

REITERATION IN TOURIST OBJECT BROCHURES PUBLISHED IN GIANYAR REGENCY

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Abstrak:

Makalah ini menganalisa tentang reiteration yang terdapat dalam brosur-brosur objek wisata yang dapat ditemukan di Gianyar. Brosur-brosur yang dipilih adalah yang memiliki panjang artikel melebihi yang lainnya. Teori yang digunakan adalah teori cohesion oleh Halliday dan Hasan dalam bukunya yang berjudul Cohesion in English. Brosur-brosur tersebut dibaca kemudian dibuatkan catatan pada data yang ditemukan. Lalu dikualifikasikan sesuai dengan teori yang digunakan. Menggunakan metode kualitatif dan deskriptif, berdasarkan analisa, terdapat beragam jenis reiteration di brosur-brosur tersebut. Dan yang paling banyak terdapat dalam brosur-brosur tersebut adalah repetition of identically same item.

Kata kunci: *cohesive, lexical, reiteration*

1. Backkground of study

Reiteration is a form of lexical cohesion which involves the repetition of a lexical item, at one end of scale; the use of general word to refer back to lexical item, at the other end of scale; and a number of things in between – the use of a synonym or near-synonym, super-ordinate (Halliday and Hasan, 1976: 278). The categories of reiteration are: repetition (one lexical item refers back to another, to which it is related by having a common referent); synonym or near synonym (lexical cohesion results from the choice of a lexical item that is in the some sense synonymous with a preceding one); super-ordinate (to refer a word, which has general properties, not the specific one); and general word (ther kinds of word one creature for animal (sometimes also for people); person and people for humans; and for concrete count nouns).

This study uses the printed media to analyze because the language used in this media can be observed, clearly compared with the spoken one. Besides that, this

topic reflects the idea that the way to understand language lies in the study of written text through the analysis of context of situation and cohesion.

From the excessive number of the printed media that exist today, this study chose brochure as the source because its size. We know that brochure is a small book. But the size seems does not hamper the purpose that is giving as much information as it can. The words commonly used is informal in order to make the reader interested in the product or with the facilities that offered by the company. One of the general characteristic of the brochure is constructed simple and short and has purpose to sell something. So the brochure should give really explicit information about it.

2. Problem of study

Based on the background stated above, this study concern on the following problem: what kind of reiteration that consists of and will make the cohesion in the brochures?

3. Aim of study

Aim of study is to characterize what kind of cohesive devices presented in the brochures by applying learned theories.

4. Research Method

The data was taken from the brochures published by tourist objects in Gianyar, Bali. Randomly picked at Ubud Tourist Information as the data source through sampling technique. Random sampling technique is a technique to select data source and used if there are too many data to be analyzed. From 15 chosen brochures, this study uses 3 brochures due to its size of the articles length. The brochures which this study uses as the data source preference are the brochures with longest length of articles. 2 brochures published by Bali Safari & Marine Park and 1 brochure published by the Blanco Renaissance Museum.

The method of collecting data used in this study is documentation because the subject is brochure (written). And the technique that is used in this study is library research: first the data was read; then it was identified; and observed by note-taking the data sources mentioned above.

The data is qualitatively and descriptively analyzed based on the theory of cohesion in *Cohesion in English* proposed by Halliday and Hasan. Qualitatively means gather information about the characteristic of the data, and descriptively means explain about the distinguishing features of the data. Coding is the technique this study uses to categorize which data belong to which cohesive devices. That coded data then qualitatively and descriptively described to clarify the cohesiveness that exist.

5. Reiteration in Tourist Object Brochures Published in Gianyar Regency

Coding Scheme

<u>Lexical Cohesion</u>	<u>L</u>
1. same item	1
2. synonym or near synonym (incl. hyponym)	2
3. superordinate	3
4. 'general' item	4
5. Collocation	5
1-5 having reference that is;	
(a) Identical	6
(b) Inclusive	7
(c) Exclusive	8
(d) Unrelated	9

Text #1 (published by Bali Safari & Marine Park)

Examples:

- Sentence no.1: *Long ago, on a steep hillside between the mountains and the sea on the splendid island of Bali, there **once** lived a village of people renowned for their believe to god and **their** love for the **nature**.*
 - **once** here refers to long ago. The type: reiteration, synonym, identical cohesive device.
 - **their** here refers to their. The type: reiteration, same item (repetition), identical cohesive device.
 - **nature** here refers to a steep hillside between the mountains and the sea on the splendid island of Bali. The type: reiteration, super-ordinate, exclusive cohesive device.

- Sentence no.2: *They considered all the wild animals and plans to be **their** friends.*
 - **their** here refers to their (sentence no.1). The type: reiteration, same item (repetition), identical cohesive device.

- Sentence no.3: *In those days were many deer and few people, and tigers never bothered the **village**.*
 - **village** here refers to village (sentence no.1). The type: reiteration, same item (repetition), identical cohesive device.

