

FINAL REPORT

PERSUASIVE LANGUAGE IN DIGITAL TOURISM BROCHURES



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

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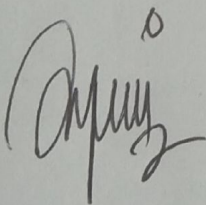
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**D-III ENGLISH STUDY PROGRAM
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APPROVAL PAGE

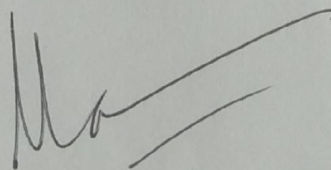
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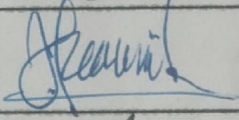
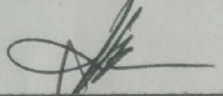
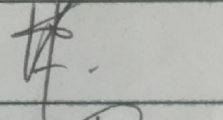
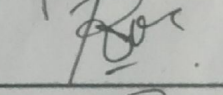
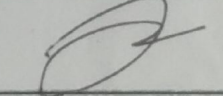


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VALIDATION PAGE

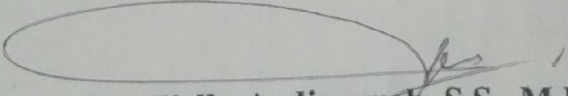
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PLAGIARISM-FREE DECLARATION

I the undersigned,

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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, 24th February 2026



Yully Dwianti

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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 "Persuasive Language in Digital Tourism Brochures"

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.

Yully Dwianti

ABSTRACT

This study analyzed the use of persuasive language in digital tourism brochures as a promotional communication strategy. The objectives of this study were to identify the types of persuasive language used in digital tourism brochures and to analyze their functions in influencing potential tourists. This study employed a descriptive qualitative method. The data were collected from five digital tourism brochures published on official tourism websites. The data consisted of promotional texts, including descriptions, slogans, and persuasive statements. The data were collected through documentation and analyzed using qualitative content analysis based on the theories of Hyland (2018), Pradana and Setyabudi (2024), and Vira and Saragih (2025). The findings showed that the brochures used various types of persuasive language, such as descriptive language, emotive language, informative language, positive adjectives, slogans, imperative sentences, and call-to-action expressions. Among these, descriptive language, emotive language, and positive adjectives were the most dominant. These persuasive strategies were used to create positive impressions, provide information, attract tourists, and encourage them to visit tourism destinations. In conclusion, persuasive language plays an important role in digital tourism promotion by influencing readers' perceptions and increasing their interest in visiting tourism destinations. This study is expected to contribute to applied linguistics and provide useful insights for tourism promotion in the digital era.

Keywords: *content analysis, digital tourism brochures, linguistic strategies, persuasive language, tourism promotion.*

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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 someone who believes that small things can have a big impact on oneself, I'd like to quote something my mother once said: "Be yourself without copying others, because being yourself brings more happiness than imitating others." This quote reflects how the author motivates herself in this piece.

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

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