

ANALYSIS OF HYPERBOLIC LANGUAGE IN TOURIST ADVERTISEMENT E-BROCHURES OF INDONESIAN TOURIST DESTINATIONS

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ABSTRACT

The research is about the analysis of hyperbolic language in tourist advertisement e-brochures of Indonesian tourist destinations. The purpose of this research is to find out the forms of hyperbolic language presented in e-brochures from Indonesia.travel that consists of Indonesian tourist destinations, as well as to find out the frequency of each hyperbolic form found and the total of it. The forms of hyperbolic language used are based on Claridge (2011) theory. The researcher used descriptive case study to find out forms of hyperbolic languages that are present in e-brochures of Indonesian tourist destinations and provide a description in order to give an understanding of how the hyperbolic language is used and how it contributes to the appeal and persuasion to the readers. The data were collected from indonesia.travel, which is an official website of the Ministry of Tourism, Republic of Indonesia, where e-brochures of Indonesian tourist destinations are provided. In conclusion, out of the 6 e-brochures, the researcher found a total of 198 hyperboles. There were 69 single-word hyperboles, 43 phrasal hyperbole, 31 clausal hyperbole, 31 superlative hyperbole, 15 numerical hyperbole, and 9 comparison hyperbole. Repetition is not found at all.

Keywords: Hyperbolic Language, Hyperbole, e-brochures, Indonesian tourist destination

ABSTRAK

Penelitian ini mengkaji analisis bahasa hiperbolik pada brosur digital iklan wisata destinasi wisata Indonesia. Tujuan dari penelitian ini adalah untuk mengetahui bentuk-bentuk bahasa hiperbolik yang disajikan dalam brosur digital dari Indonesia. Travel yang berisi destinasi wisata Indonesia, serta mengetahui frekuensi setiap bentuk hiperbolik yang ditemukan dan totalnya. Bentuk-bentuk bahasa hiperbolik yang

digunakan berdasarkan teori Claridge (2011). Peneliti menggunakan studi kasus deskriptif untuk mengetahui bentuk-bentuk bahasa hiperbolik yang terdapat pada brosur digital destinasi wisata Indonesia dan memberikan gambaran guna memberikan pemahaman tentang bagaimana bahasa hiperbolik digunakan dan bagaimana kontribusinya terhadap daya tarik dan persuasi. kepada para pembaca. Data dikumpulkan dari indonesia.travel yang merupakan situs resmi Kementerian Pariwisata Republik Indonesia yang menyediakan e-brosur destinasi wisata Indonesia. Ksimpulannya, dari 6 brosur digital, peneliti menemukan total 198 hiperbola. Terdapat 69 hiperbola kata tunggal, 43 hiperbola frasa, 31 hiperbola klausa, 31 hiperbola superlatif, 15 hiperbola numerik, dan 9 hiperbola perbandingan. Pengulangan tidak ditemukan sama sekali.

Kata kunci: Bahasa Hiperbolik, Destinasi Wisata Indonesia; Brosur Digital, Hiperbola

INTRODUCTION

Indonesia's growing and rising tourist industry highlights the country's significant potential in tourism, which has gained international recognition. There were 16.10 million international visitors entering Indonesia in 2019, which is an increase of 1.9% over the previous year, with Singapore, Malaysia, China, Australia, and Japan as the top five sources of visitors to Indonesia (Akhlas, 2020). The country's appeal to international tourists is emphasized by its beautiful nature and hospitable locals. The large islands of Indonesia provide travelers with a wide range of attractions and activities, such as adventure and sports, culture, nature like Bali, wellness tourism, romantic beach vacations, and world-class diving locations like Raja (Ministry of Tourism and Creative Economy [MTCE], 2023). The combination of the welcoming locals, who enhance tourists' sense of belonging, and the awe-inspiring natural wonders in Indonesia contribute to the country's well-deserved reputation as

one of the nicest in the world, with greetings and smiles deeply embedded in its culture. Advertisements also play a part in the success of Indonesian tourism, in addition to the country's natural beauty and friendly locals.

