

REFERRING EXPRESSION AND HOW IT POTRAYS 18 OF INDONESIA TOP TOURIST DESTINATION 2018

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ABSTRACT

This article is interested in analysing the referring expressions of 18 of Indonesia top tourist destinations 2018 and how they portray Indonesia tourism. The primary and secondary data are taken from the official website of Ministry of Tourism. Data are collected using simak method with note taking technique. Data are analysed using identity method. Referring expression theories are adapted from Yule (1996), Kreidler (1998) and Huford and Heasley (2007). The articles in the official website promoting 18 of Indonesia top tourist destination 2018 reveal there are 79 referring expressions. Through the referring expressions, Indonesia is portrayed as having world class tourism and rich in historical background. Referring expressions also explains tourist destinations which are shown as modern and being the center of trade. It informs tourist destinations which are developing and having unique qualities. Superlatives which are found in many referring expressions imply that Indonesia is the best in terms of its tourism.

Keywords: referent; referring expression; tourist destination.

I. BACKGROUND

Indonesia consists of 17,000 large and small tropical islands. This country is considered to be the world's largest archipelago. With the major islands; Sumatera, Java, Kalimantan, Sulawesi and Papua, the vast Indonesian archipelago spans 5,120 km across the equator. With its "Wonderful Indonesia" campaign, Indonesia promotes itself as a tourist destination in foreign countries. Minister of Tourism, Republic of Indonesia, H.E. Mr. Arief Yahya aims to position Indonesia as top destination for world travellers. To boost tourism, the Ministry of Tourism is working on preparing 18 top tourist destinations namely: Sumatera (Medan/Danau Toba, Batam, Belitung, Padang, dan Palembang); Pulau Jawa (Jakarta, Bandung, Borobudur/Yogyakarta, Solo, Subaya-Bromo-Tengger, dan Banyuwangi); Kalimantan (Balikpapan); Bali, Nusa Tenggara Barat (Lombok); Sulawesi (Makassar/Wakatobi dan Manado); dan Papua Barat (Raja Ampat). All of the information regarding the tourist destinations are provided in the official website; *Visit Indonesia Tourism* (<http://www.visitindonesia.co.in/index.php/en/>). In the website, viewers are able to access thoroughly what to explore, what to see and what to do when visiting Indonesia. It is evident that one way to promote "Wonderful Indonesia" is through language. The articles describing Indonesia, its' tourist destinations

are descriptively and beautifully written to lure tourists into coming to Indonesia. Indonesia is described as *The world's largest archipelago, The world's largest island country, The world's 4th most populous country*, all of which are examples of referring expressions, linguistic forms enabling readers to identify Indonesia. In the referring expression, it is described that Indonesia is not just a country, it is an island which is the largest in the world. It is a densely populated island but the world's largest archipelago.

This article is interested in analysing the referring expression of **18 of Indonesia top tourist destinations 2018**. The following questions arise; what are the referring expressions of 18 of Indonesia top tourist destinations 2018? How do the referring expressions portray Indonesia?

The primary and secondary data are taken from the official website of Ministry of Tourism; *Visit Indonesia Tourism Officer* in <http://www.visitindonesia.co.in/index.php/en/>. The Ministry of Tourism statement regarding **18 of Indonesia top tourist destinations 2018** is explained thoroughly in the website. Data are collected using simak method with note taking technique. Data which were analysed were dependent on the referents outside of language.

II. RESEARCH METHODOLOGY

Theories on reference and referring expressions are taken from Yule (2006), Plat (1985), Kreidler (1998) and Huford and Heasley (2007). Plat (1985:311) describe reference as the relationship between a word or phrase and an entity in the external world. While reference describes the relationship between language and things outside language, referent on the other hand, indicates the thing signified. The referent is concrete object that is designated by a word or expression. It may be an actual person or object, or may be something more abstract, such as a set of actions. In the sentence *The store is owned by Budi*. The referent, *The store* would refer to a store which is owned, used or in some way associated with Budi.

