LANGUAGE AND LITERATURE IN DIGITAL FORMS: THE EXPRESSION OF TODAY'S SOCIETY

*Proceeding Book of the 4th
English Letters Undergraduate Conference*

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Language and Literature in Digital Forms:
The Expressions of Today's Society

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**Language and Literature in Digital Forms:
The Expressions of Today's Society**

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PREFACE

The presence of digital platforms has enabled people to express their thoughts to be accessed by their virtual readers easily. This online community has been developing widely and creating chances for English Letters students to criticize the expressions from linguistic, literature, or education point of view. The need of critical literacy is surely needed to avoid the students from misleading interpretations.

The fourth *English Letters Undergraduate Conference (ELUC) 2020* aims at discussing the above issue, and at the same time, sharing new ideas and practices related to the point. This year, the conference invites two keynote speakers, Dr. Ari Jogaiswara Adipurwawidjana, M.A. (Universitas Padjadjaran) and Arina Isti'anah, S.Pd., M.Hum. Their experiences hopefully can motivate the participants to criticize the language and literature in digital contexts.

This conference owes thanks from the participants and everybody in the organizing committee who has been donating their time, ideas, and energy. The participation of these individuals has established a high standard for the conference, and certainly have enriched their experiences. Hopefully this conference will be one of, many ways to strengthen the academic relationship among participants. The English Letters Department welcomes all participants in this conference and hopes that all of you enjoy this warm, thoughtful and stimulating conference.

Yogyakarta, 25 Agustus 2020

Drs. Hirmawan Wijanarka, M.Hum.

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MULTIMODAL DISCOURSE ANALYSIS ON MEDAN

TOURISM WEBSITE

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Abstract

The role of words, images, sounds, music, and videos in today's expressions is widely seen in every area of life, including the tourism industry. The advent of digital media as a means of communication has triggered the creation of multimodal discourse analysis (MDA) that makes it easier for researchers to identify both linguistic and non-linguistic features in discourse. This paper aims to present MDA on the official website of Indonesian tourism by taking the Medan tourism destination as a reference. The study centered on how the textual and visual features of the website showed the relationship between the website and the browsers. This paper found that the tourism website acted as a source of information for prospective tourists by making the most of declarative moods that function as statements. Nevertheless, the website used images to include a popular tourist destination in Medan, Lake Toba. The use of visual techniques, such as contact, distance, and attitude, has been shown to complement the website to provide details and knowledge. The paper concluded that MDA was an effective method to be introduced in digital communication channels, in this case, the tourism website.

Keywords: language, image, multimodal discourse analysis, tourism

Introduction

In today's era, the presence of multimodal communication text is found in every aspect of life, including tourism. Tourism refers to a leisure activity such that for a certain amount of time communities visit destinations (Salim & Som, 2018). People need to find comprehensive destination information, including location, travel time, price, reservation, and itineraries that can be easily clicked through a website (Ibrahim, Nurulhuda & Wong, 2013). The language on the tourism website is essential as it should reassure, inspire, persuade, and enhance the interest of tourists (Kristina & Haryono, 2015). However, people nowadays prefer multimodal texts because the visual components and other semiotic resources in the text give the viewers clearer meaning and better understanding (Ananda, Fitriani, Samad, & Patak, 2019).

In many discussion cultures, the language of tourism has been one of the main concerns (Salim & Som, 2018). Tourism language is one of the persuasive texts that attracts readers to imagine destinations for tourism. For the promotional purpose, like the official tourism website, the use of textual features together with pictures is gained. It is stated that the website is successful in providing information measured by layout, reliability, text used, and image (Salim & Som, 2018). The website deliberately depicts an area attached to its unique attraction. The

website not only communicates with its viewers but also promotes destinations and creates a positive image and brand value (Ibrahim, Nurulhuda & Wong, 2013).

