LEXICAL SEMANTICS IN TOURS AND TRAVEL ADVERTISEMENT BROCHURES: A SEMANTIC STUDY

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Abstract: Tour and travel brochures serve as essential tools in tourism promotion, employing persuasive and context-rich language to attract potential visitors. This study examines the types and functions of lexical semantics used in selected brochures from Bali tour agencies. Drawing on Geoffrey Leech's theory of seven types of meaning, this qualitative descriptive research investigates how language shapes perception and influences reader interpretation. Data were collected from brochures and analysed through categorization and contextual interpretation. The findings indicate that all seven types of meaning; denotative, connotative, social, affective, reflected, collocative, and thematic are strategically utilized. Denotative meaning occurs most frequently, followed by connotative and social meanings. These results highlight how brochures employ layered semantic features to appeal emotionally, culturally, and cognitively to prospective tourists, thereby strengthening the persuasive impact of tourism marketing texts.
Keywords: Lexical Semantics, Leech's Theory Of Meaning, Semantic Analysis, Tourism Marketing, Travel Brochures.

INTRODUCTION

Brochures are not merely promotional materials but also linguistic texts in which lexical meaning plays a vital role in shaping communication. In the context of tourism, brochures function as persuasive instruments designed to inform, attract, and influence potential visitors. According to Leech (1981), language carries different types of meaning, namely denotative, connotative, affective, social, collocative, reflected, and thematic. These layers of meaning are often embedded in brochures to create vivid impressions, stimulate emotions, and establish cultural connections. Words such as "luxurious," "unforgettable," or "crystal-clear water" are deliberately chosen to evoke positive associations, appeal to the imagination, and ultimately influence the decision-making process of prospective tourists. Thus, brochures represent a rich source of linguistic data for studying how lexical semantics functions in promotional communication.

Semantics, broadly defined as the study of meaning in language, encompasses various dimensions of how meaning is constructed and interpreted (Hurford & Heasley, 1983). As Leech (1981) emphasizes, semantics does not operate in isolation but interacts closely with syntax, which concerns structural patterns, and phonology, which relates to the sound system of language. Within semantics, lexical semantics specifically focuses on how words convey meaning and how such meanings are understood by readers or listeners. In tourism advertising, lexical choices play a significant role in shaping perceptions: carefully selected vocabulary can evoke emotions, generate imagery, and build persuasive narratives that guide consumer behaviour. Analysing lexical semantics in this context provides insights not only into linguistic strategies but also into the mechanisms of persuasion in marketing communication.

One important aspect of lexical semantics is the role of context in shaping

meaning. As Leech (1981) argues, the meaning of a word cannot be fully understood in isolation; it must be examined in relation to its usage and the surrounding context. Cruse (2000) further asserts that words often carry multiple meanings, and these meanings are influenced by their interaction with other words in a text. This contextual nature of meaning is particularly relevant in tourism promotion, where words are often deliberately layered with connotations that extend beyond their literal sense. For example, terms such as "authentic experience" or "hidden paradise" are not only descriptive but also loaded with cultural, affective, and persuasive implications.

The present study seeks to examine the types and functions of lexical meaning in tour and travel brochures, with a particular focus on how these meanings contribute to the effectiveness of promotional texts. By applying Leech's (1981) theory of meaning, this research investigates the strategic use of language to construct positive impressions, influence reader interpretation, and enhance the overall persuasive impact of tourism brochures. Through such analysis, the study bridges linguistic theory with practical marketing strategies, offering insights into how semantics operates in real-world communication.

Previous research has addressed lexical semantics in tourism, but the majority of studies have concentrated on hospitality and restaurant advertising, often neglecting brochures produced by tour and travel agencies. For example, Pramawati (2020) analysed lexical meaning in Bali Tourism Magazine using Leech's framework, collecting data through note-taking and focusing on how lexical choices shape reader perception. Similarly, Rohbiah (2020) investigated semantic changes in English lexical borrowings in Indonesian tourism discourse, employing descriptive qualitative content analysis to examine ambiguity and meaning shifts in borrowed terms. While these studies provide valuable contributions to the field, they primarily emphasize tourism magazines or lexical borrowings, and not the semantic strategies specific to tour and travel brochures.

