

The Application of Multimodal Discourse Analysis on Vehicle Stickers as Promotional Media for Mangrove Ecotourism Development

Lustya Suci Rahayu*

Universitas Trunojoyo Madura, Indonesia
200511100034@student.trunojoyo.ac.id

Zulkhaeriyah

Universitas Trunojoyo Madura, Indonesia
zulkhaeriyah@trunojoyo.ac.id

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*Corresponding Author

Abstract

The main objective of this study is to determine the efficacy of the application by assessing the visual images and linguistics in promotional media for Mangrove Ecotourism. The existence of this application, it is an effort to develop mangroves in Bangkalan Madura through vehicle stickers. This study uses Kress and Leeuwen's (2006) visual grammar and Cheong's (2004) generic structure of promotional media as the theoretical framework of the study, which provides a good explanation of the reproducing meaning, interactive meaning, and composition meaning of image discourse, as well as the generic structure of promotional media. The qualitative and descriptive approach were employed in this study. A qualitative study focuses on data in the form of words rather than numbers. The results of this study state that the application of multimodal discourse analysis to vehicle stickers is very well conceptualized. The selection of objects to be displayed prominently, interesting promotional language, and the selection of grammar and colors are very adapted to the times.

Keywords: Mangrove Ecotourism, Multimodal Discourse Analysis, Vehicle Stickers

Abstrak

Tujuan utama dari penelitian ini adalah untuk mengetahui efikasi penerapan analisis wacana multimodal dengan menilai gambar visual dan linguistik dalam media promosi Ekowisata Mangrove. Dengan adanya penerapan ini merupakan upaya untuk mengembangkan Mangrove di Bangkalan Madura melalui stiker kendaraan yang menarik. Penelitian ini menggunakan tata bahasa visual Kress dan Leeuwen (2006) dan struktur generik media promosi Cheong (2004) sebagai kerangka teoritis penelitian, yang memberikan penjelasan yang baik tentang makna reproduksi, makna interaktif, dan makna komposisi wacana gambar, serta struktur generik media promosi. Penelitian ini menggunakan pendekatan kualitatif dan deskriptif. Penelitian kualitatif berfokus pada data dalam bentuk kata daripada angka. Hasil dari studi ini menyatakan bahwa penerapan analisis wacana multimodal terhadap stiker kendaraan sangat terkonsep dengan baik. Pemilihan objek yang ingin ditampilkan secara mencolok, bahasa promosi yang menarik, dan pemilihan tata bahasa serta warna sangat disesuaikan dengan perkembangan zaman.

Kata Kunci: Ekowisata Mangrove, Analisis Wacana Multimodal, Stiker Kendaraan

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INTRODUCTION

Ecotourism areas attract public interest because of the natural beauty they bring. Ecotourism is a sustainable kind of natural resource-based tourism that is ethically managed to be low-impact, non-consumptive, and locally oriented (control, benefits, and scale). It is more common in natural regions and should contribute to their protection or preservation (Fennell, 1999). Natural conditions as a means of the tour and geographical location that directs visitors to destinations are the main attractions of ecotourism. One of the cities on the island of Madura, namely Bangkalan, has an ecotourism area that can be used as a recreational vehicle and tourism for the community. The existence of ecotourism can encourage the growth of more attractive natural tourism areas.

The attempts to encourage the development of ecotourism areas in the Bangkalan area that can attract public interest are by making promotions. Promotion refers to a multitude of acts taken to increase the recognition or progress of a product (Keton, 2023). Ecotourism areas located in the Bangkalan area that are interesting to be used as research objects so that they can help the development of tourist attractions are mangrove ecotourism areas. "Mangrove ecosystem areas are very potential for ecotourism development because of the very unique mangrove conditions and the model area that can be developed as a tourist facility while maintaining the authenticity of forests and organisms that live in mangrove areas" (Pellokila & Sagala, 2019). The mangrove ecotourism area in the Bangkalan area can contribute to the local government if more tourists visit the area. Mangrove ecotourism is also expected to make a major contribution in increasing regional income (Tuwongkesong et al., 2018). As an effort to increase the ecotourism potential of Mangroves in Bangkalan, appropriate promotion strategies are needed to make this ecotourism known to the general public.

