

An Analysis of Persuasive Sentence in Tourism Promotion Brochure in North Nias

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ARTICLE INFO

Keywords:

Persuasive Sentences;
Tourism Promotion;
Brochures

Article history:

Received 2025-06-26

Revised 2025-07-24

Accepted 2025-08-23

ABSTRACT

This study aims to analyze the use of persuasive sentences in tourism promotion brochures published by the North Nias Regency Tourism and Culture Office. The focus of this study is to identify the types of persuasive sentences based on Aristotle's rhetorical theory (ethos, pathos, logos, and call to action/CTA) as well as the linguistic elements used to influence potential tourists. The method used is a qualitative approach through document analysis of selected brochures and in-depth interviews with two key informants from the office. The results of the study show that the brochures use more logos sentences (70%) and pathos sentences (27.5%), while ethos sentences are not found at all, and CTA only appears at 2.5%. Of the nine linguistic elements according to Gorys Keraf's theory, only four were found: personification (7.5%), repetition (5%), imperative (2.5%), and hyperbole (2.5%), while other elements such as pronouns, adjectives, assonance, metaphors, and synecdoche did not appear. These findings indicate that the narrative structure in brochures is still intuitive and not yet fully based on a scientific approach. Therefore, this study recommends that the agency improve the balance of persuasive strategies, increase the use of CTAs, and enrich the variety of linguistic elements to make brochures more appealing to readers.

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1. INTRODUCTION

Tourism promotion plays a crucial role in attracting tourists and developing the tourism sector in a region, including North Nias. The North Nias Regency Tourism and Culture Office generally uses brochures as one of the main tools to provide information about various tourist attractions. However, even though brochures have great potential as a promotional tool, in reality, not all brochures are able to convey messages efficiently. This creates a gap between the promotional objectives and the expected outcomes, namely attracting tourists to visit North Nias. One of the main issues that arise is the lack of

persuasive elements in brochure design. Many brochures have unattractive designs or do not align with the character of the place being promoted. Visual elements, such as uninspiring images or disorganized layouts, can reduce potential tourists' interest in seeking further information. In addition to design issues, the language used in brochures also greatly affects the success of promotions. Some brochures still use language that is too formal or fails to evoke emotion, whereas to attract tourists, more emotional language that sparks curiosity would be more effective. The information presented is also often unclear or too dense, making it difficult for tourists to understand the advantages of each destination.

Persuasive language in tourism brochures plays a crucial role in influencing tourists' decisions. The use of attractive and convincing language can increase tourists' interest in visiting an area. Christinawati et al. (2023) state that "the right choice of words in marketing communication can increase the attractiveness of a tourist destination." In this context, persuasive sentences serve as the main element that attracts attention and builds interest in tourism promotion brochures. An effective brochure must present information clearly, concisely, and visually appealingly. Overloading the brochure with text can overwhelm readers. Conversely, clear headlines, simple language, and key points help convey the message more effectively (Ermerawati et al., 2022).

Based on initial observations and interviews with the Head of the Marketing Division of the North Nias Tourism and Culture Office, it was found that there is an urgent need to improve the effectiveness of tourism promotion to attract more tourists. Although tourism brochures are used as one of the main promotional tools, many brochures are still not optimal in conveying their message. This includes visual design, the use of language that evokes emotions, and clear information about the destination's advantages. In other words, the existing brochures are not yet effective enough in arousing tourists' interest in visiting North Nias. Based on the problem background outlined above, this study formulates two main questions: What are the types of persuasive sentences used in tourism promotion brochures in the tourism department of North Nias? How are the linguistic elements of persuasive sentences arranged to influence potential tourists in the tourism department of North Nias?

Previous studies, such as those conducted by Losi et al. (2022), have examined the use of persuasive sentences in a more general context, but none have specifically analyzed tourism brochures in North Nias. Furthermore, these studies tend to focus on the aesthetic or visual aspects of brochures, while this research will delve deeper into the use of language and effective communication strategies. This indicates a lack of understanding of how persuasive sentences can be optimized in the context of specific local tourism.

The novelty of this research lies in its more in-depth and focused approach to analyzing persuasive sentences in the context of tourism promotion in North Nias, an area that has not received much attention in similar studies. This research not only identifies the use of persuasive sentences but also evaluates the extent to which these sentences are effective in influencing tourists' perceptions and interest in visiting destinations in North Nias. This research also provides new insights by focusing on tourism brochures in North Nias, an area that has been relatively unexplored in tourism literature. Therefore, this research not only enriches academic studies on tourism promotion but also offers practical insights for the North Nias Tourism and Culture Office to improve the quality of promotional materials to make them more attractive and persuasive.

