Research Article

The Effectiveness of Multilingualism at Tourism Brochure: A Sociopragmatics Study

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ABSTRACT

Language research in the tourism sector has not been widely conducted, especially on the effectiveness of the use of multilingualism with 3 languages (Madurese, English, and Indonesian). This research using quantitative descriptive methods to investigate the effectiveness of multilingualism in tourism brochures in Bangkalan, Madura. This study used a questionnaire as an instrument which was given randomly to respondents. There were 132 respondents who filled out the questionnaire in September 2024. This study used a sociopragmatic approach to see the reader's response regarding the use of multilingualism in tourism brochures that focused on the use of language in the community through the EPIC model (Empathy, Persuasion, Impact, and Communication). The results of data processing on the questionnaire given showed that the EPIC rate model score was 3.935 in the effective category. This finding found of multilingualism in digital tourism brochures is considered effective as a tourism promotion media. Not only that, the contribution of the use of multilingualism in digital tourism brochures is 78.85% with an effectiveness level in the effective category. These results indicate that the category of multilingualism used in tourism brochures is effective in attracting tourists to visit Bangkalan. The implications of this study indicate that tourism brochures written using certain language variations can be applied to attract tourists to visit a tourist attraction so that an understanding is needed regarding the selection of interesting words and effective language in making advertisements in tourism brochures in Bangkalan, Madura.

INTRODUCTION

The beauty of the panorama and the local wisdom of Madura is one of the attractions for tourists who want to visit Madura Island. One part of Madura Island is the city of Bangkalan which is located not far from the Suramadu Bridge and directly borders the capital of East Java, Surabaya. Bangkalan has a very beautiful and attractive natural beauty to be used as a tourist destination.

Unfortunately, this natural beauty is not yet widely known by the general public, especially people outside Madura.

The suboptimal condition of promotional media for tourist areas in Bangkalan is an interesting phenomenon to study as an effort to find innovative solutions to solve this problem. One study shows that publication media plays an important role in communicating through the role of visualization to the public (Kussanti, et.al, 2020). Therefore, tourism actors can make optimization efforts

through the use of digitalization in digital tourism brochures by optimizing the use of advertising language contained in digital tourism brochures.

In the use of advertising language, there is an invitation or persuasion to convey to the reader of the advertisement. Language that influences someone to take certain actions often uses persuasive language which can be categorized as a directive speech. Directive speech acts are speech acts intended by the speaker to influence the speaker to take the desired actions (Searle in Pujiati, 2024). This speech embodies the speaker's efforts so that the speaker does something, (Arigama, et.al, 2023).

In advertising language, it is very clear that persuasive language in advertising is very important to see the effectiveness of good advertising language as a promotional medium for the products or services offered. This study focuses on the effectiveness of the use of multilingualism in advertising language in digital tourism brochures. Advertising is a communication product that aims to influence public opinion (Mulyawan, 2010). The language in advertising can be used as a promotional medium such as digital tourism brochures. Brochures contain information or explanations about a product, service, public facilities, company profiles, schools, or are intended as a means of advertising (Andiwahyuni, 2009). Some studies on the using of langugae as promotion have been conducted by (Pujiati & Alfisuma, 2024) who had a researh on optimization of language for promotion. A research about integrating augmented reality with social media for interactive tourism experiences had been conducted by (Pujiati, et.al, 2024). Pujiati & Alfisuma (2024) conducted a research about the meaning of sign in tourism poster as promotion media.

In the use of advertising language, of course there is an invitation or persuasion that the advertiser wants to convey to the reader of the advertisement. One of them is in a tourism brochure which functions to provide information to the public or attract public interest in using persuasive language in advertisements. Several previous studies have shown the importance of persuasive language as a promotional language to introduce a place, introduce goods or services. Research conducted by (Kamboda, et.al, 2023) found that persuasive language through systemic and multimodal functional linguistic resources can be used to attract and persuade audiences effectively. This is also in line with research conducted by (Restiana, 2023) which examined the importance of persuasive language in making advertisements. (Mostafa, et.al, 2023) also found the importance of persuasive language in advertisements on social media. The importance of persuasive language in making this advertisement is interesting to study using a study object in the form of a digital brochure distributed to

social media. The dissemination of this information is expected to be able to attract public interest in visiting tourist attractions in Bangkalan, Madura.

