



Genre Analysis of Brochure Hotel in Indonesia

Analisis Genre Brosur Hotel di Indonesia

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Abstract

The aim of this study was to find out the types of text are found in brochure hotel in Indonesia and to know the more dominant text are found in brochure hotel in Indonesia. The methodology adopted in this research was descriptive qualitative methods. The source of the data was taken from the texts of brochures hotel in Indonesia. This brochures are found in the famous hotel, like JW Marriot (in Medan, Jakarta), Trans Luxury (in Bandung), Hotel Inn (in Jogja) The Kuta Beach Heritage (in Bali) which using brochure to introduce the hotel. The result of the study shows that brochures hotel in Indonesia contains 13 types which include 1 types of text; Hortatory Exposition.

Keywords: Genre, Brochure, Hotel.

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis teks yang terdapat pada brosur hotel di Indonesia dan mengetahui teks yang lebih dominan terdapat pada brosur hotel di Indonesia. Metodologi yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Sumber data diambil dari teks brosur hotel di Indonesia. Brosur ini banyak ditemukan di hotel-hotel ternama, seperti JW Marriot (di Medan, Jakarta), Trans Luxury (di Bandung), Hotel Inn (di Jogja) The Kuta Beach Heritage (di Bali) yang menggunakan brosur untuk memperkenalkan hotelnya. Hasil penelitian menunjukkan bahwa brosur hotel di Indonesia terdapat 13 jenis yang meliputi 1 jenis teks; Eksposisi Hortatorium.

Kata Kunci: Genre, Brosur, Hotel.

INTRODUCTION

Language is one of the most important things that human need to interact with other people. We need language to communicate with others because we are as a social being and communication also to human being to exchange information, goods and services. Language has two forms, namely spoken and written language. Spoken means that language which is expressed in speech rather than in writing. Language as spoken language can be realized in oration, dialogue, presentation, etc. Written means that language which is expressed in text than in speaking. According to Nunan (1992) written language is used for information (for example, newspaper, current affairs magazines, advertisements, political pamphlets); and for entertainment (for example, comic strips, fiction books, poetry and drama, newspaper features, film subtitles).

Genre is the organization of literature into categories based on the type of writing the piece exemplifies through its content, form, or style. Studies of genre also stress a concern with context as well as form and emphasize the importance of description and analysis rather than simple classification. It is also true that genre has become a key concept in modern thought, not only in linguistics and language teaching but in many areas of contemporary social and cultural studies.

English continues to dominate in technology, media, education, medicine, research, and business. The demand for English for specific purposes (ESP) is rapidly growing to fulfill people with an instrumental purpose, for example in the business world especially for advertisement, namely brochure. Brochure advertising especially in a hotel industry has been widely adopted as a communicative tool to facilitate and enhance competitiveness in this business. Like other promotional genres, brochure use both text and pictures with the principal purpose of eliciting customers' attention. Target guests can easily compare the accommodation, prices, and promotions offered by different hotels. In addition, potential guests can read reviews and take virtual tours to explore the hotels' buildings and their surroundings prior to booking (Rodgers, 2015). Brochure is a small book usually having a paper cover booklet, folder, pamphlet, leaflet book. It is a written work or composition that has been 3 published (printed on pages bound together). The brochure must contain the logo or tag line of the respective campaign, project or organization.

Based on explanation above, the researcher is interesting to analyze A Comparative Genre Analysis of Brochure Hotel in Indonesia. According to the reasons above, the

researcher wants to discuss the topic about genre with using the theory of genre to analyze the explanation in a brochure in order to understand how the genre applies in a brochure.

The word text is related to “textile” and can be translated as “fabric” just a single threads form a fabric. So words and sentences form a meaningful and coherent text (Klarer, 1999). Based on the statement on Klarer, when the text is coherent for the readers and address in this way, it is a discourse. A text is realized in knowable context. The context is not a product of either the conscious or unconscious intention of an author; nor its centrality and autonomy evident. The text is always produced in relation to something other. There are, in fact, raw materials of literature which form the necessary base from which it is produced. People live in a word of words. When these words are put together to communicate a meaning, a piece of text is created. When you speak or write to communicate a message, you are constructing a text. When you read, listen to, or view a piece a text, you are interpreting its meaning.

