

THE LEXICAL CHOICES IN THE BROCHURES OF BALI MAYA CHAINED HOTEL

A.A Candra Chaprina Dewi

(081 835 1005)

ABSTRACT

Penelitian ini berjudul “The Lexical Choices in The Brochures of Bali Maya Chained Hotel” tujuan utama dari menganalisa lexical choices khususnya pada adjective dan verb yang terdapat di dalam brosur iklan dari Bali Maya Ubud Resort, Bali Maya Ubud Spa, Bali Legian Beach Hotel dan Bali Candi Cottage. Di dalam menganalisa data digunakan metoda deskriptif dan kualitatif. Terdapat beberapa langkah-langkah yang digunakan di dalam menganalisa data, pertama mengelompokan kata untuk menemukan berapa jumlah adjective dan verb yang terdapat di dalam brosur, kedua menemukan kelas kata dari masing-masing kata yang ada, yang kemudian dilanjutkan dengan mencari persamaan kata dari setiap kata yang ada. Tujuannya untuk menemukan kemungkinan kata yang dapat dikolokasikan.

Data dianalisa berdasarkan teori Advertising dari Leech di dalam bukunya yang berjudul “English in Advertising” (1966) untuk mendukung teori yang ada digunakan teori dari Gillian Dyer di dalam bukunya yang berjudul “Advertising as Communication” (1982). Teori Semantics dari F.R.Palmer (1976) di dalam bukunya yang berjudul “Semantics a New Outline” digunakan untuk menganalisa kolokasi dari setiap kata-kata yang ada pada brosur iklan.

Kata kunci : Lexical, Adjective, Verb, Collocation.

1.1 Background of the Study

Tourism business in Bali is growing rapidly which is indicated by the increase of tourists visiting to Bali. Hotel villa and resort must be provided to support accommodation facilities. One of the best accommodation facilities in Bali is provided by *Bali Maya Chained Hotel*. To promote the accommodation facilities, media is required to introduce its products. Advertising is communication media used to transfer information to people and to take some action with respect to products, services, or ideas.

1.2 Problems of Study

The problems of the study can be discussed as follows:

- a. What typical adjectives and verbs were used in the English printed advertisements brochure?
- b. How was the message conveyed by typical words in the advertisement brochure?

1.3 Aims of the Study

The aims of this study were divided into two categories based on the problems above, there are:

- a. To analyze the kinds of typical words especially adjectives and verbs which were found in the structure of English printed advertisement brochures.
- b. To analyze the way of typical words in explaining the message on the English printed advertisement brochures.

1.4 Research Method

Method is process of how people approach the problems and seek answer through finding and collecting the data. There are three points discussed in this study, as follows: Data Source, Method and Techniques of Collecting Data, and Method and Techniques of Analyzing Data

1.4.1 Data Source

The data in this study were taken from four brochures printed by Bali Maya chained hotel. There are four advertisements obtained, namely *Bali Maya Ubud Resort and Spa*, *Bali Candi Cottage*, *Bali Legian Beach Hotel* and the last one is *Bali Maya Ubud Resort and Spa (especially for spa)*.

1.4.2 Method and Techniques of Collecting Data

The library research method was applied in collecting the data. First, all the text special words were read. Finally all the words were picked up and kept in the computer to make it easier to classify and analyze them.