Moreover, (Martutik, et.al, 2023) found that persuasive language can influence consumers to buy products. This is also supported by (Fajrin, et.al, 2023) who found forms of persuasive language such as affirmations, awards, and praise to attract customers, provide information, product introductions, and added value. (Baan, 2022) also found the importance of persuasive language to influence others. (Huseynova, 2022) also found that persuasive language can be used as an attraction for consumers in hotels and fast food restaurants.

Therefore, this study tries to see the effectiveness of digital brochures in 3 languages that are expected to attract local, national, and foreign tourists. The effectiveness of advertising using 3 languages is expected to be able to encourage tourism business to improve the quality of promotion by presenting new innovations through the use of multilingualism. Research related to tourism and language has been conducted by previous researchers. (Wu et al., 2019) studied the framework of sustainable tourism based on linguistic preferences; (Pratiwi, 2019) analyzed linguistics and tourism in Bali Province, Indonesia; (Yan, 2019) studied the language choices of tourists in Macao, Hong Kong destinations; (Abdullah & Wulung, 2021) studied multilingualism in tourist attractions in Bandung.

The urgency of this research is as an effort to provide solutions to tourism actors to always innovate in promoting tourism areas in Bangkalan, Madura through digitalization of tourism brochures with the use of multilingualism. Several studies on the use of language in advertisements can be seen in the following description. Research related to advertising language that has linguistic features can influence people to visit tourist attractions was conducted by (Santos & Mukminin, 2022). Advertising language has the appeal to be used as research, especially by revealing the level of effectiveness contained in tourism brochures. One of the goals in utilizing advertising language is as a promotional medium (Umiyati, 2020). Research related to advertising effectiveness has been widely studied by previous researchers. (Pratama, et.al, 2023) research found the effectiveness of the use of speech acts in Frisian flag advertisements. (Wisetsa, et.al, 2021) found the effectiveness of promotional media using the EPIC model. (Andriana & Damar, 2021) found the effectiveness of Bearbrand milk advertisements. (Fadilah & Faudzan, 2021) found the effectiveness of brand image with the EPIC model. (Tripiawan, et.al, 2019) found the effectiveness of social media as a promotional medium. (Satya, 2016) found the effectiveness of Aqua advertisements. The effectiveness of promotional media,

especially advertising, needs attention for tourism managers, especially in the current digital era, one of which is by utilizing social media to disseminate information, one of which is tourism actors in Bangkalan, Madura who can utilize social media to distribute digital tourism brochures.

Based on previous research, it can be seen that previous research is limited to the effectiveness of advertising using the EPIC model and the effectiveness of speech acts contained in the use of advertising language. This study tries to find a novelty by examining the effectiveness of the use of multilingualism in digital tourism brochures in Bangkalan, Madura. This stduy will give informastion about the effectiveness of multilingualism which can be used as a media for giving information using brochure.

As an effort to obtain optimal results for this study, we formulated the problem, how is the level of effectiveness of the use of multilingualism in digital tourism brochures in Bangkalan, Madura?. The results of this study are expected to provide novelty in determining the level of effectiveness of the use of multilingualism in 3 languages (English, Madurese, and Indonesian) in digital tourism brochures, so that it can have an impact on tourism promotion in Bangkalan, Madura.

METHOD

A quantitative descriptive design is used to provide an overview of the level of effectiveness of the use of multilingualism in tourism brochures in Bangkalan, Madura. This brochure was chosen as the object of research as an effort to attract tourists to visit Bangkalan, Madura, East Java. This study used a quantitative descriptive approach because the researcher attempts to create a description of the level of effectiveness in advertising language and then create a picture of the results of the study. Sugiyono (2017) said that descriptive research attempts to describe the results of the study without making broader conclusions.