This indicates a clear research gap. Tour and travel brochures are unique promotional texts that often employ more descriptive, figurative, and experiential language compared to advertisements for hotels or restaurants. Rather than focusing solely on physical services, brochures highlight experiences, emotions, and cultural imagery. Their language is crafted to invite readers into imagined journeys, using words and phrases that appeal not only cognitively but also affectively and socially. Consequently, these texts merit close linguistic analysis to uncover how layered meanings are strategically deployed in shaping tourist perceptions and decisions.

The urgency of conducting this research lies in clarifying how multiple and context-dependent meanings function in tourism promotion. Identifying how brochures utilize semantic strategies can provide deeper understanding of the persuasive mechanisms embedded in marketing texts. Moreover, analysing these strategies offers practical implications for tourism stakeholders, enabling them to optimize promotional materials for more effective communication. By focusing on the underexplored area of tour and travel brochures, this study aims to extend the scope of lexical semantics research and contribute to a more comprehensive understanding of how language supports tourism marketing.

This study examines the use of lexical semantics in tour and travel brochures, employing Leech's (1981) framework of seven types of meaning. Specifically, it investigates how lexical choices function within their contexts to persuade, inform,

and emotionally engage readers. By doing so, the research seeks to fill a gap in existing scholarship, enhance theoretical understanding of semantics in applied contexts, and provide practical insights for the improvement of tourism promotion strategies.

METHOD

This study employs a qualitative descriptive approach, focusing on a detailed textual content analysis of tour and travel brochures (Creswell, 2014). The brochures were collected from online sources using purposive sampling, selecting materials that are representative of tour and travel promotional texts. The qualitative descriptive method involves systematic observation and detailed description of phenomena as they occur naturally, without manipulating variables or attempting to influence outcomes. This approach is particularly suited for examining linguistic elements, themes, and structures within textual materials (Abrams, 1999).

Tour and travel brochures serve as both printed and digital marketing tools used by travel companies to promote destinations, vacation packages, accommodations, and related services. These brochures provide potential tourists with essential information about attractions, lodging, pricing, and other pertinent details. In addition to conveying practical information, brochures aim to inspire travel, stimulate interest, and facilitate informed decision-making. They typically incorporate visual components, such as images, maps, and illustrations, alongside textual content, to create a cohesive and persuasive promotional message.

RESULT AND DISCUSSION
Lexical Semantics In Tours And Travel Advertisement Brochures

This chapter presents the results and discussion of the study. It focuses on identifying, classifying, and analysing the types of lexical meanings found in tour and travel advertisement brochures, guided by Geoffrey Leech's Semantic Theory (1981).

Lexical meaning refers to the meaning that a word conveys as part of a language's vocabulary (lexicon). Unlike grammatical meaning, which pertains to structural rules, lexical meaning provides the semantic content of words, including their dictionary definitions and additional meanings that emerge through usage (Leech, 1981).

According to Leech (1981), lexical meaning can be categorized into seven types, each reflecting a different dimension of how meaning operates in language: conceptual (denotative), connotative, social, affective, reflected, collocative, and thematic meanings. In the context of this study, these categories serve as an analytical framework for examining the language used in tour and travel brochures.

Each type of lexical meaning reveals how specific words or phrases are strategically employed to further describe how these lexical meanings contribute to the persuasive effectiveness of tour and travel brochures in the context of tourism marketing.

The types of lexical meanings identified in the tour and travel advertisement brochures are summarized in the following table:

Table 1. Total of data found from the data source

No.	Lexical Meanings type	Total Data Found
1.	Denotative meaning	31
2.	Connotative meaning	14
3.	Collocative meaning	11
4.	Thematic meaning	12
5.	Affective meaning	11

6.	Social meaning	14
7.	Reflected meaning	12

Based on the data presented in the table, a total of thirty-one instances were identified as denotative meanings, fourteen instances as connotative meanings, eleven instances as collocative meanings, twelve instances as thematic meanings, eleven instances as affective meanings, fourteen instances as social meanings, and twelve instances as reflected meanings.