The use of language as a promotional medium has been investigated by researchers before. The use of INDOGLISH (Indonesia English) in product advertisements in the digital age was examined to see the use of English Indonesian in product advertisements (Nurmala, 2020). Studies on the use of advertising language as a promotional medium were examined to see the use of English in product advertising (Umiyati, 2020). Studies to see the effectiveness of English as a language for promoting tourist attractions were examined to see that English could be chosen as a language to convey tourism promotion (Alelo & Lagarens, 2022). This study will focus on one form of promotion using vehicle stickers written in English, Indonesian and Madurese. The writer tries to provide new ideas by analyzing the application of multimodal discourse analysis in making vehicle stickers used as a promotional medium for mangrove ecotourism in Bangkalan. This study takes the visual grammar of Kress & Leeuwen (2006) and takes the generic structure of promotional media proposed by Cheong (2004) as the theoretical framework, which gives a good explanation of the reproducing meaning, interactive meaning and composition meaning of image discourse and generic structure of promotional media. This study aims to find the effectiveness of the application by analyzing the visual images and the linguistic in the promotional media for Mangrove Ecotourism to develop its Mangrove through vehicle stickers. The promotional media as a form of vehicle stickers are divided into two components: the Visual Images and the Linguistic.

The appearance of the sticker and the meaning of the language used on the vehicle sticker interesting language in the context of Indonesian and English, it will increase people's curiosity to visit a place. The author will also use the topics of multimodal discourse analysis which aims to link the making of stickers attached to vehicles and the selection of language elements that can attract the interest of the general public. Multimodal discourse analysis is the analysis of

different symbolic modes within a text, which breaks through many limitations of traditional discourse analysis to a great extent (Bi, 2019).

METHOD

This study used qualitative research and descriptive method. A qualitative research tends to be focused on words form of data rather than numeric. Aspers & Corte (2019) define qualitative research as an iterative process in which improved understanding to the scientific community is achieved by making new significant distinctions resulting from getting closer to the phenomenon studied. The source of data of this study is a form of vehicle stickers that initially are examined to promote the Mangrove Ecotourism in Bangkalan, Madura. Those Mangrove Ecotourism that included into this study are: Labuhan Mangrove Education Park Bangkalan, Mangrove Martajasah, and Mangrove Tajungan, Kamal.

Furthermore, the data of this study is the use of Indonesian, English and Madurese on vehicle stickers as well as the visual images of stickers that are collected through related to the topics. After the data are collected, the first step of analyzing the data is categorizing it into the kinds of multimodal discourse analysis, such as the visual images and the linguistic. The second step is transcribing or interpreting the data by using the theory from Kress and Leeuwen (Kress & Leeuwen, 2006) and also using Cheong's framework (2004), which combined both frameworks to find the generic structure of this promotional media. The last step is making the final report including the interpretations and conclude it.

FINDING AND DISCUSSION

The Visual Images Component

This component set consists of the Lead, the Display and the Emblem (Cheong, 2004). The Lead is or should be the most prominent image since it is or should be the primary focus of attention that draws viewers or that viewers provide to the commercial. It is made up of smaller pieces known as the Locus of Attention (LoA), which is the most salient item or items in the Lead, and the Complementary Locus of Attention (Comp.LoA), which is the backdrop or other visuals that are less prominent than the LoA but complement it. The second component, the Display, displays the Lead's qualities in a two-by-two matrix of Explicit - Implicit and Congruent - Incongruent. A lead is said to be explicit if the image depicts a tangible object and implicit if the intangible product or service is rendered tangible through another media. Furthermore, the Lead is referred to as Congruent when the product is not realized via symbolism and Incongruent when the product is realized through symbolism. The third visual image component is the Emblem, which is typically the company's logo.

The image of Mangrove Ecotourism is clearly the promotional media's lead, as it is the most prominent visual picture. Following Cheong's (2004) framework, Locus of Attention (LoA) is a portrayed of Mangrove destinations, because Mangroves are highlighted as objects that want to be emphasized as it is an attempt of promotional media to develop the Mangrove in Madura itself. Despite that in Figure 3, the existential of human being as another Lead, portrayed that the visitors were showed their widely smile which can be concluded as they receive an amusement while visit this Mangrove Ecotourism.