Yule (2006) describes referring expression as an act in which a speaker, or writer, uses linguistic forms to enable a listener, or reader, to identify something. Kreidler (1998:130) explains that referring expression is a piece of language, a noun phrase, that is used in an utterance and is linked to something outside language, some living or dead or imaginary entity or concept or group of entities or concepts. In short, a referring expression is any expression used in an utterance to refer to something or someone (or clearly delimited collection of things or people), i.e. used with a particular referent in mind (Hurford & Heasley, 2007:37). The noun phrase *a student* in an utterance such as *A student was here looking for you*, where the speaker has a particular person in mind when he says *a student*, is a referring expression. In the sentence *Perserverance is the key to be a successful student*, *a successful student* is not a referring expression, because in this case, a speaker would not have a particular person in mind in uttering the word. Hurford and Heasley considers definite phrases as referring expression. The definite phrases are classied into various kinds (2007:39):

1. proper names in the example *John*
2. personal pronouns for example *he, it*
3. longer descriptive expressions

exemplified in the phrase *the man who shot Abraham Lincoln*

As stated above, referring expression is a noun phrase. In general, a phrase may consist of one word of more than one word. The one word phrase is the main word of the phrase (Sujatna, 2008:11). The main word is called a head word. The head word can be added by one or more modifiers. Modifiers give more information about the head word. Nouns or pronouns characteristically functions as the head word of noun phrases. The following are some more examples of noun phrase (NP).

Table 2.1. Examples of Noun Phrase (Kreidler, 1998:139)

Determiner	Head	Complement	Complement
A	Cat		
That	Broom	in the corner	
Your	Home		
Some	Questions	to be answered	
The	plate	that is broken	that you mentioned

Some complements can be reduced and become modifiers in prehead position.

Table 2.2. Examples of Noun Phrase (Kreidler, 1998:139)

Determiner	Modifier	Head	Complement
The	broken	plate	that you mentioned

III. RESULTS AND DISCUSSION

Taken from the official website of the Ministry of Tourism, Republic of Indonesia, **18 of Indonesia top tourist destinations 2018** are: Sumatera (Medan/Danau Toba, Batam, Belitung, Padang, dan Palembang); Pulau Jawa (Jakarta, Bandung, Borobudur/Yogyakarta, Solo, Surabaya-Bromo-Tengger, dan Banyuwangi); Kalimantan (Balikpapan); Bali, Nusa Tenggara Barat (Lombok), Sulawesi (Makassar/Wakatobi dan Manado), Papua Barat (Raja Ampat).

From the articles in the official website, it is revealed that there are 76 referring expressions which refer to the 18 of Indonesia top tourist destination 2018. All of the referring expressions are categorized as definite noun phrase (Yule 1996, Kreidler (1998), Hurford and Heasley 2007) which fall under the category of longer descriptive expressions (Huford and Heasley 2007).

How does the referring expression portray Indonesia tourism? Through the referring expressions, Indonesia is portrayed as having world class tourism and rich in historical background. Referring expressions also reveal tourist destinations which are shown as modern, having major potential for development, being the centre of trade and having unique qualities. Superlatives are found in many referring expressions revealing that Indonesia wants to be potrayed as the best in terms of its tourist destination. The explanation will

be discussed below. The referring expression will be written in italics.

World Class Tourist Destination

Indonesia is portrayed as world class tourist destination through the referents of cities such as Batam, Palembang, Bandung and Mandalika island. Tourist attractions such as Lake Toba, Borobudur, Ramang-ramang Lake in Makassar-Sulawesi, Wakatobi, Bunken and Raja Ampat also has world class quality seen in their referring expression. The article also promotes the referent; event, which points to the annual event in Jakarta and Surabaya.

The city of Batam which is popular with the slogan “where business meets with pleasure” has a referring expression *A popular destination for visitors from not only Singapore and Malaysia, but also from other countries in Asia and Europe*. The referring expression indicates that Batam is a popular destination not only from Asia but also Europe. The destination offers tourist attractions related with its first class golf courses, splendid sailing experiences, duty free shopping, rejuvenating spas, and relaxing beach resort. There are seven golf courses in Batam that already have worldwide reputation.

Bandung and Palembang are cities which are seen as the Venice and Paris of Indonesia. Palembang with *The Venice of the East* situated along the Musi river, its many tributaries and streams that cut through the city, contributes to its’ referring expression. Bandung, or known as *Parijs van Java*, goes back to the colonial days, at the beginning of the 20th century, this city was the favorite resort of wealthy tea and coffee planters. Mandalika, has emerged as the island’s capital of leisure. It is said that the tourism industry in Mandalika is equalling its’ neighboring island, Bali. The referring expression *A melting pot of tourists from all parts of the globe* indicates that the tourism industry is mixed with the unique culture not only of the locals but from every corner of the world.

Rich in historical background

Indonesia is portrayed rich in historical background is depicted from the referents Palembang, Yogyakarta, Solo and Morotai. Palembang has a rich history going way back to the ancient empire Sriwijaya; *The celebrated seat of the rich and powerful Sriwijaya*. The Kingdom Sriwijaya was then known as the wealthy trade hub as well as the centre for Buddhist learnings. *One of the foremost cultural centers of Indonesia and cradle of civilization* refer to Yogyakarta. Its’rich in history can be seen in the referring expression *The seat*

of power that produced the magnificent temples of Borobudur and Prambanan in the 8th and 9th century, and The new powerful Mataram kingdom of the 16th and 17th century.

