

GENRE ANALYSIS OF ONLINE PROMOTION ON NIHI TOURISM WEBSITE

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DOI : 10.21107/prosodi.v17i2.20077

Received 18 May 2023; Received in revised form 18 May 2023;

Accepted 18 May 2023; Published 01 October 2023

ABSTRACT

This study aims to investigate the moves and steps leading to the generic structures of Nihi Official Website. It is a descriptive qualitative method. The source of data in this study is the official website of Nihi, while the data are the sentences in promotional of tourism destination that contain of move and step of advertisement. It is based on Bhatia's (1993) moves and steps in advertisements. The results of the study shows that there are four obligatory moves, i.e. move 1 establishing credentials, move 2 introducing the offer with 2 steps in move 2, namely step 1 offering the product and step 2 essential detailing of the offer, move 5 soliciting responses. There is a non-obligatory, i.e. move 6 pressure tactic that only appear once. In addition, there are absences of three moves. They are move 3, move 4, and move 7 that are not found the promotional website.

Keywords: move, step, tourism, generic structure, Nihi, Promotion

BACKGROUND

Promotional genre is the highest level of generalization promotional discourse in the form of a set of certain closely related genres with an overlapping communicative purpose of promoting a product or service to a potential customer (Bhatia, 2004). Advertisements, promotional letters, and book blurbs are the common examples of promotional genres, which they are different terms of the specificity of the product they promote.

Advertisement is one of the tools that have a goal to inform society about some products or services in order to gain people's attention. Everyone often needs information about some products or services from the advertisement. Debra (2003) stated that people living in modern society have been surrounded by many advertisements. It shows that people and advertisement cannot be separate and advertisement is one of the important parts of people's lives. The advertisement can change opinions, behavior or awareness from people. In addition, Cook (2001) stated that promotion through the advertisements perhaps change opinions and emotions, built awareness, and create identities and attitude of the people. Thus, advertisement is a medium of communication that has a power to build a people perception.

Good structure in advertisement is needed to convince the reader about some product or services, such what the name of product or service, what the purpose, and what the use. Halliday (1985) states that language as a module of the "networks of relationship", it means another system of meaning to support and facilitate communication to the reader. Most of prints the advertisements of hard- sell type make use of a number of typical rhetorical moves to engage potential customers (Bhatia, 2004). Generic structure of advertisement should be considered imperative for the reader because the advertiser's understanding of generic structure will be easily to convince the purpose of advertisement. Bhatia (1993, 2005) proposed moves and steps of promotion as the following table 1.

Table 1. Moves and Steps of Promotion proposed by Bhatia

Move and Step	Description
Move 1 Establishing Credentials	This move is giving a good impression on their company by highlighting the uniqueness of the destination.
Move 2 Introduction the Offer	This move includes the detail of the products or services that the advertiser want to offer.
Step 1 Offering the product or services	A sketchy description of the product or service, mainly for such information as what the major attractions are, etc.
Step 2 Essential detailing of the product or service	A brief information of the product or services to convince the readers of the worthiness of buy the product or use the
Step 3 Indicating value of the product or service	service An explicit presentation of historical, artistic, or values of the place.

Move 3 Offering Incentive	The advertiser should make the offer of the product or service more attractive such as discounts, rebates, special
Move 4 Enclosing Documents	This move suggests the advertiser to giving the detailed description of the products or services with ignoring unnecessary details.
Move 5 Soliciting Response	Soliciting response assists the customer to the next step of getting more information about the product or services
Move 6 Using Pressure Tactics	The using pressure tactics are to push the customers who already tend to buy the product or service to make an immediate decision.
Move 7 Ending Politely	The function of the move is to create and maintain a friendly, pleasant relation between the buyer and the seller.

The promotion of a destination is the most obvious example of advertising in tourism. In Indonesia, tourism is a part of the economic sectors. Based on the World Travel and Tourism Council (WTTC), this sector became an indicator of increasing tourist visits. With many underexploited natural resources in Indonesia, tourism promotion began to take this good opportunity to inform society cultural heritage sites as well as natural wonders. It can encourage the tourism destination in Indonesia to increase the promotion of tourism in each region.

Concerning with the tourism advertisement, it is one of the most important factors that can help the tourism industry in increasing tourist visits from both local and international market. The tourism sector is responsible for promoting the cultural, natural resources, and heritage that help every tourist in experiencing the destination. Tourism advertisement helps the tourist to get familiar with the destination even before visiting it personally. The tourism promotion has multiple objectives to inform, persuade and stimulating an audience of the potential consumers, such as raising awareness of the product and introducing an image destination. So, the success of a promotion can be measured in terms of the number of individuals reached by the awareness of the product with good image of destination.