A public communication that promotes a good, service, brand, or event is commonly referred to as an advertisement, also known as an advert or ad (Square, 2022). It is a communication tool used to promote a business, sell a product, service, or ideas. Advertisements come in different media, such as television, smartphones, the Internet, magazines, brochures, and billboards, and are usually shown wherever a viewer can quickly or regularly assess textual, visual, and auditory information (Burde, 2008). Advertisements are usually used by businesses or organizations that want to promote or sell their products and services. The objective of advertisements is to gain interest from consumers or potential consumers to purchase or make use of specific products or services

(Cook, 2008). Advertisement is important for a number of reasons, including increasing consumer awareness of a brand, product, or service, educating them about how it might benefit them, enhancing a company's reputation, bringing in new business, keeping hold of current customers, and staying one step ahead of the competition (Yelp for Business, 2022). As mentioned previously, advertisements can come in different types of media, and one of them is brochures. The idea of advertising originated in prehistoric societies, when traders would yell out their wares in crowded marketplaces and drew signs on walls to draw in clients. The ways that advertising is done have changed significantly throughout time, particularly since the printing press was invented in the fifteenth century and allowed for the large-scale printing of fliers and posters. The emergence of radio and television in the 20th century gave advertisers new avenues to reach wider audiences, leading to a notable growth in advertising. Today's digital era has brought new techniques to advertising, like email campaigns, social media marketing, and customized internet advertisements (Gallegos, 2016).

Tourism has many definitions, including in the social sciences—such as anthropology, economics, geography, history, political science, psychology, and sociology—alongside law and statistics. Thus, it is an ongoing difficulty to define tourism, therefore one answer to this definition is not possible because it

relates to other aspects. Therefore, for the purpose of this research, the geographical, economical, and psychological aspects of tourism will be more focused on. The geographical definition of tourism, as stated by Salehi & Farahbakhsh (2014), is “the travel for recreational, leisure, family, or business purposes, usually of a limited period of time. Tourism is commonly associated with trans-national travel but may also refer to travel to another location within the same country (p. 134). From this definition, tourism can be defined as the act of traveling to another place for leisure or work, either individually or as a family, for a limited period of time. Moreover, the definition of tourism economically, as specified by Song, H., Dwyer, L., Li, G., & Cao, Z. (2012), is that tourism is a significant economic driver that is widely acknowledged as an activity by people that influences the supply and demand for its services and products, as well as how it utilizes resources that may have either positive or negative socioeconomic effects on a national and worldwide scale. Additionally, based on the study by Šimková, E. (2014), the psychological definition of tourism is that it is an act of traveling for the purpose of escaping everyday routine and stress to find new dimensions of life, new experiences, and uniqueness or unconventional situations. Summarizing all three definitions, it can be concluded that tourism is the act of traveling to another location either globally or locally, to do an activity outside of one's everyday routine in order to relieve stress, which in turn

benefits the tourism industry economically. This multifaceted activity benefits the tourism industry economically by creating demand for services and products while also offering geographical exploration and psychological relief. Not only are there many definitions of tourism, but also many types.

Hyperbolic language, according to Carston & Wearing (2015), is a distinctive figure of speech that is characterized by the use of exaggeration or overstatement for emphasis, effect, or persuasion. Carston and Wearing explained that hyperbolic language is used to describe destinations or experiences in an exaggerated manner, creating a sense of excitement and anticipation for the readers. It can be said that hyperbolic language is a figure of speech used to describe qualities or features in advertisements, with the aim of exaggerating or creating an emphasis to attract or fascinate readers. The forms of hyperbolic language that the researcher analyzes in this paper are based on a theory by Claridge (2011), which are single-word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition. In addition, according to Aprinica (2021), hyperbole is a style of language that exaggerates a certain aspect, and that exaggeration is necessary in advertising and frequently seems to leave a lasting effect on the reader. According to Ferré (2014), hyperbole is a rhetorical device used to convey

overstated claims that don't match reality but are not interpreted as lying either.