Next to Yogyakarta is Solo - Surakarta which refer to *the old city*. Historically, Solo – Surakarta has been a centre of power in central Java. This city strongly upholds Javanese culture, the city too has built its reputation as *A cultural hub*. From Solonese dance, wayang and batik, Solo – Surakarta remains *A city that prides itself on its artistic traditions of elegance and refinement*.

Located north of the larger island of Halmahera in the province of North Maluku, not much remains can be seen from those hectic World War II days in the island of Morotai except for a number of interesting wrecks to be explored underwater. The history behind Morotai can be seen in the referring expression *A base for Indonesian forces in the liberation of West New Guinea from Dutch colonization*. The referents; museum, palace, highland, island and volcano which portray Indonesia as rich in historical background. The original site of Batavia, a port area that became a major trading hub of the Dutch East India Company (VOC) in the 17th and 18th centuries refers to the Museum Fatahillahin Kota Tua Jakarta. *The amazing historical heritage* refers to this museum.

One of the thousand island in Jakarta, *A small island that hides a historic Dutch fortress and remains from the Dutch colonial times* refers to Onrust island. It is an island that was developed by the Dutch East India Company (VOC) as a shipyard to repair ships. Tana Toraja is a special place located around 328 km or 8 hours ride from Makassar city center. A highland area rich with culture and tradition revolving around the afterlife. Mount Nglangeran in Yogyakarta is an ancient volcano that is used to be active millions of years ago. It has the referring expression *An ancient volcano located in a beautiful village*.

With centuries of inherited and adapted recipes established through trading, colonisation and independence, *gudeg* and *bakpia* is known to have ancient traditional recipes. According to historians, jamu has existed in Indonesian culture for more than one thousand years. Wayang is explained as a tradition that were created in the past and still have historical importance. In November 2003, UNESCO appointed Indonesian wayang kulit as a Masterpiece of Oral and Intangible Heritage of Humanity. The referring expression of Gudeg, Bakpia, Jamu and Wayang are; *Gudeg A special cooking of traditional Javanese recipe, Bakpia A traditional snack with many enticing flavors, Jamu A natural herb mix beverage based on*

ancient tradition used for natural remedies and Wayang An amazing art heritage.

Modern and Center of Trade

Jakarta which is portrayed as *A dynamic city*, is the capital city of the Republic of Indonesia. Jakarta is referred to as *A huge, sprawling metropolis*. With its many suburbs, Jakarta has become *A megapolitan city*. Moreover, it is *The hub of Indonesia's national finance and trade*. Jakarta is *A conglomeration of villages* known as *kampung*, now crossed by main roads and superhighways. Second to Jakarta in being the center of commerce is Surabaya which has the title *Modern industrial city, The economic and trade center of Eastern Java*.

The booming city of Medan, capital of North Sumatra, is *An economic hub and Commercial centre* for the region. This is the largest city in Sumatra Island, whose long been attracting residents from all over Indonesia to come and stay here.

Padang is the gateway to the Minang highlands. With the largest port on Sumatra's West Coast, this is *A merchant town* attracting ships trading in goods such as rubber, cinnamon, coffee, tea, cement and coal.

Bandung is also known for *Centre of trade* seen from the referring expression *Affordable latest fashion trends* explaining factory outlets and *Bales of affordable textiles* referring to Pasar Baru Trade. The island of Morotai is also known as *An economic hub, a fishery, tourist, trade and services centre*.

New development in Indonesia tourist destination 2018

The referring expressions that depict new development in Indonesia tourism can be seen from Morotai island, Jakabaring Stadium-Palembang, Pulau Pari, Museum Macan and Tanjung Lesung. Some of the referring expressions consist of the adjective; *new* and the noun; *priority*, to indicate current development.

The government plans to make Morotai into an economic hub and gateway into Indonesia from the Pacific Ocean. Morotai will be developed as a fishery, tourist, trade and services center, *A top priority tourist destination for intense resort development*.

A stadium where the 18th Asian Games competitions were held is *The new pride of Palembang*. The referring expression points to Palembang's Jakabaring Stadium. Two islands of the thousand islands in Jakarta which show that it is a new destinations are Pulau Pari and Pulau Macan. Pulau Pari is referred to as *A new burgeoning destination in the Thousand Islands* and Pulau Macan *The new iconic destination in West*

Jakarta. Located on Java's most western coast in the district of Pandeglang in the province of Banten, the Tanjung Lesung resembles the lesung, which in the local Sundanese language means the receptacle for rice pounding. Tanjung Lesung is *A developing integrated beach resort for recreation and hotels overlooking Mt Anak Krakatau*, all that is left of the once mighty Krakatau volcano. The resort is envisaged to contain top range hotels and restaurants, a convention hall, a number of golf courses, marina and theme park.

