such as #DestinasiPrioritas and #DiIndonesiaAja, strengthens the connection with the national tourism campaign, increasing the chances of these uploads reaching a wider audience. However, to be more effective, this post can be strengthened with the

addition of a brief description of Pilusang Beach's attractions, so that it not only highlights personal experiences but also provides more information for potential tourists. This strategy is perfect for social media platforms like TikTok as a casual and experience-based approach, and it is easier to attract attention and encourage interaction from platform users.

## 4. Discussion

### 4.1 Impact on Tourism Image

#### a. Word choice and language styles

Stylistic analysis in Likupang tourism promotion shows that the use of figurative language, persuasive language, and repetition play an important role in building tourist attraction. Hyperboles such as "golden opportunity to promote Likupang" emphasizes the importance of events in improving the destination's image. In addition, imperatives and invitations, such as "Marijo Torang enliven this event...", creates closeness to the audience, especially the local community.

The use of persuasive language that emphasizes positive words and builds enthusiasm also reinforces the destination's exclusivity and attractiveness. For example, in social media posts, phrases such as "Enjoy the excitement of the cultural festival and the beauty of the Likupang coast at this spectacular event!" can spark the imagination of potential tourists and increase their interest in visiting.

#### b. Responding Audiences to Promotional Language

The audience's response to promotional language in social media can be seen from the level of engagement, such as the number of likes, shares, comments, and the use of hashtag branding. Emojis and casual language, such as the phrase "definitely go back" 🤔👤❤️🔥, has been shown to increase audience engagement on platforms like TikTok and Instagram. High levels of interaction are also seen in posts that use community-based participation invitations, for example, in local languages such as "Marijo Torang Enliven this event..", which strengthens cultural connections with local communities.

Conversely, posts with overly formal and expository language, such as in Business Gathering promotions on Facebook, tend to get a lower response from general tourists because they are more aimed at policymakers and tourism industry players. This shows that the selection of languages that suit the target audience greatly affects the effectiveness of tourism promotion.

### 4.2 Comparison with Theory

#### a. Stylistic Theory

According to Leech (1983), Stylistics encompasses various aspects of language, such as diction choice, the use of figurative language, and sentence structures, which directly influence the coding categories in this analysis, thereby strengthening the connection between existing theories and the audience's interpretation [24]. The results of this study indicate that the use of hyperbole and persuasive language is in accordance with Leech's stylistic principles, where effective promotional language can create a stronger impression of a tourist destination.

#### b. Promotional Discourse Theory

Cook (2001) stated that promotional discourse involves various linguistic and nonlinguistic elements to build persuasive appeal [25]. This study found that Likupang tourism promotion on social media relies not only on text but also on visuals, audio, and digital interactions. This can be seen in the use of TikTok and Instagram Reels videos that feature natural scenery, traditional music background sounds, and interesting captions, which are in accordance with the MMD approach in digital promotion.

#### c. Tourism Destination Image Theory

According to Echtner and Ritchie (1993), the image of a tourist destination is formed through three dimensions: functional attributes (for example tourist facilities), psychological attributes (tourists' impressions and emotions), and holistic image (overall perception of the destination) [26]. From the results of this study, the use of emotional and visual language in Likupang tourism promotion contributes to the formation of a more positive psychological image. However, more formal and informative promotions tend to emphasize the destination's functional aspects.

#### d. Comparison with Previous Research

In the discussion section of this study, the findings show that the stylistics of language in social media promotion plays an important role in building the image of Likupang tourism. Hyperbole language, persuasive language, and repetition in promotional posts have been proven to increase tourist appeal and form positive perceptions among tourists. These results agree with those of previous studies that highlight the role of language in shaping the image of tourist destinations. Previous studies by Sitohang (2023) and Dewati et al. (2023) showed that social media has become a major tool in marketing tourist destinations, with effective communication strategies being able to influence tourist decisions [1], [3]. However, this study is more specific in examining how the use of language stylistics in digital promotion can influence tourists'

perceptions of Likupang. These findings strengthen Azmi's (2019) study, which emphasized that persuasive language in tourism promotion can increase a destination's attractiveness [4].

However, unlike previous studies that focused more on the impact of social media in general, this study highlights how certain stylistic elements in promotional language can enhance tourism marketing's effectiveness. This finding provides a new contribution to the study of tourism marketing communication strategies, especially in the context of language use in digital promotion.

### 4.3 Suggestions

Based on the stylistic analysis results and comparison with previous theories and research, the following recommendations can be applied in Likupang tourism promotion strategies:

- a. Use of emotional and descriptive language
 

Promotional language should be more appealing to tourists' imaginations with interesting descriptions that arouse curiosity, for example:  
 Before: "Likupang is a super priority destination with great marine tourism potential."  
 After: "Experience the beauty of the white sand and clear blue sea in Likupang—a tropical paradise waiting to be explored!"
- b. Increase Interaction Through Social Media
 

Promotion strategies should prioritize interaction with the audience, such as polling features, story engagement, or live streaming on Instagram and TikTok. This can increase potential tourists' engagement and create a closer relationship with the tourist destination.
- c. Combine formal and casual language according to the audience's needs
 

For the general traveler: Use a casual tone and more emotional storytelling.  
 For policymakers and investors: Use more formal and data-driven language.
- d. Optimizing the Use of Hashtags and Visuals
 

The use of branding hashtags, such as #LikupangParadise #WonderfulIndonesia, can be improved by adding more specific and trending hashtags on social media. Additionally, high-quality images and videos should be used more often to support promotional messages.
- e. Testimonials and User-Generated Content
 

Tourist testimonials or reposts from social media user uploads can increase the credibility of promotions. Tourists are more interested in real experiences than in formal promotions that only contain technical information.

### 5. Conclusion

This study shows that language stylistics in social media promotion play an important role in building the

image of tourism in Likupang. The use of hyperbole language, persuasive language, repetition, and invitation language style significantly influence tourists' perceptions of this destination. Posts that use emotional and interactive language are proven to be more effective in attracting attention and increasing audience engagement compared to formal or expository content. In addition, the use of local languages in promotional invitations not only creates closeness with local audiences but also strengthens the tourist destination's cultural identity.

From these findings, several practical recommendations can be applied in digital tourism promotion strategies. First, the use of more emotional and descriptive language needs to be increased in tourism promotion by highlighting the uniqueness and appeal of the destination more vividly. Second, communication strategies must be more interactive by optimizing social media features such as polling, live streaming, and storytelling based on tourist experiences. Third, the use of branding hashtags and high-quality visuals must be further optimized to increase audience reach and engagement on digital platforms. Fourth, the collaboration between local influencers and tourism communities needs to be strengthened to increase tourist trust in the promotions.

Conducting a comparative analysis of the effectiveness of language stylistics in various social media platforms, such as TikTok, Instagram, and Twitter, is recommended for further research to understand the differences in audience preferences for the type of promotional language used. In addition, qualitative research based on interviews with tourists can provide deeper insights into how promotional language influences tourist decision-making. Further studies can also explore how the integration of AI in digital marketing can improve communication effectiveness in tourism promotion.

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**Word count (excluding references):** 7,061 words.

**Peer-review record:**

- *Fast-track status:* Not fast-tracked
- *First-round reviews received:* 3 reports
- *Revision cycles completed:* 3 rounds
- *Final version submitted:* July 25, 2025

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