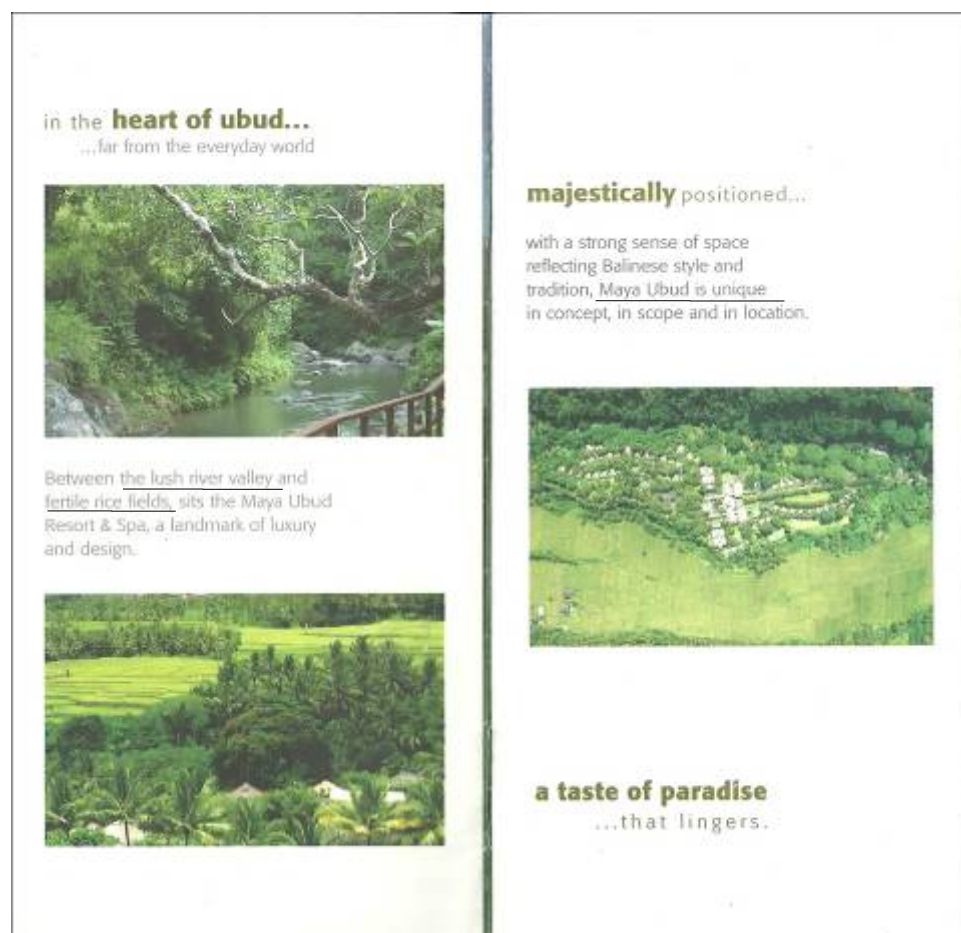
1.4.3 Method and Techniques of Analyzing Data

In analyzing the data, descriptive and qualitative method was applied. There are many steps to analyze the data, first were grouped words to find how many adjectives and verbs word in this advertisement. Second, words were divided by the word classes, to know classification of the classes word, third the synonym of each word. That steps aim at determining the possible collocation of the words was found.

1.5 Data analysis

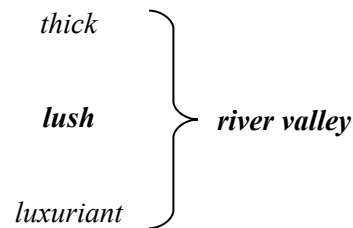
1.5.1 The Analysis of Bali Maya Ubud Resort and Spa

The lexical choices of adjective and verb found in advertisement brochures of Bali Maya Hotel such as; *lush* and *enjoy*



The Analysis of Adjective *Lush*

The word *Lush* is the typical adjective in the brochure. The adjective *lush* means growing thickly and strongly in a way that is attractive (Oxford, 2006: 884). The adjective *lush* and noun *river valley* has collocation based on the range and also can co-occur with a number of other adjective words as follows:



Thick river valley based on collocation of the meaning of the item means growing closely of river valley (Oxford, 2006: 1535). The adjective *lush* is combined together with words *river valley*, it means growing thickly and strongly in a way that is attractive covered in healthy grass and plants (Oxford, 2006:884). The last collocation of adjective *luxuriant river valley*, it shows the meaning of plants or growing thickly and strongly in a way that is attractive (Oxford, 2006: 884).

From the collocation above one adjective as typical word was selected which used in the text brochure advertisement. The reason why word *lush* was chosen as typical word in advertisement, because adjective *lush* can make word *river valley* in the text be more meaningful. The word *lush* describes the condition of *river valley*, by this word the message in text says; *between the lush river valley* can delivered to the readers as well.



The Analysis of Verb *Enjoy*

The word “*enjoy*” means to get pleasure from something (Oxford, 2006:485). The word “*enjoy*” and *cool concoctions* have collocation based on the range and also can co-occur with number of another word as follows:

<i>enjoy</i>	}	<i>cool concoctions</i>
<i>taste</i>		
<i>try</i>		

The collocation of *enjoy cool concoctions* is categorized based on strictest sense it means to get pleasure from cool concoction, but it has the meaning of taste delicious blend of icy drink. The meaning of these combinations cannot be predicted from the individual verb and adverb and in many cases there is a single verb with the same or very close meaning. The word *taste* combined with *cool concoctions* means the particular quality which allows you to recognize them when we put them in mouth (Oxford,

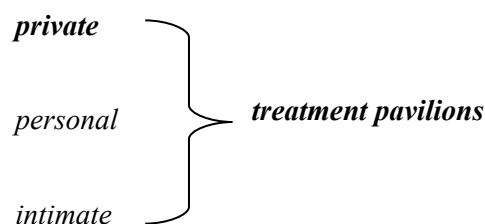
2006: 1515). It is categorized based on the meaning of the item. The last collocation of word *try* and *cool concoction* means an act of trying some cool blend of drink (Oxford, 2006:1587). The reason why the word *enjoy* was chosen as typical word to convey the message of the text to the readers because *enjoy* is a general word, which has function to attract readers attention to know deeper about this advertisement products.