Figure 2. The Lead: Locus of Attention



Figure 1. The Lead Locus of Attention



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Figure 4. The Lead: Locus of Attention

Unlike scientific and technical images, which transmit objective attitudes, visual resources in promotional media convey subjective viewpoints using horizontal and vertical angles. Horizontal angle includes frontal and oblique one, indicating producers' involvement and detachment of the represented participants respectively (Kress & Leeuwen, 2006). Figure 2 is captured from frontal angle. Figure 2 represents the views of its Mangrove Ecotourism destination –Labuhan Education Park, Bangkalan.

Vertical angles indicate power relationships between viewers and represented participants. Superiority, equality and inferiority towards the represented participants are realized through the high angle, eye-level angle and low angle respectively (Kress & Leeuwen, 2006). Most of the shots are at eye level, indicating equal relationship without power difference between the represented participants and the viewers. Figure 1, Figure 3 and Figure 4 are captured from vertical angles. Frame 1 depicts of the Ecotourism of *Wisata Mangrove Tajungan, Kamal*. Frame 3 represents the prosperous visitors while visit the Mangrove Ecotourism – Mangrove Martajasah. Frame 4 portrayed the list of Mangrove Ecotourism in Bangkalan, Madura which we must visit.

Furthermore, Kress & Leeuwen (2006) stated that the world of 'one image, many different verbal texts' ('commentaries') imposes a new mode of control over meaning, and turns the image. The images of the vehicle stickers are mostly using the image of an explicit tangible object, which is the image of Mangrove. Mangrove are portrayed dominantly in the vehicle stickers because the illustrator want to embrace the beauty of Mangrove Ecotourism in the most area of Bangkalan Madura.

On top of that description, the display of the Lead is said to be explicit because the image depicts a tangible object (Cheong, 2004). All of the Lead's List on above are portrayed in a tangible object with the use of Mangrove images that look indescribable with something

symbolism. For the further, the Lead on above are not realize on the Congruent because the Lead is not containing symbolism.

Finally, the last element of the Visual resource is the Emblem. The famous icon logo of Madura – SURAMADU Bridge is put at the topleft corner of the stickers.

The Linguistic Component

As stated by Cheong (2004) the linguistic component, which is formed of several elements such as Emblem, Announcement, Enhancer, Tag, and Call-and-Visit Information.

Labuhan Mangrove Education Park Bangkalan – Vehicle Sticker

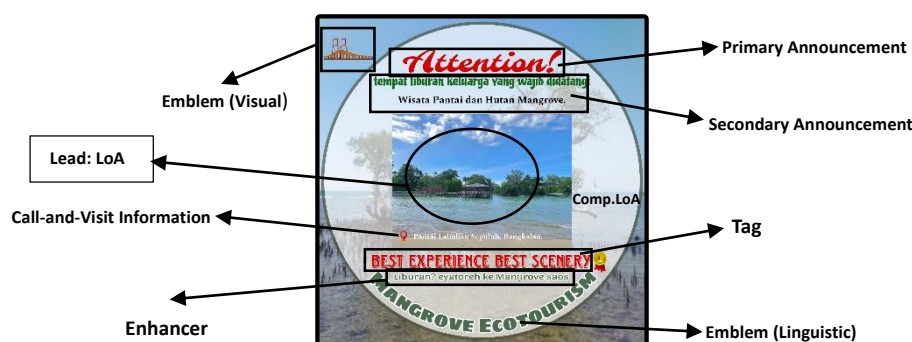


Figure 5. Sticker 2

This is the Image Visual of Vehicle Sticker proposed by Labuhan Mangrove Education Park Bangkalan. The writer tries to analyze this sticker by the terms of linguistic component's elements: The emblem, Announcement, Enhancer, Tag, and Call-and-Visit Information.