It is argued that multimodal resource in tourism posters has been particularly indispensable for information distribution these days (Dallyono & Sukyadi, 2019). However, unlike poster ads that contain a minimal linguistic component since the focus of attention is the photo with emblems and labels, the official tourism website introduces more linguistic aspects than the pictures used. Compared to brochures, booklets, the website and other social media have developed to be competing for information sources for tourists (Muhammad Arifin Muhammad Salim, Ibrahim, & Hassan, 2018).

The language of tourism is a fruitful object of study since it provides a detail portrayal of the potential tourism destination which aims to persuade, attract, encourage, and seduce the prospective tourists to be actual tourists (M. A. B. Salim, Ibrahim, & Hassan, 2012). To improve the economic vibrancy, the official website of tourism becomes a crucial promotional medium to influence the browsers since it is stated that the official website of tourism is managed and approved by a country's government. It is also noted that the use of such media is an integral part of travellers' decision making (M. A. B. Salim et al., 2012). Therefore, it is inevitable that the employment of multimodal features in the official tourism website is an essential factor in the tourism industry.

Previous studies on Indonesian tourism official website have been found in the way particular discourse is portrayed on the website. Indonesian tourism websites were observed in the way the discourse of Indonesian authenticity was promoted (Salim et al., 2018). In general, there were two discourses of authenticity found on the website: the authentic nature and cultural heritage of Indonesia that were offered on the website. The research concluded that the official website of Indonesian tourism aimed to capture the interest of as many potential tourists as possible through the application of a complex mesh of specific discourse areas. It was used to satisfy all types of interests.

Furthermore, the specific discourse of Indonesian cuisine on the website was conducted during 2014 (Samad, Salim, & Akib, 2018). Observing the website for two weeks, the researchers analyzed both lexical-syntactical and visual elements of culinary discourse on the official website of Indonesian tourism. The data were taken from information regarding the promotion of food, food-related activities, food products, and food tourism information. The linguistic strategies used were descriptive words, declarative sentences, conditional sentences, and narrative. On the other hand, the visual elements employed were modality, salience, and participant. It was concluded that language and visual elements are purposefully utilized to realize the description of Indonesia as a famous tourist destination in Southeast Asia. The Indonesian tourist destination is highlighted through specific discourses of authentic culinary (Samad, Salim, & Akib, 2018).

By taking Malaysian tourism brochures, Hassan attempted to define Malaysian cultures from the employment of both linguistic and non-linguistic modes. The research found that there were some cultural elements portrayed in the brochures: people, festivals, traditional lifestyles,

traditional music, and traditional games. It is concluded that the image and text complement each other to assist the readers in construing the intended meaning (Hassan, 2014).

Studies mentioned above seem thoroughful to define the characteristics of the official website of tourism, yet none of them talked about how the website constructs interpersonal relationships with the readers. Thus, this paper attempts to fill the gap by observing how both linguistic and visual elements are employed on the website to build its relationship with the browsers. The linguistic features involved in this paper were the patterns and speech functions of Mood, while the visual features used in the analysis are contact, distance, and attitude. Halliday's Systemic Functional Linguistics (SFL) and Kress & Leeuwen's Visual Grammar become the major theories applied in this multimodal discourse analysis approach.

Review of Literature

Multimodal Discourse Analysis (MDA) has a strong relationship with the concept of genre. A particular genre includes adaptability that is needed to achieve particular goals in distinctive communicative situations (Jurado & Ruiz-Madrid, 2015). It results in the development of multimodal analysis that enables the study of language and other modes of communication, such as sounds, colors, pictures, and others. Systemic Functional Linguistics (SFL) has a strong position in the CDA because the theory examines how language is organized to resolve its primary social purpose (Fairclough, 1995). SFL sees language as a social semiotic in line with the CDA's concern to map the relationship between language and social structures and relationships. Besides, SFL considers texts as a powerful basis not only for what is in texts, but also for what is absent or omitted in texts (Fairclough, 1995).