We are interested in testing the effectiveness of advertising with various languages (Indonesian, Madurese, and English). The three languages reflect the use of multilingualism in advertising language found in tourism brochures in Bangkalan, Madura. Data in the form of tourism brochures can be seen in the following 3 tourism brochures in Bangkalan:

Figure 1. Tourism Brochure of Martajasah Beach

Figure 2. Tourism Brochure of Bangkalan Square

Figure 3. Tourism Brochure of Labuhan Marine Tourism Park

This study uses a purposive sampling technique by distributing questionnaires to people in Bangkalan and outside Bangkalan with a target of 132 respondents who filled out the questionnaire. Below is the characteristic of respondents as seen on table 1:

Table 1 Demographics of Respondents

Characteristic		Total of respondents	Percentage
Original Town	Bangkalan	62	46.9%
	Outside of Bangkalan	70	53.1%
Age	10-20 years old	114	86.4%
	21-30 years old	17	12.9%
	More than 30 years old	1	0.7%

Based on table 2 above, it can be seen that respondents came from Bangkalan at about 62 respondents. There are 114 respondents who are 10-20 years old, 17 respondents are 21-30 years old, and 1 respondent who is more than 30 years old.

The instrument in this study was a questionnaire designed using answer choices using a Likert scale with the following categories:

(1) Strongly Dissagree (SD)
(2) Disagree (D)
(3) Neutral (N)
(4) Agree (A)
(5) Strongly Agree)

The questionnaire was designed according to the 4 EPIC indicators (Empathy, Persuasion, Impact, and Communication). The instrument in the form of a questionnaire was adopted from a study conducted by (Pratama, et.al, 2023) which examined the effectiveness of speech acts in Frisian Flag product advertisements. The questionnaire that has been used was modified by us according to the objectives and objects of this study.

The questions given in the questionnaire use closed type questions that have been grouped according to the existing dimensions. The questionnaire given to respondents by using Indonesian language and send by using google form. The following is a table containing the blueprint questionnaire used in the study.

Table 2 Blueprint of Questionnaire

No.	Dimension	Statements	No. of Question
1.	Empathy	I agree that the use of 3 languages (multilingualism) in the tourism brochure provides a good understanding of the desire to visit tourist attractions in Bangkalan.	1
		I agree that the use of 3 languages (multilingualism) in the tourism brochure provides the information needed by tourists to visit tourist attractions in Bangkalan.	2
2	Persuasion	I am interested in visiting tourist attractions in Bangkalan after reading the message written in 3 languages (multilingualism) in the tourism brochure.	3
		I got the motivation or encouragement to visit tourist attractions in Bangkalan after reading the message written using 3 languages (multilingualism) in the tourism brochure.	4
3	Impact	I got benefits related to tourist attractions in Bangkalan after reading the message written using 3 languages (multilingualism) in the tourism brochure.	5
		I got clear information regarding tourist attractions in Bangkalan after reading the message written using 3 languages (multilingualism) in the tourism brochure.	6
		I was influenced to go to a tourist spot in Bangkalan after reading the message written in 3 languages (multilingualism) in the tourism brochure.	7
4	Communication	I agree that the delivery of information using 3 languages (multilingualism) in the tourism brochure is clear and interesting.	8
		I agree that advertising messages using 3 languages (multilingualism) in the tourism brochure are easy to understand.	9
		I agree that tourism advertising brochures using 3 languages (multilingualism) can communicate the message well.	10

In analyzing data from the questionnaire, it is calculated based on the results of the Likert scale assessment given by respondents with several stages as follows:

(1) Researchers tabulated the results of the questionnaires sent by respondents;
(2) Entering tabulation results into SPSS application;
(3) Conduct validity and reliability tests;
(4) Calculate the effectiveness level score using the EPIC model;

(5) Calculating the percentage level of effectiveness of the use of multilingualism in tourism brochures; and

(6) Make a conclusion.