The official website of tourism is considered to present an accurate and detail information about the destination. The right structural information about tourism can lead the readers to come to visit. The structure used in tourism website can aid the destination's picture in the reader's mind. Thus, the official website should proper with the generic structure of the advertisement.

An example of online tourism advertisement is Nihi website. Nihi is one of the resorts that provide many destinations in Sumba, East Nusa Tenggara. In 2012, Graves and Petra collaborated with Chris Burch and James McBride who bought the property to develop it became the most exclusive resorts, and officially opened in 2015. Nihi website presents many facilities and activities that can be enjoyed by visitors. This resort not only provides exclusive lodging, but also offers beautiful views, starting from the luxury accommodation to experiences in sea, land, cultural, culinary, and voyages. So, Nihi became the best hotel in the world. It is according to Travel and Leisure Magazine in 2016 to 2017.

From that, it is important for the company to actively promote the values and experiences of the destination to the target. Besides the detail information about the

product, the eye-catching and beautiful images need to post on the website. To inform the tourism destination in Nihi Sumba, the content of the tourism promotion should have a good structural and language that can assist in constructing the destination's images in target's mind.

Several previous studies related to generic structure of advertisement have been carried out by Ekawati and Puspitasari (2019), Yaemwannang and Pramoolsook (2018), and Yong (2001). All of them use written text as the object of analysis. Meanwhile, their study about generic structure but they use different theory. Thus, this study is important to be conducted. Therefore, this study is aimed to discuss about move and step of Nihi website and relates the use of language features of each move and step that lead to its generic structure.

RESEARCH METHOD

It is descriptive qualitative method by describing and interpreting detail information in the website. The official website of Nihi is the source of data in this study and the data are the sentences in promotional of tourism destination refer to move and step. To distinguish the move and step of the destination information, it is based on Bhatia's (1993) theory. Then to facilitate the analysis data coding is used. Data coding used are VR for Villa Rahasia, S for Surfing, NSS for Nihioka Spa Safari, D for Dining, O for Occasion, CE for Children Experience, WRA for Wanukaka River Adventure, LA for Lulu Amahu 2, L for Lantoro, W for Wamoro, M for Move, S for Step, and Ref.no for a reference number of each destination. For example is the use of code VR/M2/S3/Ref.1 refers to Villa Rahasia, move 2, step 3, reference number. The data of generic structures are obtained by identifying the structure of the promotion genre. Moreover, to understand the generic structure used in the website, genre theory proposed by Bhatia (1993) is necessarily used to ensure the move and step in tourism destination in Nihi website.

DISCUSSION

Findings

There are four moves and two steps in the promotion website. They are 10 data which are included in move 1 of establishing credentials, move 2 with 2 steps. Ten data included step 1 offering the product or service and 10 data included step 2 essential detailing of the offer, 10 data included move 5 soliciting response, and 1 data included move 6 using pressure tactics.

Table 2. Moves and Steps of Nihi Website

No.	Destination	Nihi website moves and step								
		M1	M2			M3	M4	M5	M6	M7
			S1	S2	S3					
1	Villa Rahasia (VR)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	-	-
2	Surfing (S)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	-
3	Nihioka Spa Safari (NSS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	-	-
4	Dining (D)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	-	-
5	Occasion (O)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	-	-
6	Children Experience (CE)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	-	-

7	Wanukaka River Adventure (WRA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	-	-
8	Lulu Amahu 2 (LA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	-	-
9	Lantoro (L)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	-	-
10	Wamoro (W)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	<input type="checkbox"/>	-	-

Move one: Establishing credentials

It is found 10 data of move one, establishing credentials. For the representation of the move, the excerpts are presented below.