Creating a text requires us to make choice about the words people use and how people put them together. Our choice of words will depend on our purpose and our context. According to Macken, there are two main categories of texts those are:

1. Literary texts include aboriginal dreaming stories, movie scripts, limericks, fairy tale plays, novels, song lyrics, mimes and soap opera. Literary text has three main text type in this category: narrative, poetic and dramatic (Anderson and Kathy, 1997).
2. Factual texts including advertisements, announcements, interned websites, current affairs shows debates, recipes, reports and instruction. They present information or ideas and aim to show, tell or persuade the audience (Anderson and Kathy, 1997). The main text types in this category are recount, response, explanation, discussion, information report, exposition, procedure, and response.

According to (Swales, 1990) Genres are how things get done, when language is used to accomplish them. They range from literary to far from literary forms: poems, narratives, expositions, lectures, seminar, recipes, manuals, appointment making, service encounters, news broadcast and so on. The term genre is used here to embrace each of the linguistically realized activity types which comprise so much of our culture. In relation with this ides (Anderson and Malmkjaer, 1991) say “genre is a more or less standardized

communicative event with a goal or set of goals mutually understood by the participants in that event, and occurring within a functional rather than social or personal setting.

A genre is more than just its discourse structure and patterns of language. There are many factors that are important to consider, such as, the socio-cultural, context of the text, the purpose of the text, the audience of the text, expectations of the particular discourse community and the relationship the text has with other instances of the genre. Systemic genre analysis deals with this by considering the way in which the context of culture and context of situation of a particular genre influences language choices made within a text. Context of culture includes the attitudes, values and shared experiences of people living in a particular culture. It also includes culture-specific expectations of way of behaving and getting things done. The contexts of situations represent situation-specific variables that combine to produce the particular register of a text. These variables include the topic, or content, of the text (its field), the relationship between readers and writers (or speakers and listeners) of the text (its tenor) and the channel of communication. Each of these variables impacts upon the language of a text. There is also a need to go beyond the text to an examination of the cultural and social context in which the genre occurs. We need to consider a variety of factors, for example, reader and writer (or speaker and listener) roles, purpose, and the institutional, social and cultural values and interpretation of particular text (Johns, 1997).

Genre analysts contain (Gerot and Wignell, 1994) the social function, schematic structure and significant lexicogrammatical features in every text type.

According to (Macken, 1990), there are 2 kinds of genre as story genre and factual genre. Story genre consists of five genres; they are narrative, news story, exemplum, anecdote, and recount. Factual genre is divided into procedure, explanation, report, exposition, and discussion. Macken categorizes genre into two types, literary genre and factual genre. Literary genre consists of narrative, poetry, and drama. Factual genre has seven types of genre; they are recount, explanation, discussion, information report, exposition, procedure, and response. Furthermore, the text type and the purpose of the text are described in the table below:

Table 1. Kind of Text Type

Text Type	Purpose
Poetic	To express the feelings or experiences of the poet so as to describe, praise or criticize.

Dramatic	To portray human experience through enactment, sometimes in order to make social comment.
Narrative	To construct a view of the world that entertains or informs the reader or listener.
Response	To respond to an artistic work by providing a description of the work and judgment.
Discussion	To present differing opinions on a subject to the reader or listener.
Explanation	To explain how or why something occurs
Exposition	To argue or persuade by presenting one side of an issue.
Information report	To classify, describe or to present information about a subject.
Procedure	To instruct someone on how something can be done.
Recount	To retell a series of events, usually in the order they occurred.

On the other hand, Gerot and Wignell never categorize type of genre but directly divided it to be 13 items. They are: Spoof/Recount, Recounts, Reports, Analytical Exposition, New Item, Anecdote, Narrative, Procedure, Description, Hortatory Exposition, Explanation, Discussion, and Reviews. Here the researcher will use Gerot and Wignell category of genre to analyze the data.

The brochure is one of the best ways to present people company. There are *tri-fold* brochures used to advertise a new product or service that people company offers, or there are *bi-fold* folders that are used to present people company projects outside or inside it. There are different brochure types, and every type has a different way to be designed. The criterion adopted to design a *bi-fold* brochure to present your company projects for internal use would be different from the one for external use. A well designed brochure is the best way to introduce your company to your company to your potential customers. A brochure has three functions that will be explained as below:

1. Informative function: a brochure is usually used to inform your potential customers with regards to your company. This information is related to your company presentation, a new product or service that your company offers, or a recent change in your company name, etc.

2. Advertising function: a brochure is really important as an advertising tool, which attractively allows you to promote one or more products or services. For further details this function will be analyzed in the section called Advertising aspect.
3. Identification function: a well-done brochure design allows you to maintain a same criterion through all your company brochures. If this criterion (sometimes called concept) is unified in all the brochure types, it will make your company to be recognized automatically. It will give to your company prestige and credibility. It is important for your company brochure not only have a “concept” but also to have a logo; a well designed logo is essential for any company, is one of the first steps to start an advertising campaign.