After the interval size is known, then a scale range is made in this study so that the average location of the respondent's research can be known. The scale range used is as follows:

1.00 –1.80 = Very Ineffective
1.80 –2.60 = Not Effective
2.60 –3.40 = Quite Effective
3.40 –4.20 = Effective
4.20 –5.00 = Very Effective

The final step is to determine the EPIC Rate value using the following formula (Durianto, et.al, 2023)

$$EPIC\ Rate: \frac{Xempathy + XPersuation + XImpact + XCom}{N}$$

After calculating the average using the EPIC Rate, the researcher attempted to provide an overview of the contribution made by the research object by providing a level of effectiveness using a percentage.

$$\textbf{Level of Effectivity}: \frac{5SA\ +\ 4A\ +\ 3N\ +\ 2D\ +\ 1SD}{5PQ} X\ 100\%$$

SA   : Number for answering Strongly Agree
A   : Number for answering Agree
N   : Number for answering Neutral
D   : Number for answering Disagree
SD   : Number for answering Strongly Disagree
P   : Number of samples
Q   : Number of Question

Note:
SA   : Strongly Agree
A   : Agree
N   : Neutral
D   : Disagree
SD   : Strongly Disagree

RESULTS AND DISCUSSION

This study attempts to see the level of effectiveness of the use of multilingualism in tourism advertising brochures in Bangkalan, Madura. The data collection technique uses an instrument with 132 respondents. Data from this research got from a questionnaire. Before analyzing data, we tested the validity and reliability as seen in table 3 and table 4 below:

Table 3 Validity Test

		xt
x1	Pearson Correlation	.697 **

		xt
	Sig. (2-tailed)	.000
	N	132
x2	Pearson Correlation	.705 **
	Sig. (2-tailed)	.000
	N	132
x3	Pearson Correlation	.662 **
	Sig. (2-tailed)	.000
	N	132
x4	Pearson Correlation	.765 **
	Sig. (2-tailed)	.000
	N	132
x5	Pearson Correlation	.611 **
	Sig. (2-tailed)	.000
	N	132
x6	Pearson Correlation	.769 **
	Sig. (2-tailed)	.000
	N	132
x7	Pearson Correlation	.748 **
	Sig. (2-tailed)	.000
	N	132
x8	Pearson Correlation	.684 **
	Sig. (2-tailed)	.000
	N	132
x9	Pearson Correlation	.723 **
	Sig. (2-tailed)	.000
	N	132
x10	Pearson Correlation	.768 **
	Sig. (2-tailed)	.000
	N	132
xt	Pearson Correlation	1
	Sig. (2-tailed)	
	N	132

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Based on the score, it can be seen that the number of significance is <0.05, so it can be concluded that the data

is valid. After testing the validity, we tested the reliability test as seen in table 4 below:

Table 4 Reliability Test

Case Processing Summary

		N	%
Cases	Valid	132	100.0
	Excluded a	0	0.0
	Total	132	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.890	10

Based on the reliability test above, it can be seen that the score of Cronbach's alpha is >0.06, so it can be concluded that the data is reliable.

The Effectiveness of Multilingualism in Tourism Brochures

This study tries to measure the effectiveness of the use of multilingualism in digital tourism brochures in Bangkalan using a sociopragmatic approach through reader responses. This study will use the EPIC Model consisting of the dimensions of (Empathy, Persuasion, Impact, and Communication).

Dimension of Empathy

The empathy dimension is one of the benchmarks in this study to see the empathy of the community regarding the use of multilingualism in digital tourism brochures. The following are the results of the questionnaire data processing on the empathy dimension:

Statements	SA	A	N	D	SD	Total
The multilingualism in brochure provides a good understanding to visit tourism places at Bangkalan	23	98	11	0	0	132
The multilingualism in brochure provides a lot of information about tourism places at Bangkalan	28	86	17	1	0	132
Total Score	51	184	28	1	0	264

The results of the tabulation of the empathy dimensions are calculated using the following formula:

$$EPIC\ Rate: \frac{(5.51)+(4.184)+(3.28)+(2.1)}{264}$$

Epic Rate empathy dimension: $\frac{(255)+(736)+(84)+(2)}{264}$

Empathy dimension Epic Rate: $\frac{1077}{264} = 4.07$

The calculation results on the EPIC rate value for the empathy dimension show a score of 4.07 which is in the effective category. Therefore, it can be concluded that the EPIC rate value for the empathy dimension is effective. So, it can be concluded that the use of multilingualism in advertising brochures is considered effective in providing a sense of empathy for public to visit Bangkalan.