MDA enables the study of objects or visual structure in the linguistic field. In multimodality, meaning is realized through multiple modes to shape the specific goal of a community in which cultural comprehension requires verbal and visual combination and systems of presentation (Rungruansuparat, 2017). It is essential to understand the significance of a discourse by the inclusion of paralinguistic elements, meaning that the choice of layout, pictures, emblems, or links are important factors in discourse analysis. Concerning Indonesian tourism, some areas are portrayed as rich in coastal sites on the website, while some are rich in cultural heritage.

The commonality between MDA and SFL lies in the notion that language is utilized by people to express and exchanges meanings (Pratiwy & Wulan, 2018). The presence of non-linguistic aspects such as pictures, sounds, and gestures cannot be ignored in comprehending meanings the speaker intends to say. The modern era has facilitated media to create, transfer, and edit pictures consisting of at least two semiotic resources, including visual images like pictures, photos, maps, and cartoons (Nugroho, 2009). Thus, Kress and Leeuwen develop how Visual Grammar (VG) permits the realization of meaning-making through visual images (Kress & Leeuwen, 2006). In contrast to monomodality that highly value genres of writing such as literary works, academic treaties, official documents, and reports, multimodality pays attention to the employment of images, colors, illustrations, or sounds that are found with the use language in various use (Kress & Leeuwen, 2006).

SFL has inspired Kress & Leeuwen to develop a theory of social semiotic analysis of visual communication through visual grammar (VG) method. Started from the concept of social semiotics of language represented in metafunctions, ideational-interpersonal-textual, visual grammar proposes that meanings are represented through representational, interactive, and compositional meanings. The following table shows the meta-functions concept of SFL and VG.

Table 1. Three strands of metafunctions in SFL and VG

SFL	VG
Ideational	Representational
Interpersonal	Interactive
Textual	Compositional

To agree with the concept of ideational function which concerns how language is used to show how the participants present the real world, representational meaning in VG deals with any semiotic mode that represents objects and their relationships in a world outside the representational system (Yang & Zhang, 2014).

While the interpersonal function shows the relationship between the speakers/ writers and listeners/ readers seen through, some of them, modality and mood, the interactive meaning is about the social relations between interactants and the evaluative orientations that participants adopt towards each other and to the world represented in the text (Hu & Luo, 2016). The elements utilized in this research are contact, distance, and attitude/ perspective. Both textual and compositional meanings deal with how visual and verbal elements form a compositional whole that is seen through (1) horizontal structure when presenting visual information as Given or New and (2) vertical structure when presenting visual information as Ideal and Real (Liu, 2019).

The three critical factors to analyze interactive meanings are contact, distance, and attitude/ perspective. Contact is the strategy used to establish a relationship between the visual and the viewer/ audience that can be seen from the representation of image, whether it demands or offers the audience (Cheregi, 2018). Distance refers to the closeness of people's relation that can be seen from the closeness of the shot. Attitude or perspective refers to the attitude built to the viewers seen from how the image producer relates the relationship to the readers, whether it is objective or subjective (Kress & Leeuwen, 2006). By employing the interactive meaning analysis, how the website gives and demands information or goods & services can be described thoroughly besides involving the analysis on mood and modality to figure out the interpersonal relationship built on the website.

Methodology

This work used Multimodal Discourse Analysis (MDA) as its approach by observing both verbal and visual modes on the tourism destinations highlighted on the Indonesian tourism official website. Accessed on November 15, 2019, the data were taken from www.indonesia.travel, to be exact web page of Medan was selected as the sample. Medan was the first tourism destination placed on the destination highlight. It had 8473 views, and 130 loved. There were two pictures displayed on the web page and contained 26 clauses. Since this paper aims to observe social relationship built on the website, the analysis was focused on both interpersonal and interactive meanings constructed on the website. In the interpersonal function of language, mood analysis was applied by observing how the website selected the position of Subject-Finite on the clauses and identified the speech functions of the mood choice. In the interactive function of pictures portrayed on the website, the analysis was focused on the three key factors of the choice of pictures: contact, social distance, and point of view/ attitude. The employment of photos in the analysis is vital to extend the integrated perspectives on the subject. Photos also reveal the symbolic worlds of the subjects and their views. Photos also show the subjects' symbolic worlds and views (Flick, 2010).