Moreover, according to Aljadaan (2018), hyperbole is a figurative speech and is an expression that involves exaggeration, a change from the propositional meaning to the intended meaning, and the requirement for a specific reference in mind. Thus, Hyperbolic Language is a style of language, specifically a figurative speech, that uses exaggeration in order to amplify the listeners perceived reality using a specific reference in mind. Hyperbolic language has its own characteristics.

A study by Phongphon, Chumpavan, and Kardkarnklai (2019) analyzes various linguistic features in English tourism brochures published by a tourism organization in Thailand. The study aimed to identify the linguistic features and rhetorical devices used by brochure writers to describe tourist attractions in brochures produced by the target organization in Thailand. There were 25 English tourism brochures in the top five regions of Thailand that were chosen for detailed analysis and were analyzed using Leech and Yui Ling. Linguistic features in this study were divided into six categories: (a) imperatives, (b) modal verbs, (c) noun phrases, (d) quality adjectives, (e) personal pronouns, and (f) verbs. The text was analyzed in order to find out which linguistic features were considered most persuasive by the brochure writers. The results of the research revealed a variety of uses of linguistic features in tourism brochures,

but noun phrases are found most often in the section of descriptive attraction.

A study by Sari et al, (2023) analyzed the types of themes used in the e-brochure, such as textual, topical, and interpersonal themes. The research approach and method used in this paper is descriptive qualitative research. The analysis was conducted using the thematic development proposed by Gerot and Wignell. The e-brochures of seven tourism spots in Malaysia were collected and separated into clauses. The researchers analyzed 183 clauses from the e-brochures of seven tourism spots in Malaysia. The three types of themes analyzed were ideational, interpersonal, and textual themes. The analysis revealed that textual themes were the most prevalent, contributing to the cohesion and relevance of the clauses. This study sheds light on the linguistic strategies employed in Malaysia's e-brochures, providing valuable insights for tourism providers in creating compelling promotional materials.

One of the previous studies used e-brochures of seven tourism spots in Malaysia and the analysis was conducted using thematic development proposed by Gerot and Wignell. While the other two used web sites of shops and English tourism brochures. The one that used web sites used a theory by Swales' move-step model, which analyzed linguistic features of persuasive language on those web sites. The one that used English tourism brochures was then analyzed using Leech (1966) and Yui Ling Ip (2008). While the previous studies delved into the use of various linguistic

features, thematic elements, and persuasive language, none of them specifically explored the use of hyperbolic language. The theories that the earlier studies explored did not address or analyze hyperbolic features. Therefore, the aim of this research paper is to examine the forms of hyperbolic language used in e-brochures available on the official website of the Ministry of Tourism, Republic of Indonesia which is Indonesia.travel. By using content analysis, the types of hyperbolic languages are analyzed based on Claridge's theory (2011), which are single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, superlative, comparison, and repetition. Thus, the research question of this study is what forms of hyperbolic language are used in e-brochures promoting Indonesian tourist destinations. The aim of this study is to conduct a qualitative research approach and descriptive case study, using content analysis to analyze hyperbolic language in tourist advertisement e-brochures of Indonesian tourist destinations.

RESEARCH METHODOLOGY

Creswell & Creswell (2018) explained that qualitative research aims to understand and explore the meaning individuals or groups attribute to social or human problems (p. 41). Accordingly, a qualitative research approach is used in this research to understand and explore what forms of hyperbole there are and

how many are used to appeal to readers of e-brochures in Indonesian tourist destinations. Moreover, Veal (2017) stated that a case study is a study that involves the detailed research of a single case or a small number of cases to understand the phenomenon by studying one or more single examples of cases to understand it (p. 398). Furthermore, according to Aggarwal and Ranganathan (2019), a descriptive study is one that is designed to describe the distribution of one or more variables without regard to any causal or other hypothesis. Thus, this research uses descriptive case study to find out and describe the use and forms of hyperbolic languages that are present in e-brochures of Indonesian tourist destinations. The data are collected from indonesia.travel, which is an official website of the Ministry of Tourism, Republic of Indonesia, where Indonesian tourist destinations e-brochures are provided.