1.5.2 The Analysis of Advertisement in Bali Maya Ubud Resort and Spa Brochures

The lexical choices of adjective and verb are found on the text brochure of Bali Maya Ubud especially for spa such as:

The Analysis of Adjective Private

The typical word in this advertisement is *private* mentioned on the text above. It has a meaning not public, belonging to or for the use of a particular person or group; not for public use (Oxford, 2006:1155). The adjectives *private* has collocation based wholly of the meaning of the item with noun *treatment pavilions*, and also can co-occur with number of other adjective words as follows:



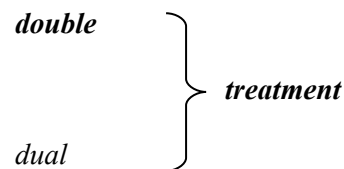
In this collocation of adjective *private treatment pavilions* means service for particular person, which has personal place which is not connected with the others (Oxford, 2006:1155). The collocation of *personal treatment pavilions* means individual service in typical place which is not connected with anyone else (Oxford, 2006:1084) and the collocation of *intimate treatment pavilions* means having a close treatment in private and personal place (Oxford, 2006:783). Actually those words had similarity in

meaning. The word *private* was chosen as typical word to represent the message in the text modifies the word *treatment pavilions* be more meaningful.

The Analysis of Adjective *Double*

The typical word in this text is *double*. Put on the text says; “*double treatment pavilions allow couple to be together*”. *Double* means combining two things or qualities. The word also has similar meaning with word *dual* (Oxford, 2006:437).

This set of words have common semantics feature, with which those adjective words are likely to co-occur.



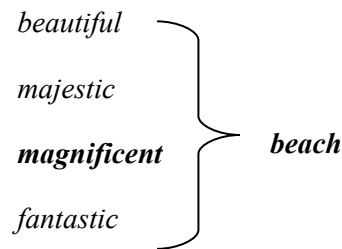
The collocation of *double treatment* means two parts or similar treatment. It is used to describe something that has two parts which are usually the same or very similar (Oxford, 2006:437). The collocation of *dual treatment* based means some service that has two parts or aspects. It is used to describe something that has two parts (Oxford, 2006:437). The reason why the word ‘*double*’ was chosen as typical word because it is a common word which has strong meaning to deliver the message from text to the readers and make them easily to understand.

1.5.3 Analysis of Bali Legian Beach Hotel

The lexical choices of adjective and verb was found in advertisement brochures of Bali Legian Beach Hotel such as; *magnificent, beautiful*.

The Analysis of Adjective *Magnificent*

Magnificent is the typical word in the brochure found on the text that says; *the magnificent beach of Legian*, it means extremely attractive and impressive deserving praise. The adjective *magnificent beach* has collocation based on the range and also can co-occur with number of the other adjective words as follows:

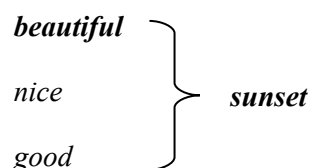


The collocation of *beautiful beach* is considered the collocation based on the meaning of the item. It refers to the beach having beauty and pleasant look (2006:116). The collocation of *majestic beach* is categorized as collocation based on the meaning of the item. It refers to the beach which is very impressive of the size and beauty of the beach (Oxford, 2006:891). In the collocation based on the meaning of the word *fantastic beach* means a beach which is extremely good or excellent (Oxford, 2006:531).

The reason why the collocation of *magnificent beach* was chosen in this English printed advertisement because *magnificent* refers to the beach which extremely attractive and impressive. The word brings the message which is imaging the condition around the hotel.

The Analysis of Adjective *Beautiful*

The typical word in this advertisement is found on the text that says: *beach and beautiful sunset*. The adjective *beautiful* has a meaning of having beauty or giving pleasure to the sense or the mind. It also means very good (Oxford, 2006:116). The collocation based on the range of beautiful sunset can be seen in the other collocation of adjective example below:



The collocation of *beautiful sunset* means the sunset that gives pleasure to the sense or the mind and also means very pleasure to look at the sunset (Oxford,2006: 116). It is categorized based wholly on the meaning of the item. The collocation of *nice sunset* means an attractive sunset. The last collocation of adjective *good sunset* means high quality of sunset.

