

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