Using content analysis, each form of hyperbolic language from Claridge's theory will be categorized, which the

researcher will then explain in detail for each hyperbole form found, which will deepen the understanding of the usage of the hyperbolic language. Then, a coding scheme for each hyperbole form will be developed, for example, phrasal hyperbole will be PH, and the frequency of the hyperbolic forms will be written for each e-brochure to determine how many hyperboles are used in each e-brochure. Following this, the number of hyperbolic language found in the e-brochures will be totalled and stated, which explain the frequency of hyperbolic language in the e-brochures of Indonesian tourist destinations. Moreover, the e-brochures used in this study was based in 2018 and was collected by the researcher in 2023. The data are six e-brochures of destinations such as Borobudur, Labuan Bajo, Bali, Bandung, Raja Ampat, and Lombok. The six e-brochures used for this study were chosen for the reason of variation of locations and by the frequent use of hyperbolic language.

FINDING AND DISCUSSIONS

Brochure	Single Word Hyperbole	Phrasal Hyperbole	Clausal Hyperbole	Numeric al Hyperbole	Superlative Hyperbole	Comparisons	Repetition
Borobudur Temple	11	10	9	4	4	4	0
Bali	11	8	6	1	8	0	0
Bandung	13	3	4	1	4	2	0
Raja Ampat	10	10	6	1	8	2	0
Labuan Bajo	13	8	4	4	5	1	0
Lombok	11	4	2	4	2	0	0

TOTAL	69	43	31	15	31	9	0
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Table 1. Frequency of Hyperbolic Forms

Brochure	Borobudur Temple
Section	Temples around Borobudur
Sentence	These two temples are also a spiritual journey in itself, complimenting the jaw-dropping sights at the Borobudur Temple

Table 2. Datum 1

In the E-brochure about Borobudur Temple, the section called *Temples Around Borobudur* explains about the other two temples that were made with Borobudur which are the 'Pawon Temple' and the 'Mendut Temple'. This sentence, "These two temples are also a spiritual journey in itself, complimenting the jaw-dropping sights at the Borobudur Temple", explains that not only can you see the two temples, but you can also see the beautiful sights of Borobudur Temple. Moreover, in the sentence, there is a hyperbole, which is jaw-dropping. This word is an exaggeration or overstatement of the impact or effect of the sights at the Borobudur Temple to appeal to the readers. Instead of using adjective words like beautiful to describe the sights at Borobudur Temple, the author uses the word jaw-dropping which emphasizes the significance of the sights, making it a hyperbole.

Jaw-dropping in this sentence is a single-word hyperbole because, based on Claridge's theory, it is a one-word nominal hyperbole. The words jaw and dropping are combined with a hyphen and become an adjective. According to Collins COBUILD advanced learner's

dictionary at collinsdictionary.com, the meaning of the word jaw-dropping is something that is extremely surprising, impressive, or shocking. The word jaw-dropping in the sentence suggests that the sights are so amazing that they are capable of causing one's jaw to drop in amazement. If the word is substituted with a more contextual word or is erased, like the sights at the Borobudur Temple, it would eliminate the exaggeration and appeal of the sights at Borobudur Temple to the readers that the author intends to convey. Therefore, the word jaw-dropping plays an important role in adding exaggerated detail to the description of the sights, making the sentence more appealing to readers.

The use of the hyperbole jaw-dropping in the sentence These two temples are also a spiritual journey in itself, complimenting the jaw-dropping sights at the Borobudur Temple is used to create an exaggerated image of the amazing experience of visiting the temples. This hyperbolic expression, as a one-word nominal hyperbole, is strategically placed to emphasize the nature of the sights at the Borobudur Temple and to engage the readers on an emotional level. Making the readers eager to visit the Borobudur Temple to not only see the temples but also the jaw-dropping sights, so if the word is omitted, it would remove this purpose.