- (1) *Indonesia for “secret”, the “rahasia” villa offers a playground of privacy atop the resort’s coveted Spa Safari. The award-winning Nihi Sumba resort, a fifty-minute flight from Bali, had added yet another layer of romance to its collection of private accommodations, transforming its stand-alone “honeymoon villa” at the nearby Nihioka Spa Safari into an all-inclusive upgrade of secluded allure and flirtatious detail on the edge of wildness.(VR/M1/Ref.1)*

Establishing credentials is one of the stages to introduce an advantage of highlighting the uniqueness of the destination. The word “secret” and “rahasia” in data 1 above is a simply way to get reader’s attraction. It describes the resort that offers the comfortable and hidden treasures that only can be seen in the Nihi Sumba Island. Image building of promotion depends on establishing credentials as the main source of persuasion (Bhatia: 2004). The data also contain persuasion word such as “privacy and private accommodation”. The word “privacy and private” here can make customers feel that accommodation only can be used by one particular person or group of people without any disturbance. Private place is suitable for quality time with partners, family or friends, they can break habitual thought patterns and find fresh ideas for solve problem. Fredrickson’s Broaden and Build Theory (2001), state that vacation may help to build up enduring personal resource such as intellectual, physical, social and psychological. Therefore, it is suitable for people who want to healing problem.

- (2) *NIHI Sumba has earned a reputation for one of the world’s most coveted waves. Knows as “God’s Left” or often “Occy’s Left” (after Australian surfer Mark Occhilupo), the wave is popular for its character. (S/M1/Ref.2)*

Data (2) shows the citation of the reputation that is aimed at strengthening claims about the popular waves in the tourist destination. It is generally trusted. The strategy used in this move is by bringing reliable issue related on surfing community.

- (3) *We have hosted some incredible weddings at NIHI, initiating a union of adventure for newlywed couples. (O/M1/Ref.5)*

The strategy used in this move is by describing the natural wonders of the destination, which represents the positive images of each destination with flowering description. This strategy uses the expression of “a kind experience not to be missed”, “gives meaning to each hour” and “incredible weddings” are examples how

to boast the destination. Those are showing the beautiful scenery before the readers visit the place.

For this move, the advertiser promotes their own products or services at the beginning such as describing each destination with highlighting the uniqueness of products or services, the comfortable of accommodations, reputation of the destination, and persuading the customers with flowering description. By describing the attractive destination, it can persuade the potential customers to arrive at that place.

The way of creating the move 1 has similarities and dissimilarity with the result of the previous studies. Yong's (2001) study found that not all advertisements have move establishing credentials. Meanwhile, Sawetsiri's (2017) finding mentioned that only in women's advertising provided establishing credential, in men's advertising does not provide establishing credentials. It shows that the results have the similarity in establishing credential and the dissimilarity are not all advertisement has move establishing credentials.

Move two: Introducing the offers

In move 2 with step 1, it is the most essential part of sales effort. In this discussion, the writer also put 3 data from 10 data become the example. This move will offer services and facilities that available in destination. Even though, some of this move still uses adjectival expressions of image in every destination.

- (4) *The only villa situated within the Spa Safari's boundaries of rolling rice fields and cliff top views, Rahasia allows guests to feel as if they have an entire resort unto themselves. With unobstructed views of the Indian Ocean a symphony of crashing waves, a plunge pool, several private bales for dining or spa treatments, bush-cooked meals over an open fire, colorful sunsets, and plenty of nearby hiking, Villa Rahasia is a lover's paradise. (VR/M2/S1/Ref.1)*

In data (4) above, it can be seen that *Villa Rahasia* uses some expressions to offer the services, such as "*Rahasia allows guests to feel as if they have an entire resort unto themselves*". It gives an enthusiastic of how the readers imagine having their resort without any disturbance. Another expression such as "*of the Indian Ocean a symphony of crashing waves*", "*colorful sunsets*", and "*a lover's paradise*", it is true in certain types of advertisement, especially the ones popularly known as image-building (Bhatia: 1993).

- (5) *Our menus are crafted to recall local flavors and far flung tastes, using fresh produce from our on-site organic garden. Local fish is caught and brought up daily from our shores to be prepared in a new way every night. Toast is always cooked over an open fire, never in a toaster. (D/M2/S1/Ref.4)*

The strategy used in (5) above is by presenting simple description without any adjectival expressions of the image. It is related to the services that Nihi offered. This move is assisted the reader shapes an impression of the destination without flowering description.

- (6) *No matter how simple or nuanced your taste, the magic of Sumba creates an extraordinary setting that can't be beat. Our team can accommodate the most intimate affair, or support a resort-wide takeover. We've even orchestrated an impromptu ceremony for enamored guests when the mood struck. (O/M2/S1/Ref.5)*

In excerpt (6) above, the strategy used in this move 2 with step 1 is offering the nuances that created by Sumba island. They describe the situation that they will get when they celebrate a wedding party on Sumba Island. Persuasive sentence are also used in (6). “*Support a resort-wide takeover*” it creates the reader’s mind having a dream wedding in outdoor without any distraction. It is the right place to have a new atmosphere in wedding party.