These are three functions should have an interaction. The brochure should be the result of that interaction; otherwise it will not be effective. Maybe one of those stands out more than the others but this should not affect your brochure design. For example, if your company launches a new product and decides to have a brochure designed for this launch, the function that will stand out on your brochure would be the advertising one, even though this brochure could have information regarding the product and same the time represents your company.

METHOD

The methodology adopted in this research was descriptive qualitative methods. Qualitative description is a widely cited research tradition and has been identified as important and appropriate for research questions focused on discovering the who, what, and where of events or experiences and gaining insights from informants regarding a poorly understood phenomenon. The study was conducted using qualitative research methods. The data is about kind of a text in brochure hotel in Indonesia.

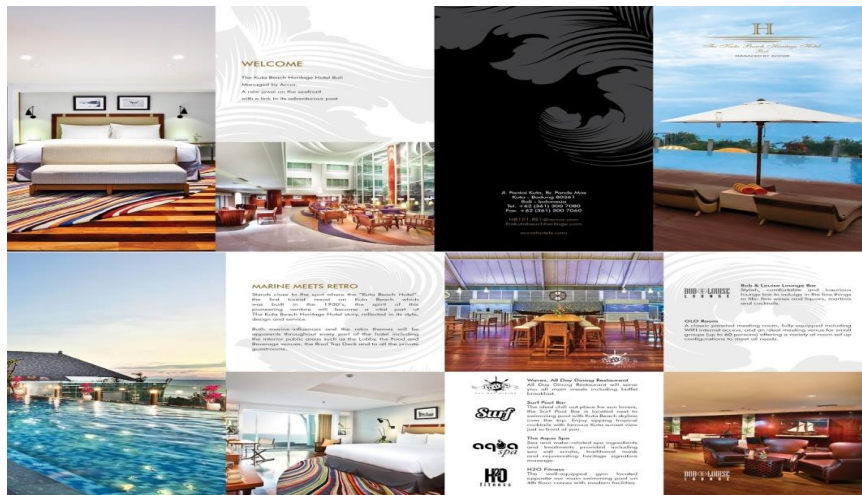
The source of the data is taken from the texts of brochures hotel in Indonesia. This brochures are found in the famous hotel, like JW Marriot (in Medan, Jakarta), Trans Luxury (in Bandung), Hotel Inn (in Jogja) The Kuta Beach Heritage (in Bali) which using brochure to introduce the hotel. In this case, the researcher only took two data as the main data for the analysis, those are Hotel Inn (in Jogja) and The Kuta Beach Heritage (in Bali).

In collecting the data, the following steps are done: The data were collected by downloading the lyric, searching the keyword of the data then finding the source of the data on brochures hotel in Indonesia. After getting the data, the researcher did these following steps: first, reading the whole text of the data, then analyzing the kind of a text, summarizing the analysis into table and last interpreting and concluding.

RESULTS AND DISCUSSION

The data were collected from a text in brochure hotel in Indonesia. The words used in this brochure was analyzed with the theory of kind of text from Gerot and Wignell's theory. The data were identified and analyzed as in the following:

1) The Kuta Beach Heritage (in Bali).



2) Hotel Inn (in Jogja)



Table 2. Analysis parts of brochure

Parts of Brochure	Brochure Hotel	
	The Kuta Beach Heritage Hotel	Hotel INN
Headlines	✓	✓
Location Description	✓	✓
Facilities	✓	✓
Souvenirs	-	-
Accommodation List	-	-
Information Centre	✓	✓
Place of Information	✓	✓
Location Map	-	✓
Price	-	-

1. Field: This text is talking about advertisement. More specifically, this text is talking about the advantages with this hotel.
2. Tenor: This text from Advertising service hotel Makers addressed to guest to use this hotel
3. Mode: This text is a written channel that relate to the writer who have purpose to inform and give information about those hotel to the reader especially as a guest.
4. The type of genre of this text
5. This text is included into the Hortatory Exposition, because those texts want to persuade the reader to use their hotel.

CONCLUSION

Based on the results, there are some conclusions of the study that can be drawn. First, the result of the study shows that brochures hotel in Indonesia contains 13 types which include 1 types of text; Hortatory Exposition. According to the result, the brochures hotel in Indonesia is dominated by Hortatory Exposition because they want to persuade the guest to use their hotel.

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