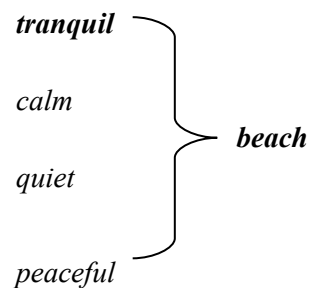
From those collocations above the word *beautiful* was chosen to be combined with *sunset* to convey the message from text to the readers. The adjective beautiful is a common word, its combination with word *sunset* refers to the text advertisement and the word “*beautiful*” make words sunset be more attractive, meaningful and easy to remember.

1.5.4 The Analysis of Bali Candi Beach Cottage

This analysis is restricted to analysis of the typical words usually used in this advertisement; *tranquil* and *best*.

The analysis of Adjective tranquil

Tranquil is a word which was chosen as typical word in the text brochure of *Candi beach cottage*. The adjective *tranquil* has collocation with noun *beach* based on the range and also can co-occur with other adjectives as follows:

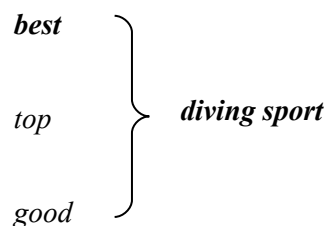


This type of collocation is based on range where some adjectives can co-occur with word *beach*, because they have some semantic features in common. The word *calm* has meaning not excited is usually used to describe feeling of person (Oxford, 2006:1571). The word *quiet* means making very little noise (Oxford, 2006:1191). The word *peaceful* means not worried or disturbed in any way, it is usually used to describe quiet situation (Oxford, 2006:1072). The word *tranquil* means a calm and quite situation (Oxford, 2006:1571). From those meaning above, only one adjective of *tranquil* which can co-occur with noun *beach* because the word can represent all the meaning of other word in

collocation above to convey the message in the text. When the adjective *tranquil* was combined with noun *beach* it can represent the good side of the beach, by which non common word to attract the reader's attention to know more about the hotel.

The Analysis of Adjective *Best*

The word *best* in the text says: *The underwater coastline of east Bali is known as one of the best diving sport in Bali*, was chosen as typical word in advertisement. The adjective *best* has collocation based on the range and also can co-occur with the word *diving sport*. Beside the word *best*, word *diving sport* can co-occur with another adjective which has set of common semantic feature, such as *top* and *good*.



The collocation of *best diving sport* shows the collocation based on the meaning of the item. *Best diving sport* means the most excellent quality of diving sport (Oxford, 2006:126). In the collocation of *top diving sport* also shows the collocation base on the meaning of the item, which has meaning the highest point of diving sport (Oxford, 2006:1560). The last collocation is combined of the word *good* and *diving sport*. It is categorized as collocation based on the meaning of the item. The meaning of the collocation is derived from the primary meaning of the adjective *good* which added to the meaning of the word *diving sport*. *Good diving sport* means high quality or acceptable standard of diving sport (Oxford, 2006:642).

In this advertisement, advertiser was chosen the adjective *best* as typical word in the text. The reason why the word was chosen as typical word, it is common word which has meaning the most excellent quality. The adjective *best* can make sentence in the text be more easily to understand. So that why advertiser chosen the word *best* as typical word to deliver message in the text from advertiser to the readers.

1.6 CONCLUSION

Based on the analysis on the previous chapter the word choices in the brochures of Bali Maya chained hotel is used many kinds of words were used are categorized as not common words which have special functions to attract the reader's attention to know deeper about their advertisement. There were some adjectives and verbs used in the advertisements, such as *lush, fertile, unique, enjoy, perfect, delightful, individual, spectacular, elegant, outstanding, rich, private, dual, gentle, adjacent, magnificent, beautiful, peaceful, fine, new, cozy, journey, tranquil, best, spacious and scenic*. Adjectives in this advertisement were intended to show the superiority of the product, and verbs were intended to invite and attract or persuade the audience to advertisement product. Finally that's all is to provoking their visiting behavior.

BIBLIOGRAPHY

Hornby A.S. 2006, *Oxford Advanced Learner's Dictionary*: Oxford University Press.

Dyer, Gillian.1993, *Advertising as Communication*. London: Routledge

Oxford Learner Advanced. 2006, *Oxford advanced learner dictionary*: Cambridge

Leech, Geoffrey N. 1966. *English in Advertising: A Linguistic Study of Advertising in great Britain*. London: Longmans, Green and Co. Ltd

Palmer, F.R. 1976. *Semantic: A New Outline*, Cambridge; Cambridge University Press.

Lyson, John. 1990. *Linguistic Semantic: An Introduction*, Cambridge; Cambridge University Press.

Thompson, Robin.1987. "*Formerly the American Journal of Computational Linguistic*"