Brochure	Bali
Section	Ulun Danu Bratan Temple
Sentence	And when the sun starts

to show its face in the early morning, beautiful golden shades will appear from behind the hill, creating such a captivating scenery anyone will remember.

Table 3. Datum 2

In the e-brochure called Bali, there is a section called Ulun Danu Bratan Temple. This section talks about the Ulun Danu Bratan Temple which is located in Bali. In this section, there is a sentence which is And when the sun starts to show its face in the early morning, beautiful golden shades will appear from behind the hill, creating such a captivating scenery anyone will remember. The sentence expresses the sunrise that happens behind the hill that is behind the Ulun Danu Bratan Temple that creates beautiful golden shades. As mentioned, this sentence contains a phrasal hyperbole which is beautiful golden shades.

The phrasal hyperbole beautiful golden shades is a noun phrase. The words beautiful and golden are applied as adjectives modifying the noun shades. The phrase is used to describe to the readers, as a visual guidance of the sun appearing from behind the hill, right behind the temple, casting beautiful golden shades from the sunrise. The noun phrase is a phrasal hyperbole since it is used to exaggerate the depiction of the appearance of the sunrise at the temple. Describing the shades as beautiful and golden enhances the scenery and emphasizes the color emanating from the sunrise. Causing the readers to have a yearning to see the sunrise.

The sentence, “And when the sun starts to show its face in the early morning, beautiful golden shades will appear from behind the hill, creating such a captivating scenery anyone will remember,” describes the beautiful golden shades created by the sunlight that hides behind the hill behind Ulun Danu Bratan Temple. The use of phrasal hyperbole beautiful golden shades enhances a straightforward description of a sunrise, which appeals to readers. The noun shades are modified by the adjectives beautiful and golden, therefore, it is a noun phrase. Since the noun phrase is used to exaggerate the depiction of the sunrise at the temple, it is a phrasal hyperbole.

Brochure	Bandung
Section	The Commemoration of Asian-African Conference
Sentence	The flag raising ceremony of 109 flags of Asian-African countries and the UN became one of the series of events.

Table 4. Datum 3

In the e-brochure called *Bandung*, there is a section called *The Commemoration of Asian-African Conference*. This section talks about the flag raising ceremony at Asia-Africa Streets in Bandung, which received guests from various countries. In this section, there is a sentence *The flag raising ceremony of 109 flags of Asian-African countries and the UN became one of the series of events which goes further into detail about the flag-raising ceremony that consists of 109 flags*. The sentence contains a numerical hyperbole, which is 109 flags.

The use of numerical hyperbole, *109 flags*, aims to emphasize the magnitude and significance of the celebration by highlighting the significant number of flags that represent Asian, African, and worldwide nations. By surpassing the usual or anticipated number of flags that may be raised in such a ceremony, the exact number *109* is there to convey a sense of amplification and importance. Claridge highlights that hyperbolic numbers, especially multiples of hundreds, thousands, etc., are certainly the more striking and effectual ones, as they are easy to recognize even without detailed contextual knowledge. Thus, *109* is a one-word numerical hyperbole.

The sentence *The flag raising ceremony of 109 flags of Asian-African countries and the UN became one of the series of events*, contains a numerical hyperbole which is *109 flags*. It is a numerical hyperbole, as it aims to exaggerate as well as emphasize the number of flags that are raised in the ceremony. By mentioning the exact number of flags, it's exaggerating the significance of the event given the unexpected number of flags raised.

Brochure	Raja Ampat
Section	Cover of brochure
Sentence	A Natural Beauty Unlike Any Other

Table 5. Datum 4

The e-brochure named Raja Ampat has a phrase that reads, *A Natural Beauty Unlike Any Other*, written in a significantly large font on the cover of the e-brochure. The intention of this phrase is to emphasize the Raja Ampat

archipelago's breathtaking beauty. The superlative hyperbole marker *unlike* implies that the stated beauty is superior to all others in its remarkable features. This use of hyperbolic language elevates the perceived greatness of the natural beauty, as it gives the impression that Raja Ampat's natural beauty is incredibly remarkable that it cannot be compared to that of any other place.