Results and Discussion

There are two pictures and 26 clauses were found in Medan tourism site. Below is the summary of both linguistic and visual features implemented on Medan home page.

Table 1. Summary of Linguistic and Visual Features on the Website

Linguistic Features		Visual Features	
declarative mood		contact	
statement	✓	demand	
offer	✓	offer	✓
imperative mood		distance	
offer	✓	close-shot	
command	✓	long-shot	✓
interrogative mood		attitude	
question		subjective	
command		objective	✓

The table above summarizes the linguistic and visual strategies found in Medan tourism website. The clauses used on the website are in the form of the declarative and imperative mood. Speech function "offer" is found in both declarative and imperative mood. On the other hand, the speech function "statement" is only found in declarative mood and speech function "command" is found in the imperative mood only. Rererring to the table, the interrogative

mood is absent on the web. The interactive meanings shown by the visual features employed on the website are found through contact, distance, and attitude. The pictures offer the tourism destinations, the distance is in long-shot strategy and the attitude built is objective. Below is the discussion.

On Medan tourism site, the top header of the website contains the logo of Wonderful Indonesia followed by some menus that are linked to different pages: what to see, what to do, plan your trip, go explore, search, language, and essentials. Below the top header is the picture of Kualanamu Airport that is positioned in a landscape layout that occupies the page. Below is the picture.

Picture 1. Medan

The first key factor in understanding interactive meaning of pictures is contact. Contact represents demand or offer the producer tries to achieve. Picture 1 above displays the image of Kualanamu Airport in Medan and this is called as represented participant, non-human interaction in the picture. Human beings are not found in picture 1, the viewers are positioned as the subject and the represented participant is positioned as the object, meaning that that the viewers are the invisible onlookers. The contact of picture 1 above signals an offer since the airport is placed as a source of information. It clarifies the itinerary the tourists should take when they choose Medan to visit. The knowledge of airport name is necessary to help the potential tourists arrange their itinerary to reach Medan.

The second key factor in interactive meaning is social distance, seen from the size of the frame. Picture 1 above is portrayed in a landscape frame that occupies the top part of the web page. It is the only picture and information provided on the top part of the web. There are three types of social distance proposed in MDA: close, middle, or long social distance. There is long social distance constructed in picture 1 since the viewers are not placed in the airport but afford an overview. The picture may be taken by a drone so that it portrays the airport from above. The viewers can look at the left and right sides of the airport as well as the front part of the building. Here, the impersonal relationship is built between the website of Indonesian tourism and the viewers. The browsers are regarded as strangers who never visit Medan.

The third key factor in interactive meaning is perspective or attitude. The choice of angle or point of view becomes the key factor in this analysis. Picture 1 is taken in the horizontal front angle, meaning that the photographer situated him/herself in front of the airport. The frontal plane of the airport makes an angle of ninety degrees with the frontal plane of the photographer. The horizontal angle encodes whether the image-producer is involved with the represented participants or not. The frontal angle says, as it were, "What you see here is not part of our world; it is their world, something we are not involved with" (Kress & Leeuwen, 2006).

Below the picture, the website has the title Medan written in capitalized bold font. The font size of the title is also more prominent than the description below the title. From the linguistic features found on the web, Medan text is described in terms of its status as the capital city of North Sumatera, the largest city in Sumatra Island, rich in ethnic diversities as well as culinary spots. In the interpersonal meaning, this paper employs mood analysis. It is the system of the clause that contains a Subject and Finite. The types of mood are declarative, imperative, and interrogative that are marked by their different patterns. The declarative mood has Subject and Finite structures, while imperative mood has Finite structure only. On the other hand, the interrogative mood has Finite and Subject structures. The order of Subject and Finite in a clause determines the type of mood. The declarative mood describing the previous information functions as statements rather than an offer.