Emblem

This linguistic element is different with the visual element. The emblem in Visual Component, which is typically the company's logo. Nonetheless, the definition of The Emblem in Linguistic Component is comprising the linguistic slogan which may accompany the visual Emblem, the company's logo (Cheong, 2004). In this evidence, the Emblem (Linguistic) is not accompanied by the Emblem (Visual). But, the Emblem in the linguistic evidence on above 'Mangrove Ecotourism' is typed in a prominent green and in all capital letters. which the election of color is green, in more detailed Kress & Van Leeuwen (2002), flat colour is generic colour, it expresses colour as an essential quality of things ('grass is green'). The green color extremely identic with the essence of Mangrove.

Announcement

Announcement is the most salient linguistic text in the advertisement, and its importance is determined by its level of salience. Announcement consists of the Primary Announcement and Secondary Announcement, which are deployed to capture the readers' attention of the promotion product (Cheong, 2004). Reading this phrase "Attention" may not give viewers a direct comprehension about this promotional medium – sticker. Viewers may question the relevance of "Attention" in this part. This phrase typed with prominent red, which is very salience color to attract general public's interest. Red is for danger (Kress & Van Leeuwen, 2002), which very adequately and promised that everybody will attracted by seeing the phrase "Attention" followed by prominent reddish font.

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This temporary confusion is clarified by the Secondary Announcement which consists of two phrases (“*tempat liburan keluarga yang wajib didatangi*” – a must-visit family vacation spot & “*Wisata Pantai dan Hutan Mangrove*” – Beach and Mangrove Forest Tourism). It explained the context of the phrase “Attention” on above, it may attract the curiosity of the general public to know more or give an attention to the promotional medium of Mangrove Ecotourism because of the use contrasting color of font.

Enhancer

The Enhancer is a section of the promotional text that expands on the Announcement, usually in smaller words and in the form of a paragraph. Initially, this promotional medium intends to promote the Mangrove Ecotourism as a consideration to help the development of its Ecotourism in Bangkalan, Madura. The illustrator tries to embrace all of general public as much as it can. “*Liburan? eyatoh ke Mangrove saos*– take some rest? just come to the Mangrove”, this invitation sentence written in Madurese, to take it as a consideration, the illustrator tries to embrace the characteristics of Madura. Moreover, this sentence “*Liburan? eyatoh ke Mangrove saos*” is expands the initial intention of the Announcement, which is to promote the development of Mangrove Ecotourism in terms of to influence people to visiting the Labuhan Mangrove Education Park Bangkalan.

Tag

Tag is the additional phrase or clause to further comment the visual and usually brief (Cheong, 2004). “*BEST EXPERIENCE BEST SCENERY*” this is very brief information about the product promotional medium “Mangrove Ecotourism”. As expected, giving brief explanation to attract general public’s interest. “*BEST EXPERIENCE BEST SCENERY*” typed with all capital letters and light red font color. None of the reason, the illustrator emphasize the use of this seductive phrase to force the target viewers to visit the Mangrove Ecotourism with the very highlighted color. According to Kandinsky (As cited in Kress & Van Leeuwen, 2002) colour has two kinds of value, a direct value, which is the colour’s actual physical effect on the viewer, which derives from the physical properties of colours so that they ‘move towards us’ or ‘away from us’, and an associative value, as when we associate red with flames or blood, or other phenomena of high symbolic and emotive value.

Call-and-Visit Information

Finally, because the print vehicle sticker is a promotional medium, Call-and-Visit Information is necessary to be included in the promotional medium for the readers to contact the company if they are interested in the products and services (Cheong, 2004). In the sticker on above clearly stated that the place to visit in Pantai Labuhan Sepuluh, Bangkalan. Which actually stating that, if the visitors are curious and interest to visit this Mangrove Ecotourism, they are able to search the place as it states on the Call-and Visit Information that elevate the place of the wonderful Mangrove Ecotourism in Bangkalan – Labuhan Mangrove Education Park.

Mangrove Tajungan Kamal – Vehicle Sticker



Figure 6. Sticker 2

This is the Image Visual of Vehicle Sticker proposed by Mangrove Tajungan, Kamal. The writer tries to analyze this sticker by the terms of linguistic component's elements: The emblem, Announcement, Enhancer, Tag, and Call-and-Visit Information.