By describing the beauty as *unlike any other*, the phrase evokes a sense of awe and admiration, persuading the reader to contemplate its unparalleled beauty. This exaggerated portrayal enhances the emotional impact of the message, inviting the audience to immerse themselves in the imagined experience of encountering such magnificent beauty. Claridge states that hyperbole often involves amplifying qualities or characteristics to the highest degree, one of them is through the use of superlatives like *best*, *greatest*, or *most*. In this phrase, the use of *unlike any other* serves as a superlative marker. For that reason, the phrase *A Natural Beauty Unlike Any Other* is a superlative hyperbole.

Brochure	Labuan Bajo
Section	Komodo National Park
Sentence	Being named after the islands' predators, about 4000 komodo dragons inhabit this island as a ruler, they can grow as long as 3 meters (10 feet), and about ten times the jaw strength compared to humans!

Table 6. Datum 5

In the e-brochure called *Labuan Bajo*, there is a section called *Komodo National Park*. This section of the e-brochure talks mainly about the Komodo National Park which is located in Labuan Bajo. In this section, there is a sentence *Being named after the islands' predators, about 4000 komodo dragons inhabit this island as a ruler, they can grow as long as 3 meters (10 feet), and about ten times the jaw strength compared to humans!* which discusses that the Komodo National Park is named after the komodo dragon and goes into further detail about the komodo dragon itself. The sentence contains a numerical hyperbole, which is *about ten times the jaw strength compared to humans!*. The numerical hyperbole exaggerates the dragons' ferocious nature as apex predators, stressing their ability to overcome humans with incredible force.

The numerical hyperbole, *about ten times the jaw strength compared to humans!*, highlights Komodo dragons' jaw strength to ten times that of humans, evoking a sense of amazement and intimidation. This numerical hyperbole not only delivers accurate information about the biology of Komodo dragons, but also adds drama and intensity to the narrative, increasing the reader's engagement with the text.

Brochure	Lombok
Section	Seger Mandalika Beach
Sentence	One of the world-class destinations that you must visit while in Lombok is Mandalika Lombok Tourism.

Table 7. Lombok

In the e-brochure called Lombok, there is a section called Seger Mandalika Beach. In the section there is a sentence which is *One of the world class destinations that you must visit while in Lombok is Mandalika Lombok Tourism.* This sentence explains that the Mandalika Lombok Tourism spot is a place that one must visit and that it is a world-class destination. It exaggerates and overstates Mandalika Lombok Tourism's quality and popularity by stating that it ranks among the world's top destinations. Moreover, there is a phrasal hyperbole in the sentence, *one of the world-class destinations.*

The phrasal hyperbole, *One of the world-class destinations,* is a common phrase used in promotional language to persuade and appeal to the readers. The use of the term world-class emphasizes Mandalika Lombok Tourism's outstanding rank, attracting readers with the promise of an extraordinary travel experience that goes beyond regular destinations. Phrasal hyperboles can be identified by the exaggeration or amplification of qualities or features included within a set of words, usually in the form of an adjective phrase. The term world-class is used as an intensifying adjective to convey outstanding quality or high standards.

This use of phrasal hyperbole aims to capture the reader's attention and persuade them of the exceptional nature of Mandalika Lombok Tourism. *One of the world-class destinations is a phrasal hyperbole in the sentence that uses exaggerated language to increase the perceived value and reputation of Mandalika Lombok Tourism.* This hyperbolic term uses the exaggeration of

the destination's outstanding quality and popularity in order to attract and persuade readers.