The table below depicts the summary of mood along with its speech functions on both tourism areas.

Table 2. Summary of Mood and Speech Functions on the Website

Mood	Declarative		Imperative		Total	
Speech Functions	Frequency	percentage	frequency	percentage	frequency	percentage
Statement	14	54%	0	0%	14	54%
Offer	4	15%	5	19%	9	34%
Command	0	0%	3	12%	3	12%
					26	100%

The table above shows that statement dominated the website, presented in 14 clauses or 54% of the total data. The statement was presented by declarative mood. Offer was found in 9 clauses or 34% of the total data, while command was found in 3 clauses or 12% of the data. Interrogative mood was absent in the data. The summary of mood and speech functions above shows that the website gives services to the potential tourists employing statements the most. Observed linguistically, there are two discourses provided by the website: basic information of Medan and itinerary.

Below are examples of declarative mood structures on the website.

The booming city of Medan, capital of North Sumatra,	is	an economic hub and commercial center for the region.
Subject	Finite	Complement
Mood		Residue

The above clause is marked by a Subject that explains the status of Medan as the capital city of North Sumatra. The Subject is followed by the Finite *is* and a Complement in the form of a Noun Phrase (NP) functioning to explain what the subject is. The speech function of the declarative mood above is a statement to present the fact of Medan as the capital city of North Sumatera.

The other discourse presented in statement is itinerary the tourists have to prepare. Below is the example.

You	can also	get	to Medan	by sea	from Penang (Malaysia).
Subject	Finite	Predicator	Complement	Adjunct	Adjunct
Mood		Residue			

In the above mood analysis, the website chose "you" or the browsers as the subject. The Finite of clause is in the form of modal "can" showing probability the browsers have. The choice of Adjunct strengthens it.

The analysis of mood structures on the website shows that the site aims to give and demand goods and services to the browsers. The domination of declarative mood functioning as statements prove that the official website of Indonesian tourism offers services in the form of information to make sure that the tourists are well-informed of the itineraries and access to get to the destinations. The information provided also promotes the knowledge created to convince target audiences that such experience is worth the money (Lorés, 2020). Furthermore, the website also demands the tourists' visit to Indonesia in the form of both declarative and imperative mood functioning as offer. The official website of tourism becomes crucial to promote the country's image since it becomes an accessible resource that plays a crucial role in image formation process that can arouse tourist motivation for visitation (Plastina, 2018).

What can be "said" and "done" with images (and with language) does not only depend on the intrinsic and universal characteristics of these modes of communication, but also historically and culturally specific social needs (Kress & Leeuwen, 2006). Tourism promotional material covers essential information in which language and visual images are

employed, presented and created the destination image. Thus, the role of language use and visual images is to shape the tourist destination (Muhammad Arfin Muhammad Salim & Som, 2018).

The other picture found in Medan text is shown in the following.

Picture 2. Lake Toba

Different from the first picture found in Medan text, the image above is displayed in a vertical frame. The position of the image still leaves some blank spaces in the left and right sides of it. There is not any direct gaze found since the readers are attracted to look at the scenery there through a long-shot distance. It means that the website attempts at offering Lake Toba as an attractive site in Medan. This impersonal relationship to the viewers is also portrayed since the website regards the browsers as those who never visit the lake. The symbolic power situated through high angle represents that the browsers are those having the power to visit the place. However, the picture also persuades the readers in the way they have a high possibility and power to visit the lake. Its beauty presented in the picture seduces their decision when they visit Indonesia.

Unlike picture 1 that is followed by declarative mood functioning as statements, picture 2 is preceded by imperative clauses functioning as command and offer. The sub-heading preceding picture 2 is in the form of imperative mood, "Feel the Authenticity", typed in bold and bigger in size than the description of the destination. There is a paragraph below this sub-heading containing five clauses in imperative mood. Some tourism destinations of Medan are emphasized in this paragraph: the royal heritage, Lake Toba and Samosir Island, Berastagi, and local markets. However, the website only displays the picture of Lake Toba having Samosir Island as the background as seen in picture 2.