From those examples above, although move 2 introducing the offers with step 1 can be found in all tourism promotions, the strategy used in move 2 with step 1 are different in each destination that depends on the advertiser which tourism promotions to be informed in such flowering description.

Yong’s (2013) and Sawetsiri’s (2017) research also found move introducing the offers in all advertisements. Introducing the offers is an important part in tourism promotion to provide all the products or services that can make potential customers interest with that products or services. Hence, in this research and the previous research, move 2 introducing the offers are provided.

In move 2 with step 2, it is another way to build the credential is providing useful information about the facilities.

- (7) *Rates include all meals, accommodation, non-alcoholic drinks, local excursions, Wi-Fi and many sea activities. Room details: king size bed, outdoor shower, private plunge pool, outdoor dining and entertaining area, walking-in closet, balcony with ocean view and bathtub, study, beach bag, sandals, bathrobe, safe deposit box, individual AC, insect repellent, ceiling fan, lighted vanity mirror, ample storage and hanging space, hairdryer, minibar, yoga mat, guest kapten. (VR/M2/S2/Ref.1)*

In the excerpt (7), move 2 step 2 is essentially detailing of the offer. The facilities are described using a simple word because it is related to facilities that people will get in the villa such as king size bed, outdoor shower, and private plunge pool and so on.

- (8) *After the trek, cold towels and fresh coconut await you before arriving at your dining area cantilevered over a private natural cove, where a full breakfast is served. After breakfast your spa therapist will show you to your private Cliffside Bale (bah-lay). Once settled, you may choose to enjoy a swim in the ocean or simply dive right in to your selection of treatments, which range from body wraps and scrubs to 90-minute massages and an organic facial. Ultimately the day is centered on you: your wants and your needs at whatever pace truly allows you to unwind. (NSS/M2/S2/Ref.3)*

While, in data (8), the strategies used in this step are emphasized the type and the quality of products and services available at destination. They give the detail

information, which can be significantly influenced by the convenience of products or services.

- (9) *The hub of dining activity is the main, sandy-floored Ombak (meaning wave front) restaurant and bar lounge. Ombak, an exquisitely crafted open-air restaurant, serves a la carte breakfast and dinner daily in a relaxed convivial atmosphere. During the week we create special dining experiences including spectacular BBQs. (D/M2/S2/Ref.4)*

To influence the readers, instead of describing the details simply about menu they will offer, they also tell the comfort situation and beautiful place. The strategies in the example (9) also emphasized the luxury dining in Sumba Island, but still suitable and comfortable for them.

- (10) *Sumba wedding are loaded with culture. Whether you choose to marry on our long stretch of beach, in the mystical rain forest, or cliff top above the ocean, exotic romance is captured by the colorful ceremony of local tradition. (O/M2/S2/Ref.5)*

For data (10), the strategies used in this step are conducted by giving factual and impressive places that needed by newlywed couple in their wedding party. The main idea of this strategy is to introduce the reader to the unique culture. They describe the detail service with offer the ceremony of local tradition of Sumba to attract the reader, “*exotic romance is captured by the colorful ceremony of local tradition*”. Although, it is considered to be essential to create the reader’s mind, there is only tourism promotion that provides such descriptions.

Similar to the move 2 step 1 used to introduce the products or services, in move 2 with step 2 essentials detailing the offer completed by describing the more details information of the products and services. In this research and the previous research is used move 2 step 1 to emphasized the detail facilities of each destination to attract the potential customers.

Move five: Soliciting response

- (11) *To receive updates about exclusive offers, exciting news and more, please enter your details, below. Bali office T: +62 362 757 149, whatapps: +62 811 3821 2910. (VR/M5/Ref.1)*

This move must ensure trusty information given to convince the reader to have a sense of security or surety, such as data (11) “*Bali office T: +62 362 757 149*”. That is the reason of providing a specific telephone number or the name of the contact person who will respond to any queries the readers may have about the detail of product or services. Therefore, one of the main communicative purposes of the promotion is to encourage the reader to continue further communication.

All persuasive communication purposes toward building a relationship between the writer and the reader of the message since successful negotiations. “*To receive updates about exclusive offers, exciting news and more*” in data (11) the step involves persuasive to motivate the reader to take immediate action.

All data in official website of Nihi use same soliciting respond. The advertiser provides the contact person who can give more detail information about each products or services that Nihi offered. It also found in previous studies by Yong (2013) and Sawetsiri (2017). All the advertisements provide most important information such as telephone number, email and reservation number to make customers easily getting information.