According to Claridge's (2011) hyperbolic form theory, the types of hyperbole include single-word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, superlative hyperbole, comparison, and repetition. The researcher found that single-word hyperbole is the most frequently used hyperbolic form out of the other hyperboles from the six e-brochures of Indonesian tourist destinations. On the contrary, repetition is not found at all in any of the six e-brochures. The total number of hyperboles found in the six e-brochures is 198 hyperboles.

The use of hyperbolic language in the six e-brochures contributed to exaggeration, overstatement, and appeal to the readers. This finding suggests that hyperbolic language plays a crucial role in enhancing the attractiveness and persuasiveness of tourist advertisements, potentially influencing readers' decisions to visit the advertised destinations. As mentioned by Aprinica, in 2021, by exaggerating the qualities of the Indonesian tourist destinations, hyperboles effectively capture readers' attention, enhance the perceived value of the destinations, and create a memorable narrative that inspires readers to explore and experience the advertised destination firsthand. The forms of hyperbolic language used in e-brochures promoting Indonesian tourist destinations are single-word hyperbole, phrasal hyperbole, clausal hyperbole, superlative hyperbole, numerical hyperbole, and comparison hyperbole, according to Claridge's theory. Among

the identified hyperbolic forms, single-word hyperbole was the most prevalent, which is equivalent to findings by Voltadewi (2014).

Furthermore, the common use of hyperbole in Indonesian tourist destination e-brochures is indicative of an ongoing pattern in advertising strategies that uses language to highlight the attraction and appeal of products and services, which a study done by Wijaya (2022) discusses. The results of this study are in line with a previous study by Voltadewi (2014) on the use of hyperbolic language in advertising, which has consistently shown its effectiveness in capturing audience attention and shaping consumer perceptions. This study provides a comprehensive understanding of how hyperbolic language is used to highlight the distinctive features and experiences offered by these locations by concentrating on e-brochures promoting Indonesian tourist destinations.

It is also evident that the results of the analysis, which show that phrasal hyperbole is the second leading hyperbole found, contribute to the result of the study done by Phongphon, Chumpavan, and Kardkarnklai (2019), in which noun phrases are most often found in the section of descriptive attraction. Both studies emphasize the importance of language in enhancing the attractiveness of tourist destinations. Phrasal hyperboles serve to intensify descriptions and appeal to potential tourists, similar to how noun phrases are used in Thailand brochures. Moreover, hyperbolic language used in Indonesian e-brochures can be connected to the focus on textual themes in Malaysian e-

brochures from the study done by Sari et al., (2023). Similar to how textual themes ensure the flow and coherence of information, hyperboles also contribute to the text's overall cohesiveness and persuasiveness. Both studies highlight how language can be strategically used to increase the impact of promotional materials on tourism.

Although this study provides insights into the types and frequency of hyperbolic language used in e-brochures advertising Indonesian tourist destinations, there are a number of limitations to be aware of that could influence how the findings are interpreted. Firstly, the study's scope was limited to e-brochures obtained from indonesia.travel, the official website of the Ministry of Tourism, Republic of Indonesia. Hyperbolic language usage in other promotional materials or platforms, like social media campaigns or print advertisements, that were not included in this study might have been missed by this limitation. Furthermore, contextual factors that could affect the effectiveness or perception of hyperbolic language were not taken into hyperbole, fifteen numerical hyperbole, and nine comparison hyperbole.

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consideration in the analysis, which focused only on hyperbolic language alone. For example, the influence of geographical preferences, audience demographics, or unique cultural factors on how hyperbolic language is understood was not analyzed. Thus, future studies should consider a broader range of promotional materials and platforms to provide a more comprehensive understanding of hyperbolic language usage in tourism advertising.

CONCLUSION

In the previous chapter, it is evident that there were only six hyperbolic forms present out of seven, which are single-word hyperbole, phrasal hyperbole, the role of superlative, and comparison. The researcher did not find the repetition form of hyperbole out of the six e-brochures. Out of the six e-brochures, the researcher found a total of 198 hyperboles. There were sixty-nine single word hyperbole, forty-three phrasal hyperbole, thirty-one clausal hyperbole, thirty-one superlative.

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