Emblem

The definition of The Emblem in Linguistic Component is comprising the linguistic slogan which may accompany the visual Emblem, the company's logo (Cheong, 2004). In this evidence, the Emblem (Linguistic) is accompanied by the Emblem (Visual). The Emblem in the linguistic evidence on above 'Mangrove Ecotourism' is typed in a prominent green and in all capital letters. Moreover, the election of color is green, in more detailed Kress & Van Leeuwen (2002), flat colour is generic colour, it expresses colour as an essential quality of things ('grass is green'). The green colour extremely identic with the essence of Mangrove. This is a good implementation of colour 'green', Green, like other colours, has an important place in communication and the transfer of meanings at various levels of modern culture(Gorbuleva, 2023).

Announcement

Announcement is the most salient linguistic text in the advertisement, and its importance is determined by its level of salience(Cheong, 2004). Reading this phrase "WARNING!" may not give viewers a direct comprehension about this promotional medium – sticker. Viewers may question the relevance of "Warning!" in this part. This phrase typed with prominent red and with capital letter, the red color is to highlight the attempt of promotional medium which is to attract general public's interest. Red is for danger (Kress & Van Leeuwen, 2002), which very adequately and promised that everybody will attracted by seeing the phrase "Warning!" followed by prominent reddish font.

This temporary confusion is clarified by the Secondary Announcement which consists of onephrase ("*tempat wisata cocok untuk keluarga*" – the right tourism place for family). It explained the context of the phrase "Warning!" on above, it may give a recommendation for all the ad's viewers then make them want to know more or give an attention to the promotional medium of Mangrove Ecotourism because of the use of contrasting color on font. Similarly the

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depth of the color red in an advertisement can affect the attractiveness of the deal (Kim & Jang, 2022).

Enhancer

The Enhancer is a section of the promotional text that expands on the Announcement, usually in smaller words and in the form of a paragraph. Initially, this promotional medium intends to promote the Mangrove Ecotourism as a consideration to help the development of its Ecotourism in Bangkalan, Madura. The illustrator tries to embrace all of general public as much as it can. “*TOR HIJAU, MANGROVE KA’ DHINTO – the green, the mangrove*”, this slogan written in Madurese, to take it as a consideration, the illustrator tries to embrace the characteristics of Madura. Moreover, this sentence “*TOR HIJAU, MANGROVE KA’ DHINTO*” typed in prominent blackish and in all capital letters, is expands the initial intention of the Announcement, which is to promote the development of Mangrove Ecotourism in terms of to persuade general people to visiting the Mangrove Ecotourism – Mangrove Tajungan Kamal.

Tag

Tag is the additional phrase or clause to further comment the visual and usually brief (Cheong, 2004). The Tag in the evidence consists two phrase “*Visit Madura, Visit Mangrove-nya & MANGROVE AWESOME!*” these give briefly information about the product promotional medium “Mangrove Ecotourism”.

As expected, giving brief explanation to attract general public’s interest. “*Visit Madura, Visit Mangrove-nya*” typed with normal letters and light red font color. None of the reason, the illustrator emphasize the use of this seductive phrase to force the target viewers to visit the Mangrove Ecotourism. According to Kandinsky (As cited in Kress & Van Leeuwen, 2002) colour has two kinds of value, a direct value, which is the colour’s actual physical effect on the viewer, which derives from the physical properties of colours so that they ‘move towards us’ or ‘away from us’, and an associative value, as when we associate red with flames or blood, or other phenomena of high symbolic and emotive value.

“*MANGROVE AWESOME*” typed with greenish and all capital letters, the greenish which very define the colour of Mangrove itself. The prosperous green portrayed in this sticker as a fresh and peace. According to Elliot and Maier (As cited in Kim & Jang, 2022) color conveys different meanings in different contexts. This phrase emphasize the product of this promotional medium in a positive words, which may encourage the viewers to visit this place.

Call-and-Visit Information

Call-and-Visit Information is necessary to be included in the promotional medium for the readers to contact the company if they are interested in the products and services (Cheong, 2004). In the sticker on above clearly stated that the place to visit is Mangrove Tajungan Kamal. Thus, the visitors are curious and interest to visit this Mangrove Ecotourism, they are able to search the place as it states on the Call-and Visit Information that elevate the place of the wonderful Mangrove Ecotourism in Mangrove Tajungan Kamal.