Unlike declarative mood that starts with a Subject, imperative mood does not have a subject and it begins with a Finite. Below is an example of imperative mood found on the website.

Find	your way	to amazing waterfalls and hot water springs	to unwind.

Finite	Complement	Adjunct	Adjunct
Mood	Residue		

In the above example, the Subject is missing. Thus, Mood is marked by the presence of Finite only. Though it is an imperative mood, the speech function is an offer seen from the use of Adjuncts. The first Adjunct aims to introduce the interesting places to the browsers, waterfalls, and hot water springs. The second Adjunct aims to persuade the readers that Medan is a suitable place for them to unwind. The weather and beauty of the waterfalls and springs are offered as attractive destinations for them. Even though the clause begins with a Finite, it does not function as a command to give order to the tourists. Instead, it performs as a powerful, persuasive clause to the browsers.

There are also sub-headings below picture 2 that are written in bigger font size than the description and typed in bold though every letter is not capitalized. There are two clauses written this way: "Get Here" and "Get Around". Following the sub-headings are the description of what the tourists should do in the tourism area. Below is the other example of imperative mood on the website.

Agreed	on a price	with the driver	before you get in.
Finite	Complement	Adjunct	Adjunct
Mood	Residue		

The absence of Subject in the above clause marks the imperative mood that functions as a command. The website tries to warn the tourists when they take a taxi in Medan. This information is needed on the website since information concerning places and events related to tourism is one of the promotional tools. The website aims to provide an easily accessible information source (Muhammad Arifin Muhammad Salim et al., 2018).

Instead of authenticity found on Indonesian tourism website (Salim et al., 2018), this paper found that itinerary and in-town transportation, as well as life, is integrated information the tourists should comprehend before visiting the Indonesian tourism site, particularly Medan. The website intends to make sure that the tourists can have a well-prepared trip to Indonesia. In line with Samad, Salim & Akib (2018), the information related to food and food products are presented in declarative sentences. The speech function is to introduce the specific tourism attraction in Medan. The statements are to give a clear description of the food and where they can be found. Unlike the information in tourism brochures that focused on Malaysian cultures (Hassan, 2014), Indonesian tourism is introduced in more general discourse. This fact is affected by the different characteristics between brochures and the official website.

The tourism website is proven to give a clearer description of tourism areas. It also offers more various discourses compared to brochures that have limited number of words to be presented. The tourism website has more detailed descriptions of tourism destinations to persuade potential tourists. It also strengthens the note mentioning that the tourism website becomes an integral part of travelers' decision making (M. A. B. Salim et al., 2012). The

presence of a visual image does not only function to offer the tourism site, but also demand the browsers' visit. The website positions the readers as a powerful part of building the message of the website. In sum, the application of Systemic Functional Linguistics and Visual Grammar is suitable to be applied in today's expressions of language in digital platforms.

Conclusion

Multimodal Discourse Analysis is a fruitful approach to analyze language forms in the digital era. The choice of pictures to complement language choice in the tourism field proves that meanings cannot be separated from the intention of how language user aims to build its relationship to the readers. In the linguistic features found on the website, it is found that the website performs itself as a source of information seen from the use of declarative mood functioning as statements. However, the use of pictures that are portrayed in particular key factors such as contact, distance, and point of view, clarifies that the website offers the beauty of Indonesian tourism sites. The website gives information through linguistic features and demands the browsers' visit through pictures displayed on the web. This paper proves that multimodal features cannot be separated in today's expressions including the tourism website. This paper suggests future researchers observe MDA in different social media such as Instagram, Youtube, and Facebook that offer Indonesian tourism and compare whether the website has similar or different strategies in building the social relationship to the readers.

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