Dimension of Persuasion

The persuasive dimension is one of the benchmarks in this study to see the public's attraction related to the use of multilingualism in digital tourism brochures. The following are the results of the questionnaire data processing on the persuasive dimension:

Statements	SA	A	N	D	SD	Total
The multilingualism in brochure influence me to visit tourism places in Bangkalan	14	81	35	2	0	132
The multilingualism in brochure gives motivation to visit tourism places in Bangkalan	20	64	48	0	0	132
Total score	34	145	83	2	0	264

The results of the tabulation of the persuasion dimensions are calculated using the following formula:

$$EPIC\ Rate: \frac{(5.34)+(4.145)+(3.83)+(2.2)}{264}$$

Epic Rate persuasion dimension: $\frac{(170)+(580)+(249)+(4)}{264}$

Epic Rate persuasion dimension: $\frac{1003}{264} = 3.79$

The calculation results on the EPIC rate value for the persuasive dimension show a score of 3.79, in the effective category. So, it can be concluded that the EPIC rate value for the persuasive dimension is effective, it can be concluded that the use of multilingualism in advertising brochures is considered effective in influencing people to visit Bangkalan.

Impact Dimension

The impact dimension is one of the benchmarks in this study to see the impact of multilingualism in digital

tourism brochures. The following are the results of the questionnaire data processing on the impact dimension:

Statements	SA	A	N	D	SD	Total
The multilingualism in brochure gives benefit	15	93	24	0	0	132
The multilingualism in brochure gives clear informastion	23	92	17	0	0	132
The multilingualism in brochure influenced to go to tourism places	18	66	44	4	0	132
Total Score	56	251	85	4	0	396

The results of the impact dimension tabulation are calculated using the following formula:

$$EPIC\ Rate: \frac{(5.56)+(4.251)+(3.85)+(2.4)}{396}$$

Epic Rate impact dimension: $\frac{(280)+(1004)+(255)+(8)}{396}$

Epic Rate dimension impact: $\frac{1547}{396} = 3.90$

The calculation results on the EPIC rate value for the impact dimension show a score of 3.90 which is in the effective category. So, it can be concluded that the EPIC rate value for the impact dimension is effective so that the use of multilingualism in advertising brochures is considered effective in influencing people to visit Bangkalan.

Dimension of Communication

The communication dimension is one of the benchmarks in this study to see the effectiveness value of multilingualism to see the communicative function of using multilingualism in digital tourism brochures. The following are the results of the questionnaire data processing on the communication dimension:

Statement	SA	A	N	D	SD	Total
The multilingualism in brochure gives is delivered clearly	18	101	12	1	0	132
The multilingualism in brochure gives a message clearly	15	100	16	1	0	132
The multilingualism in brochure communicates very well	16	93	22	1	0	132
Total score	49	294	50	3	0	396

The results of the impact dimension tabulation are calculated using the following formula:

$$EPIC\ Rate: \frac{(5.49)+(4.294)+(3.50)+(2.3)}{396}$$

Epic Rate dimensions com.: $\frac{(245)+(1176)+(150)+(6)}{396}$

Epic Rate dimension com.: $\frac{1577}{396} = 3.98$

The calculation results on the EPIC rate value for the impact dimension show a score of 3.90 which is in the effective category. Therefore, it can be concluded that the EPIC rate value for the impact dimension is effective so that it can be concluded that the use of multilingualism in advertising brochures is considered effective in influencing people to visit Bangkalan.

After getting the EPIC rate calculation results for each dimension, the overall EPIC rate value is calculated using the following formula:

$$EPIC\ Rate: \frac{Xempathy+XPersuation+XImpact+XCom}{N}$$

Epic Rate: $\frac{(4.07)+(3.79)+(3.90)+(3.98)}{4}$

Epic Rate: $\frac{15.74}{4} = 3.935$

The result of EPIC rate calculation shows a score of 3,935 which is in the effective category. Therefore, it can be concluded that overall the use of multilingualism in tourism advertising brochures is effective as a medium for disseminating information related to tourism in Bangkalan, Madura.