2. METHODS

This study employs a qualitative approach with a descriptive analytical research type to analyse persuasive sentences in tourism promotion brochures. The research focuses on brochures published by the North Nias Regency Tourism and Culture Office, aiming to understand how persuasive language is structured to attract and influence potential tourists. The study was conducted in March 2025, involving data collection, analysis, and report compilation within a four-week timeframe. Data collection techniques included in-depth interviews with two key informants from the North Nias Regency Tourism and Culture Office (the office secretary and a tourism analyst) and document analysis of a selected tourism brochure. Interviews gathered insights on brochure content development, persuasive strategies, and linguistic elements used. Document analysis focused on identifying and categorizing persuasive sentences within

the brochure. The primary data source was the content of the tourism brochures, supplemented by insights from the interviews. Data analysis followed a qualitative approach, involving data reduction (simplifying persuasive sentences and coding them), data display (presenting organized data in tables or narratives), and conclusion drawing (identifying patterns and key findings). This comprehensive approach ensures a thorough understanding of persuasive communication strategies in North Nias tourism promotion.

3. FINDINGS AND DISCUSSION

The findings of this study reveal that the persuasive strategies employed in tourism promotion brochures by the North Nias Regency Tourism and Culture Office primarily rely on emotional appeal and factual information, with significant room for improvement in credibility building and direct calls to action. The research results directly address the questions regarding the types of persuasive sentences and their linguistic elements, as previously outlined.

3.1. Types of Persuasive Sentences

The analysis of 40 persuasive sentences from the North Nias tourism promotion brochure shows a dominant use of logos and pathos.

Logos (70%): The majority of sentences (28 out of 40) are classified as logos, providing factual or descriptive information about tourist destinations. For example, "There are inns or homestays around the beach." These sentences aim to appeal to reason and provide reliable details.

- 1. Pathos (27.5%):** Eleven sentences (27.5%) fall under the pathos category, designed to evoke feelings such as awe, calmness, or admiration. An example is: "The Charm of North Nias." These sentences help build emotional appeal and imagination.
- 2. Call to Action (CTA) (2.5%):** Only one sentence (2.5%) contains a direct call to action, "Let's Travel North Nias!", intended to prompt an immediate response from the reader. This indicates a significant underutilization of direct invitations.
- 3. Ethos (0%):** Notably, no ethos-based sentences were found in the brochure. This means the promotional material lacks statements that reflect credibility or authoritative endorsement, which could weaken its overall persuasive impact.

Table 1. Results of the Types of Persuasive Sentences

Type of Persuasive Sentence	Number of Sentences	Percentage (%)	Example Sentence in the Brochure	Description
Ethos	0	0%	-	No statements of authority or speaker credibility were found.
Pathos	11	27.5%	The Charm of North Nias	Appeals to emotions (peace, awe).
Logos	28	70%	There are inns or homestays around the beach."	Based on factual or logical information.
Call to Action (CTA)	1	2.5%	Let's Travel North Nias	A direct invitation to the reader.