Denotative meaning was the most frequently occurring type across both data sources. This predominance reflects the primary objective of tourism brochures, which is to provide clear, factual, and straightforward information to potential tourists. Words and phrases with denotative meanings are used to describe specific locations, activities, facilities, or services in a literal and objective manner. For example, in Mason Adventure Bali's brochure, phrases like "Mount Batur Sunrise Trekking" and "Snorkeling at Nusa Penida" provide precise information about the activity and location. Similarly, Viva Holidays Bali uses expressions such as "Five-star resort" and "Private beach access" to convey factual features. By emphasizing the actual features of tourist attractions, brochures ensure that essential information is easily understood and trusted, while simultaneously supporting promotional objectives.

Connotative meaning appeared in fourteen instances, illustrating how language evokes emotional responses or cultural associations. Examples include "unforgettable experience" and "enchanting landscapes", which aim to create positive imagery and emotional appeal, encouraging readers to imagine themselves enjoying these experiences.

Social meaning, also found in fourteen instances, highlights how language reflects social attitudes, politeness, or prestige. For instance, expressions such as "exclusive package for discerning travelers" and "luxury accommodation" convey status and target an audience seeking premium services, thus establishing a social context for the promotional message.

Thematic meaning appeared in twelve instances, demonstrating how sentence structure and emphasis guide interpretation. Phrases such as "Experience the vibrant culture and pristine beaches of Bali" structure the message to emphasize both cultural and natural attractions, guiding the reader to perceive a well-rounded travel experience.

Reflected meaning, also identified in twelve instances, shows how certain words carry secondary or implied meanings, often influenced by cultural or symbolic connotations. For example, the word "paradise" not only denotes a beautiful place but also evokes notions of peace, luxury, and exclusivity.

Affective meaning, found in eleven instances, captures emotional tone designed to engage readers. Phrases like "exciting adventure awaits" or "relax in serene surroundings" aim to elicit feelings of excitement or relaxation, enhancing the persuasive appeal of the brochures.

Collocative meaning, also observed in eleven instances, analyses habitual word pairings that reinforce expectations. Examples include "tropical paradise", "luxury resort", and "sun-kissed beaches", which are frequently associated with travel and tourism contexts, building familiarity and shaping reader perception.

These findings indicate that while denotative meaning dominates due to its clarity and informational value, the other types of lexical meaning collectively enrich

the persuasive, emotive, and cultural impact of tourism brochures. By employing multiple layers of meaning, travel brochures effectively attract, inform, and influence potential tourists, demonstrating the strategic role of lexical semantics in tourism marketing.

By examining the frequency and function of each type of lexical meaning, this study identifies which semantic strategies are most dominant in enhancing the promotional appeal of the brochures. The findings provide insight into how lexical semantics strategically contribute to tourism marketing, demonstrating the role of language in not only informing potential tourists but also influencing their perceptions, preferences, and travel decisions.

CONCLUSION

The analysis reveals that lexical semantics in tourism brochures serve multiple communicative functions. Denotative meanings provide clear, factual descriptions of destinations and services, ensuring the audience receives accurate information. Connotative and affective meanings evoke emotions, desires, and imaginative engagement, enhancing the brochures' persuasive appeal. Social meanings reflect cultural norms and societal expectations, while reflected meanings add associative depth based on contextual or cultural references. Collocative meanings establish familiar lexical pairings that improve fluency and resonance, and thematic meanings organize textual content to emphasize particular ideas or promotional priorities.

Overall, the findings demonstrate that language in tour and travel brochures is not merely descriptive but strategically layered to inform, persuade, and emotionally engage readers. Lexical choices are intentionally crafted to maximize impact, indicating that an understanding of lexical semantics is essential for effective tourism communication.

Suggestion

Based on these findings, future research could expand the scope of analysis to include a broader array of tourism marketing platforms, such as digital media, social networks, websites, and mobile applications. Cross-cultural and cross-linguistic comparative studies are recommended to investigate how lexical meanings are adapted to different audiences and contexts. Furthermore, incorporating multimodal analysis could provide deeper insights into how textual and visual elements interact to influence consumer perception and decision-making.

In conclusion, this study highlights the critical role of lexical semantics in shaping meaning and persuasion within tourism discourse. It provides a foundational framework for further scholarly exploration at the intersection of linguistics, marketing, and tourism communication

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