After calculating the EPIC rate score, the researcher attempted to calculate the percentage of the effectiveness of multilingualism in digital tourism brochures using the following formula:

$$Level\ of\ Effectivity: \frac{5SA + 4A + 3N + 2D + 1SD}{5PQ} X\ 100\%$$

$$Level\ of\ Effectivity: \frac{5SA + 4A + 3N + 2D + 1SD}{5PQ} X\ 100\%$$

$$Level\ of\ Effectivity: \frac{(5.190) + (4.874) + (3.246) + (2.10)}{5.132.10} X\ 100\%$$

$$Level\ of\ Effectivity: \frac{(950) + (3496) + (738) + (20)}{6600} X\ 100\%$$

$$Level\ of\ Effectivity: \frac{5204}{6600} X\ 100\%$$

Level of Effectiveness is: 78.85%

Based on the level of effectiveness of multilingualism in tourism brochure, it can be seen that multilingualism gives 78.85% impact on providing information through tourism brochures. So, it can be said that the findings in this study prove that the choice of language, especially the use of multilingualism in tourism brochures, is considered effective as a medium for tourism promotion. In the dissemination of information using multilingualism, there

is persuasive language that functions to attract tourists to visit Bangkalan, Madura. This is in line with the research of Triawan & Putra (2022) who found that the use of persuasive language can be seen in the use of language used through advertisements on TV. This is in line with research conducted by Ogah & Abutu (2022) who found that persuasive language in advertising is very important for marketing success. This study gives the description that multilingualism is effective as a media for giving information about tourism places in Bangkalan.

This study found that the EPIC rate is effective. So, it can be concluded that multilingual language in advertisements is effectively used in tourism brochures that function to influence readers. We also found the use of persuasive language in multilingualism at the tourism brochure which aims to attract tourists to visit Bangkalan, Madura. This is in line with research by Romanova & Smirnova (2022) which found that persuasive language in advertising includes arousing emotions such as happiness, sadness, fear, and guilt to influence consumer behavior. This is also supported by research by Rohmadi, et.al (2021) who found that persuasive language in advertising aims to influence consumer behavior creatively and attractively in both print and digital media. Križan (2020) found that monoglossic propositions in advertising utilize evaluative judgments to arouse emotions and influence consumer behavior through ethos, pathos, and logos, in accordance with the persuasive mechanism. Kubro & Suyitno (2019) found that persuasive language in advertising includes diction, expression, and techniques to increase product profits.

Not only that, the use of multilingualism is made with informal language with an easy-to-understand style. The use of informal language made the language easy to be understood. This is in line with research conducted by Santos & Mukminin (2022) analyzing linguistic features in Philippine and Thai tourism brochures, highlighting narratives, descriptive statements, informal styles, and sensory experiences to create persuasiveness in advertising.

In the digital tourism brochures studied, it can be seen that there is the use of multilingualism which functions to influence readers to visit the tourist attractions. The brochures are also equipped with images that attract the public's attention. This is in line with the research of Klaudia, et.al (2022) which shows the persuasive function of language and images in advertising. This is also in line with Tatiana's research (2022) which found that persuasive language in advertising involves positive words, addresses the audience directly, and focuses on benefits to encourage action to do something.

CONCLUSION

This study gives recommendation to the tourism objects that brochures made using 3 languages are effective for use as information media related to tourist attractions in Bangkalan, Madura. Wishing that the tourism brochure will increase the number of people who visit Bangkalan, Madura. This study is limited to the use of advertising language in tourism brochures using variations of 3 languages (Madurese, English, and Indonesian). This study is also limited to testing the level of effectiveness using the EPIC model. Further research can be conducted to test the level of effectiveness in other promotional media and other model approaches and use statistical testing to see the relationship between advertising language and the level of tourist desire to visit tourist attractions.

This study provides implications for the importance of using effective language in tourism brochures as a medium of information and persuasion for people to visit a tourist destination. The results of this study can be used as recommendations in making advertisements, especially through tourism brochures using effective, short, concise, and clear language. These results are expected to be a motivation for tourism managers as an effort to attract tourists to visit the tourist destinations they manage.

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