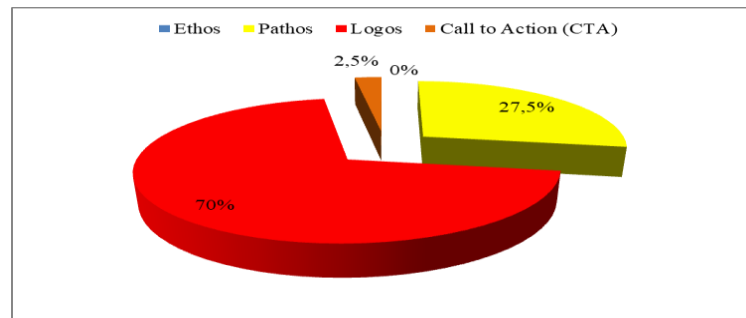


Figure 1. Distribution Types of Persuasive Sentences

A bar chart showing the percentage distribution of persuasive sentence types: Logos (70%), Pathos (27.5%), CTA (2.5%), and Ethos (0%). Persuasive sentence types used in the North Nias tourism promotion brochure shows that out of 40 total sentences, the majority 28 sentences (70%) are classified as logos, which are logically structured sentences containing factual or descriptive information about the tourist destinations. For example: "There are inns or homestays around the beach." These sentences aim to appeal to reason and provide reliable details. In addition, 11 sentences (27.5%) fall under the pathos category, which are emotionally charged expressions designed to evoke feelings such as awe, calmness, or admiration. An example is: "The Charm of North Nias." These sentences help build emotional appeal and imagination. However, there is only one sentence (2.5%) that contains a call to action (CTA) element "Let's Travel North Nias!" intended to prompt immediate response from the reader. Unfortunately, no ethos-based sentences were found, which means that the brochure lacks statements that reflect credibility or authoritative endorsement. This imbalance suggests that while emotional and logical appeals are used effectively, the absence of ethos and the minimal use of CTA weaken the overall persuasive impact. Thus, the use of persuasive sentence types in the brochure remains heavily focused on delivering information and evoking emotions, but lacks in terms of encouraging action and building trust with the audience.

3.2. Linguistic Elements

The analysis of linguistic elements in the persuasive sentences reveals that out of nine key rhetorical devices based on Gorys Keraf's theory, only four elements were found in the brochure, and their usage remains very limited.

1. Personification (7.5%): This was the most frequently used element, appearing in 3 sentences. For instance, "The sea welcomes tourists with its warm smile," personifies nature to build an emotional bond with the reader.
2. Repetition (5%): Used in 2 sentences, such as: "Come, see, feel the wonders of North Nias," which reinforces the message and enhances memorability.
3. Imperatives (2.5%): Found in only one sentence, "Let's Travel North Nias," indicating a crucial yet underutilized persuasive feature.
4. Hyperbole (2.5%): Present in only one sentence, "A hidden paradise awaits your smile at every

Linguistic Element	Number of Sentences	Percentage (%)	Example from the Brochure	Description
Imperatives	1	2.5%	Let's Travel North Nias	A direct command, but rarely used.
Modifiers	0	0%	-	No use of superlative adjectives found.
Pronouns	0	0%	-	No usage of personal pronouns like "we" or "you".
Repetition	2	5%	Come, see, feel the wonders of North Nias.	Repetition of verbs to emphasize the message.
Assonance	0	0%	-	No repetition of vowel sounds detected.
Hyperbole	1	2.5%	"A hidden paradise awaits your smile at every step."	Exaggerated claims to enhance appeal.
Metaphor	0	0%	-	No explicit metaphor identified.
Personification	3	7.5%	"The sea welcomes tourists with its warm smile."	Nature is described as having human traits.
Synecdoche	0	0%	-	No use of a part to represent the whole, or vice versa.

Table 2. Results of the Linguistic Elements of Persuasive Sentences

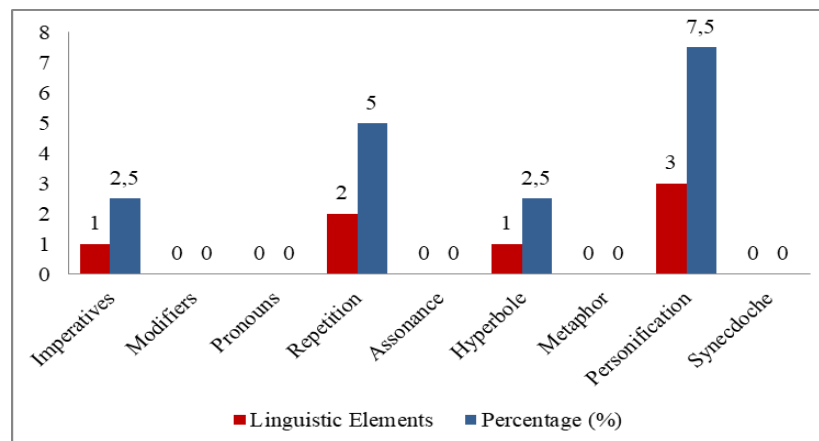


Figure 2. Distributions Linguistic Elements of Persuasive Sentences

The analysis of the linguistic elements in persuasive sentences reveals that out of nine key rhetorical devices identified in Gorys Keraf's theory, only four elements were found in the brochure. The most frequently used element is personification, which appears in 3 sentences (7.5%). For instance, "The sea welcomes tourists with its warm smile," personifies nature in a way that builds an emotional bond with the reader. Next, repetition is used in 2 sentences (5%), such as: "Come, see, feel the wonders of North Nias," which reinforces the message and enhances memorability. Imperative sentences, which serve as direct commands or invitations, are found in only one sentence (2.5%), e.g., "Let's Travel North Nias" a crucial yet underutilized persuasive feature. Likewise, hyperbole is present in only one sentence (2.5%), as seen in: "A hidden paradise awaits your smile at every step," which uses exaggeration to create a strong emotional impression. The remaining five elements pronouns, modifiers, metaphors,