Mangrove Martajasah – Vehicle Sticker

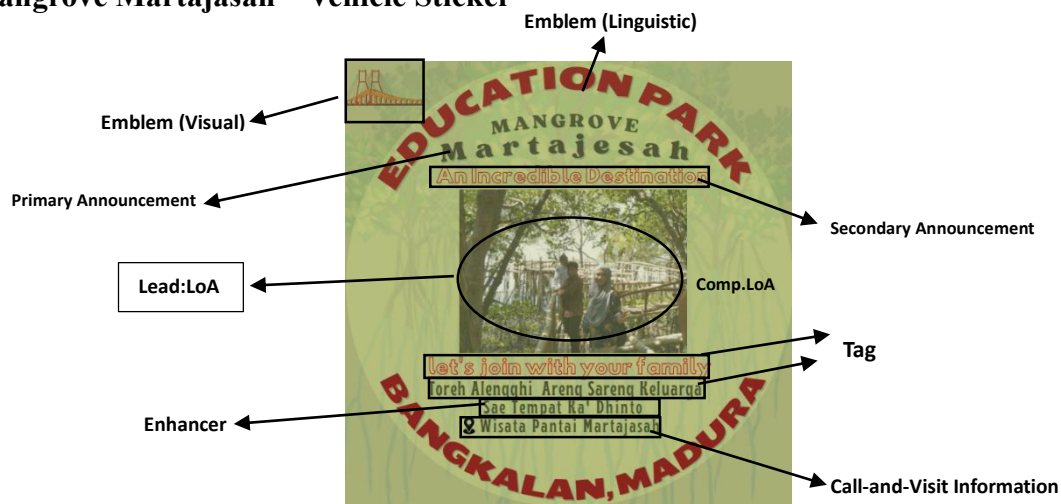


Figure 7. Sticker 3

This is the Image Visual of Vehicle Sticker proposed by Mangrove Martajasah. The writer tries to analyze this sticker by the terms of linguistic component's elements: The emblem, Announcement, Enhancer, Tag, and Call-and-Visit Information.

Emblem

The Emblem in the linguistic evidence on above 'EDUCATION PARK BANGKALAN MADURA' is typed in red and in all capital letters. The election of color is red, the color red is often associated with a "hot deal" in a promotion context, which has led to the popular use of red in promotions in the marketplace (Kim & Jang, 2022). Hereby, the implementation of the colour red in this vehicle sticker led the promotion medium as a 'big deal' for the ad's targeted viewers.

Announcement

Reading this phrase "Mangrove Martajasah" may not give viewers a direct comprehension about this promotional medium – sticker. Viewers may question the relevance of "Mangrove Martajasah!" in this part. This phrase typed with greenish and with normal letters, the green color is to highlight the attempt of promotional medium – to promote Mangrove Martajasah. In the context of system of three (subtractive) primary colours, green, for instance, which is composed of the primaries yellow and blue, is said to harmonize with red (Kress & Van Leeuwen, 2002), which the viewers are easily attracted by seeing the phrase "An Incredible Place" followed by prominent reddish font on below of the phrase "Mangrove Martajasah".

Enhancer

Enhancer is a section of the promotional text that expands on the Announcement, usually in smaller words and in the form of a paragraph. Initially, this promotional medium intends to promote the Mangrove Ecotourism as a consideration to help the development of its Ecotourism in Bangkalan, Madura. Thus, the enhancer on above consists one phrase "Sae Tempat Ka' Dhinto—This is a fantastic place", the word place refers to Mangrove Ecotourism,

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which it is the place to be promoted and developed towards tourism area. The phrase that typed in Madurese, normal letters and greenish font, is intended to give more elucidation for Mangrove Ecotourism such a good place to be visited.