Unique referring expressions

When something is unique, it refers to the only existing one of its type, more generally unusual, or special in some way. In simple terms, when something is unique it is unequalled. The referents that has unique referring expressions are related to cities, islands and art.

Bandung is known as *A university city*, now also developed to become *The creative city*, where millennials and students are encouraged to express their creativity in art, music and innovative work. Next to Bandung is Batam, with its marina facilities. Batam has become *The stepping stone for yachting into Indonesia's spellbinding tropical islands*. A place of many of the nation's fiercest Independence fighters, Surabaya is known as *The City of Heroes*. The city has many statues commemorating the many heroes who have fought and died for Indonesia's Freedom.

Then there is Banyuwangi with its referring expression *Aromatic water*, associated with the local legend. Bali popular for its' natural beauty, has a popular referring expressions *The land of the Gods and Surfers paradise*.

On the western most tip of the Island of Flores, the town of Labuan Bajo, has become the gateway to many exotic destinations in East Nusa Tenggara. Labuan Bajo is known as *The city of sunset*.

Situated on the most eastern island of the Indonesian archipelago, Raja Ampat with all the spectacular wonders above and beyond its waters, as well as on land and amidst the thick jungles is described as *The place where words such as beautiful, enchanting, magnificent, fascinating get its true physical meaning*. Raja Ampat is described using the adjectives *beautiful, enchanting, magnificent* and *fascinating*. Kepulauan Seribu which literally means the *Thousand Islands*, is the name given to the many tropical islands in the Bay of Jakarta. According to data, there are only exactly 110 islands, that form a district, encompassing the Pulau Seribu National Marine Park in the province of Jakarta. The islands are

a snorkeling haven and watersports playground in particular for the inhabitants of the metropolitan city. With its unique referring expression, it is revealed that Pulau Pramuka is *A nature reserve for greenback turtles*, Pulau Pelangi *The Rainbow Island, a snorkeling paradise*, and Pulau Macan *An eco tourism destination*. The word batik literally means to write the dots. It is an art of decorating fabric using wax and dyeing process, each created with the special philosophy behind its every dots. Batik is referred to as *The national treasure of Indonesia*. In 2009, UNESCO recognised Indonesian batik as a Masterpiece of Oral and Intangible Heritage of Humanity.

Superlatives

A superlative is used to indicate an extreme or unsurpassed level of association for an object. It is used to show in this case, the best of something. As mentioned above, referring expressions are noun phrases that indicate the thing signified. Additionally, superlative adjectives modify a noun or pronoun. Superlatives that are used in referring expressions of Indonesia tourist destinations are adjectives such as *largest, best, most, enormous, deepest, busiest, foremost, highest, oldest*. It is used to describe, Sumatra as *the largest city in Sumatra island*, Belitung having *The best beaches of the country*. Palembang as *One of the foremost cultural centers of Indonesia*, while Batam *The third busiest entry port in Indonesia*. Vihara Ksitigarbha Bodhisattva in Riau with *the most fascinating temples in Indonesia*. Lake Toba with its *Rnormous crater lake*, and *The deepest lake in the world*. Wakatobi which has *The highest number of reef and fish species in the world*. Jakarta Fair held annually in the capital city as *The most awaited event*. Superlatives indicates that Indonesia wants to be highlighted as the best in terms of its tourist destination.

IV. CONCLUSION

Reference is defined as an act in which a writer uses linguistic form to enable a reader to identify something. Taken from the official website of the Ministry of Tourism, Republic of Indonesia (2018), there are **18 of Indonesia Top Tourist Destination**

2018. In the articles promoting the tourist destinations, 76 referring expressions are found.

Through unique longer descriptive expressions, the referring expressions of Indonesia tourist destination is portrayed as having world class tourism and rich in historical background. Referring expressions also reveal tourist destinations which are shown as modern and being the center of trade. It informs tourist destinations which are developing and having unique qualities. Superlatives are found in many referring expressions revealing that Indonesia attempts to be portrayed as the best in terms of its tourism. In terms of tourist destinations, the process of identifying and writing a referring expression for a particular referent can be a great source of promotion. Subsequently, research related to connotation, affective meaning or associative meaning which show people's emotions and attitudes towards what a word or phrase have related to referring expression can be conducted with the title; "Referring Expression of 18 Indonesia Top Tourist Destination 2018/2019 and its' Connotative Meaning."

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