assonance, and synecdoche were not found at all. This limited usage reflects a lack of stylistic variation and strategic language use in the brochure, with only 22.5% of the potential linguistic elements being applied. Particularly, the absence of pronouns such as “we” or “you” reduces the sense of personal connection with the reader. Although some rhetorical elements were used intuitively, the findings indicate that a more conscious and systematic approach is necessary to enhance the brochure’s persuasive effectiveness. By incorporating a greater variety of language features, the promotional content could become more engaging, emotionally resonant, and action driven.

3.3. Discussion

The findings from this study align with previous research that highlights the predominant use of emotional appeal pathos in tourism promotion materials, often at the expense of logical reasoning logos and credibility-based messaging ethos. Earlier studies, such as those conducted by Rahmawati (2020) on Central Java tourism, similarly demonstrated that \textit{pathos} tends to dominate, while logos and ethos are often underutilized. This study confirmed that the North Nias brochure heavily relies on pathos and logos to convey information and evoke feelings, as evidenced by their high percentages (27.5% and 70% respectively).

Regarding the linguistic elements, this study found that while some elements like personification and repetition were used, key stylistic features such as metaphors, pronouns, and assonance were absent. This finding is consistent with the observation that the composition of brochure narratives remains intuitive and has not yet fully adopted a scientific approach or more varied linguistic techniques. This contrasts with research by Susanto (2021), which emphasized the importance of a wider range of linguistic elements, including metaphors and personal pronouns, in strengthening persuasive impact. The limited application of these elements in the North Nias brochure suggests a gap in the implementation of comprehensive persuasive language techniques, despite an intuitive understanding among the staff, as revealed in the interview results.

This study further builds upon past research by highlighting the practical challenges faced by regional tourism offices in crafting effective promotional materials. While previous studies often focus on the theoretical effectiveness of persuasive elements, this research identifies real-world obstacles such as inconsistency in language style, limited English proficiency among staff for international versions, and the difficulty in translating local cultural values into concise yet inspiring sentences. These challenges underscore the need for targeted training and professional collaboration to enhance the quality of promotional narratives.

In conclusion, the study extends existing knowledge by validating the intuitive use of certain persuasive strategies and linguistic elements in tourism brochures, while simultaneously identifying critical areas for improvement. The results reinforce established theoretical frameworks by demonstrating the impact of imbalanced persuasive appeals and limited linguistic variation on overall promotional effectiveness. Furthermore, this research provides new insights into the practical considerations and challenges in implementing effective communication strategies in regional tourism, thereby contributing to improved tourism promotion efforts in educational institutions and beyond.

4. CONCLUSION

This study successfully addressed the researcher's concerns by demonstrating that the current approach to persuasive sentences in North Nias tourism promotion brochures, while intuitively utilizing emotional appeal pathos and factual information logos, significantly lacks in building credibility ethos and providing clear calls to action (CTA). The combined analysis of interviews and brochure content revealed that while some linguistic elements like personification and repetition are present, the overall narrative composition remains intuitive and has not yet fully adopted a scientific approach or more varied linguistic techniques. This imbalance indicates that the brochures, despite their potential, are not yet optimally effective in influencing tourist interest.

Despite these successes in identifying current practices, the study identified some limitations. The absence of ethos elements and the minimal use of CTA weaken the overall persuasive impact, as promotional arguments become unbalanced in terms of credibility and direct engagement. Furthermore, the limited stylistic variation in linguistic elements, such as the absence of pronouns, modifiers, metaphors, assonance, and synecdoche, reduces the brochure's ability to create a deeper personal connection and enhance memorability. These factors highlight the need for a more structured and conscious approach to persuasive writing to ensure long-term effectiveness in attracting tourists.

For future initiatives, it is recommended that the North Nias Regency Tourism and Culture Office invest in additional training programs for staff involved in brochure development to ensure effective system management of persuasive language. Collaboration with communication experts, linguists, or professional writers can improve the quality of narrative and scalability of persuasive strategies. Future research could also explore integrating visual and multimedia elements with textual analysis to enhance the overall appeal and effectiveness of tourism promotion materials, while also incorporating audience feedback to tailor content to tourist preferences.

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