

FINAL REPORT

TOURISM ADVERTISING LANGUAGE IN MASS MEDIA AND SOCIAL MEDIA



**To fulfill one of the graduation requirements for the D-III English Study Program
Politeknik Negeri Sriwijaya**

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**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2025**

APPROVAL PAGE

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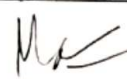


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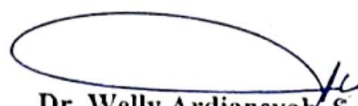
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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 09th April 2025



Yuril Annuardi Rahmatullah

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PREFACE

First of all, the writer would like to thank the God Almighty Allah SWT. who has given blessings and grace to all of us. Shalawat and salam to our prophet Muhammad SAW. and his followers who have brought us from darkness to light. The writer would like to express his deepest gratitude to the first advisor and second advisor who have helped the writer in the process of completing the report "Tourism Advertising Language in Mass Media and Social Media".

In addition, the writer also would like to thank all those who have helped in completing this final report. The writer realizes that mistakes always exist in writing this final report due to the writer's limited experience, ability, and knowledge. The writer hopes that readers and future researchers can provide suggestions and criticism for this final report. Finally, the writer hopes that this report can be useful for further researchers as a reference or idea, especially for students of the Language and Tourism Department who will write the final report.

Yuril Annuradi Rahmatullah

ABSTRACT

This study explores the use of language in tourism advertising across two dominant platforms: mass media and social media. In an increasingly digital world, the tourism industry relies heavily on persuasive and effective advertising to attract travelers. Mass media—such as magazines—continues to play a role in presenting structured, detailed advertisements, while social media platforms like Facebook and Instagram offer dynamic, informal, and interactive promotional content. Through qualitative descriptive analysis, the research identifies and compares linguistic elements—morphology (composition), syntax (structure), and semantics (word meaning)—used in tourism ads within these two media. The data were collected by library research and literature study selected advertisements in mass media and social media. The data were analysed using comparative analysis: Identify, categorizing, comparing the language elements in the advertisement. The findings reveal that while both platforms utilize similar language components, the purposes and stylistic applications differ significantly. Mass media advertisements tend to use formal, grammatically rich language that maintains long-term relevance. In contrast, social media favors concise, emotionally engaging, and visually integrated language styles aimed at real-time audience interaction. This study contributes to a deeper understanding of how language adapts to media format in tourism promotion, offering valuable insights for linguists, marketers, and tourism professionals aiming to optimize communication strategies in a multimedia landscape.

Keywords: Mass media, social media, and tourism advertisements

ACKNOWLEDGMENT

In this opportunity, the writer would like to express gratitude to Allah SWT. who has given the grace, blessings, and strength to able to write and develop this final report. Shalawat and salam are to our prophet Muhammad SAW. who guided us from the darkness to the light.

As a person who believes that a small thing has a big impact on others, I would like to quote a quote from the video game character Ezio Auditore from the Assassin Creed Trilogy Series "... Should anything happen to me, should my abilities fail me, or my ambition lead me astray, do not seek vengeance or revenge in my memory, but continue to help others, so that all may benefit." This sentence represents how the writer motivates himself in this writing.

The writer also would like to give appreciation to all the important people in his life:

- For Asmarini as my mother and Nurdiana as my grandmother, thank you for providing enormous support and meaning to give me enthusiasm in living life so that the future will be better.
- For Muhammad Nurba'adi and Muhammad Abdurahman Fikri as my younger siblings, thank you for providing support during my lectures, and giving me motivation to be a good.
- My first supervisor Mrs. Eli Yeny, S.Pd., M.Pd. and second supervisor Mrs. Darmaliana, S.Pd., M.Pd. thank you for your patience, correction, suggestion and guidance from the beginning of making the final report to completion. all the knowledge you provide is very useful and helps me during the process of making the report.
- For examiners Dra. Tiur Simanjuntak, MEdM, Sri Gustiani, SPd, MTESOL, EdD, Ahmad Khairul Akhir Tanjung, SPd, MHum, and Mahraini Agustina, SPd, MHum, thank you for the correction, criticism and also the input given to the writer.
- For my beloved Bude Mardiana and Pakde Muhammad Teguh, thank you for providing a place to stay, thank you for helping with the material during my lectures.
- To my beloved cousins Ratih Kurnia Putri, Syaiful, Rahmat Nur Hidayat, and Muhammad Taufik Rizky, thank you for giving me very valuable input in writing, taking the time to continue to hone my critical thinking skills during the lecture period.
- My dear classmate's "BA JAYA", thank you to my 16 best friends who always provide advice and criticism during study and I am so grateful for 3 years given to be together with all of you.
- The head of Language and Tourism Department Mr. Dr. Welly Ardiansyah, M.Pd. and the secretary of Language and Tourism Department Mr. Ahmad Iman Mulyadi, M.I.Kom. who has given support to my final report.
- All the honorable lecturers and administration staff in Language and Tourism Department.

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