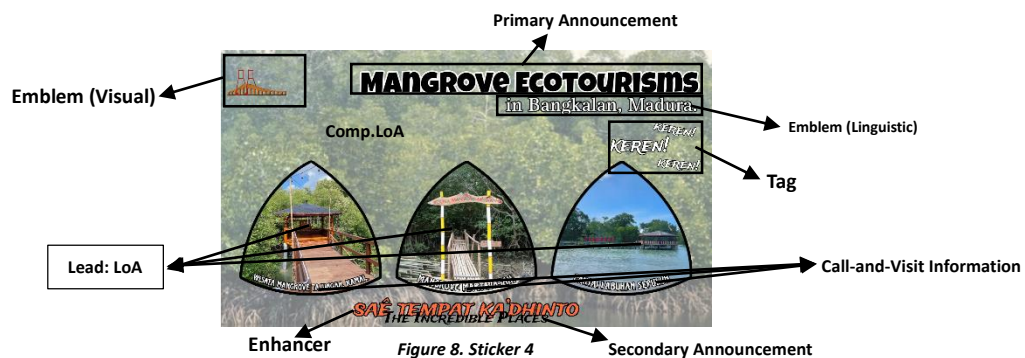
Tag

Tag is the additional phrase or clause to further comment the visual and usually brief (Cheong, 2004). *“Toreh Alengghi Areng Sareng Keluarga– let’s join with your family”* this is very brief information about the product promotional medium “Mangrove Ecotourism”. As expected, giving brief explanation to attract general public’s interest. *“Toreh Alengghi Areng Sareng Keluarga”* typed in Madurese. None of the reason, the illustrator emphasize the use of this seductive phrase to force the target viewers to visit the Mangrove Ecotourism with the very dark lighted green color.

Call-and-Visit Information

In the sticker on above clearly stated that the place to visit is *“Wisata Pantai Martajesah”*. Thus, the visitors are curious and interest to visit this Mangrove Ecotourism, they are able to search the place as it states on the Call-and Visit Information that elevate the place of the wonderful Mangrove Ecotourism in Mangrove Martajesah in *“Wisata Pantai Martajesah”*.

Mangrove Ecotourism Vehicle Sticker –One Version



Likely the vehicle sticker on this section also similar with the previous sticker on above. The election of words “Mangroves Ecotourism” as a Primary Announcement give a statement about the targeted promotion’s field to be develop. Followed by “The Incredible Places” as a Secondary Announcement which expands the explanation of Mangroves Ecotourism that has been clarified as Primary Announcement. Mangroves Ecotourism – The Incredible Places, typed with blackish all capital letters, which can give reassert that the point of this vehicle sticker that wanted to be highlighted is them: Mangroves Ecotourism – The Incredible Places.

Thus, enhancer on above consists one phrase *“Sae Tempat Ka’Dhinto– This is a fantastic place”*, the word place refers to Mangrove Ecotourism, which it is the place to be promoted and developed towards tourism area. The phrase that typed in Madurese, normal

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letters and orangey font, is intended to give more elucidation for Mangrove Ecotourism such a good place to be visited.

The words “KEREN! KEREN! KEREN! – COOL! COOL! COOL!” emphasize the places; Mangroves Ecotourism.

CONCLUSION

This finding shows that the use and the application of multimodal discourse analysis in vehicle stickers as an effort to develop Mangrove Ecotourism can really attract visitors' attention. Through the visual images component, it can be seen that the object that wants to be highlighted is very attractive so that it can become the initial focus for all people who see it. Observes about the details of the image that want to be explained explicitly is also very well drawn, using a slightly blurred focus image as the background of the center of attention. The selection of Mangrove images as additional ornaments, is an illustration that the efforts that want to be made, namely for the development of Mangrove Ecotourism, are very organized and well thought out.

The vehicle stickers illustrates that the use of linguistic components also has a large share. Through the use of linguistic emblems that contain slogans or something that is wanted to be defined, namely Mangrove Ecotourism. Definitely, with the analysis process that has been carried out, the color selection of fonts, it is normal or capital letters also plays a big role in the efforts to develop this mangrove ecotourism. The use of the red color, which is very dominant in this vehicle sticker, aims to grab the attention of everyone who sees it so that it creates a sense of curiosity. The use of green, which strongly depicts mangroves, is also strongly emphasized in this vehicle sticker.

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