Move 6: Pressure Tactics

- (12) *To maintain a surfing experience that is unparalleled in the world, we limit the wave to ten registered surfers per day. (S/M6/Ref.2)*

The excerpt (12) above is move 6; pressure tactics. This pressure tactic is used to encourage the already half-inclined customer to take a quick decision to buy the products or use the services before a specified deadline. From ten promotion destination that I choose in this website, there is only oned daya of move 6.

Some previous studies have already analyzed about move pressure tactic. However, there are similarity and dissimilarity with the result of this current study. In Safarizan (2016) research found move pressure tactics become an obligatory move. The imperative verb 'BUY NOW' can be seen in 80% of the advertisement in Safarizan's (2016) study. Therefore, it is in contrast with this study which found only one data of pressure tactic in Nihi official website. While, move pressure tactics do not find in Yong's (2013) research.

DISCUSSIONS

To achieve persuasiveness and encourage the reader to go to the tourism destinations, the use of specific expression is focused on creating an image that the destination is worth to visit. From the findings, it can be seen that the main focus of moves 1; establishing credential and move 2; introducing the offers that are prsntd in positive images of the tourism destination by giving the detail information about the destination.

The generic structure of tourism promotion involves four moves in the official website of Nihi. Meanwhile, Bhatia (1993) has the generic structure of tourism advertisement consists of seven moves with steps in move 2. In the official website, move 1 establishing credentials, it is obligatory move. Although, Bhatia (1993) states that establishing credentials appears to be more or less obligatory, mainly in the case of companies which multinationals.

Another obligatory move is move 2, introducing the offers. Form of product-detailing is important if the customer is to be persuaded to buy the product or use the service. Though, it may not always contain all the three aspects and in that order (Bhatia: 2004). In this website, step 3 of indicating value cannot be found because it does not always form a distinct unit by itself.

The next obligatory move in this website is move 5, soliciting respond. This move is found in most promotion whether it is used by local companies or multinationals. It became the next most important move in tourism promotion. Soliciting respond is not only the way for future business negotiations and successful relations, but also serves the polite ending.

Even though move 6 of pressure tactics is found in this website, but it cannot be categorized as obligatory move. From five destinations, only found one data example of this move. Whereas, according Bhatia (1993), this move is likely to be an obligatory move especially to certain lines of products or business cultures.

There is an absence of move 3, offering incentive that should be more attractive in negotiate the price. In promotional activities, costumers tend to expect attractive bargains, if a promotion does not fulfill such as expectation, it is likely to be less successful in its persuasive promotion. Particularly in the promotion is offering incentives in the form of discount, rebates, special offer, and so on has become a norm. The main function of offering incentive is used as instruments of special discounted offers rather than simply as instruments of introducing new products or services (Bhatia: 2004). Mostly, local companies do offering incentive to persuade the prospective customers and to consider seriously the service being offered. As the information on the website is in English, it is evident that Nihi is one of the multinational companies. Therefore, Nihi official website does not use offering incentive, because they get customers by displaying the products and services that are available in that destination.

Another non obligatory moves are move 4; enclosing documents and move 7; ending politely. If move 4 is used, it generally occurs towards the end of the promotion, but never final. Both moves are used depending on the company's philosophy.

There are similarity and dissimilarity with the result of this current study. In Yong's (2013) studies all move become obligatory, while in Sawetsiri's (2017), the obligatory moves are move of introducing the offer and move of soliciting response. It shows the similarity in move 2 of introducing the offer, because it is an important part in tourism promotion to provide all the products or services that are able to attract potential customers towards the products or services.

CONCLUSION

The aims of this research are to find the move and step of advertisement, linguistic features in each move and the generic structure of Nihi official website. Based on the finding and discussions, it can be drawn the conclusion about moves and steps in Nihi official website proposed by Bhatia (1993). There are four moves and two steps in move two. There are move 1 establishing credentials that aim to highlight the attractive products or services, move 2 introducing the offer that aim to provide more detail information about the products and services to persuade the potentials customers, move 5 soliciting responses that aim to convince the customers about the product or services, and move 6 pressure tactics that aim to push the customers who already tend to buy the product or service to make an immediate decision. The moves of advertisement can also be used to find the generic structure of online tourism promotion. The obligatory moves and steps in this study become the generic structure in Nihi official website. There are move 1 establishing credentials, move 2 introducing the offer include: step 1 offering the product and step 2 essential detailing of the offer and move 5 soliciting responses.

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