- Sentence no.6: *It offers many sensational highlights, from the traditional Balinese' self purifying sacred bath, to the story of man-eating lions in Tsavo of Kenya and the majestic White Tigers of India, **Bali Safari & Marine Park** invites you to discover this unique journey of human-animal legends.*

- ***Bali Safari & Marine Park*** here refers to Bali Safari & Marine Park (sentence no.5). The type: reiteration, same item (repetition), identical cohesive device.
- Sentence no.7: ***Bali Safari & Marine Park*** is the latest establishment of the world-renowned *Taman Safari Indonesia*, a name made famous more than 20 years of efforts in nature conservation and recreational business.
 - ***Bali Safari & Marine Park*** here refers to Bali Safari & Marine Park. The type: reiteration, same item (repetition), identical cohesive device.
- Sentence no.9: ***Bali Safari & Marine Park*** is tremendously active in protecting endemic and endangered species, as well as orchestrating educational campaign to save the animals.
 - ***Bali Safari & Marine Park*** here refers to Bali Safari & Marine Park. The type: reiteration, same item (repetition), identical cohesive device.
- Sentence no.10: ***Taman Safari Indonesia*** is a member of WAZA, SEAZA, CBSG and PKBSI.
 - ***Taman Safari Indonesia*** here refers to Taman Safari Indonesia (sentence no.7). The type: reiteration, same item (repetition), identical cohesive device.
- Sentence no.12: The ***Barong*** dance tells a legendary story of *Calonarang*, a white wizard turned into a mystical creature to fight an endless battle against *Rangda* the dark forces that threaten mankind.
 - ***Barong*** here refers to Barong (sentence no.11). The type: reiteration, same item, unrelated cohesive device.
- Sentence no.14: ***Hanoman*** court is a home to exotic birds and orangutan encounters.

- **Hanoman** here refers to Hanoman (sentence no.13). The type: reiteration, same item, unrelated cohesive device.
- Sentence no.15: *It is the main stage for **animal** educational and entertainment shows.*
- **animal** here refers to exotic birds and orangutan (sentence no.14). The type: reiteration, super-ordinate, exclusive cohesive device.
- Sentence no.17: *Safari Journey incorporates the latest development in safari and open-zoo design, offering visitors a close encounters into the worlds animals around the **world**.*
- **world** here refers to world (sentence no.16). The type: reiteration, same item, unrelated cohesive device.

Text #2 (Published by Bali Safari & Park)

Examples:

- Sentence no.6: *The **spectacular** performance of 'Bali Agung' is inspired by the historic and legendary accounts of **Sri Jaya Pangus**, king of the unassailable 'Balingkang' kingdom of 12th century Bali which takes its name from the marriage between the Balinese **king** and princess of the Kang Family in China.*
- **spectacular** here refers to dramatic (sentence no.4). The type: reiteration, synonym, identical cohesive device.
 - **Bali Agung** here refers to Bali Agung. The type: reiteration, same item (repetition), identical cohesive device.
 - **Sri Jaya Pangus** here refers to King Sri Jaya Pangus. The type: reiteration, same item (repetition), identical cohesive device.

- *performance* here refers to performance (sentence no.1). The type: reiteration, same item (repetition), identical cohesive device.
 - *king* here refers to king. The type: reiteration, same item (repetition), identical cohesive device.
- Sentence no.7: *Geographically, **Balingkang** was perched between two ravines on the northern plateau of the **Batur** caldera.*
- *Balingkang* here refers to Balingkang (sentence no.6). The type: reiteration, same item, identical cohesive device.
 - *Batur* here refers to Batur (sentence no.5). The type: reiteration, same item, identical cohesive device.
- Sentence no.8: *Today, effigies of the **King** paraded through the streets of **Bali** as an ogre-like Barong Landung, warding off bad luck and evil spirits.*
- *King* here refers to king (sentence no.6). The type: reiteration, same item, identical cohesive device.
 - *Bali* here refers to Bali (sentence no.6). The type: reiteration, same item, identical cohesive device.
- Sentence no.9: ***Bali Theatre** recreates an epic time and brings **the legend** to life in a rare display of **Bali** diverse cultural heritage.*
- *Bali Theatre* here refers to Bali Theatre (sentence no.1). The type: reiteration, same item, identical cohesive device.
 - *the legend* here refers to the legend (sentence no.1). The type: reiteration, same item, identical cohesive device.
 - *Bali* here refers to Bali. The type: reiteration, same item, identical cohesive device.

Text #3 (Published by the Blanco Renaissance Museum)

Examples:

- Sentence no.21: *Don Antonio Blanco's mastery in **painting** has been handed down to **Mario Blanco, the maestro's** only son.*
 - *Don Antonio Blanco* here refers to Don Antonio Blanco. The type: reiteration, same item (repetition), identical cohesive device.
 - *painting* here refers to artwork (sentence no.19). the type: reiteration, super-ordinate, exclusive cohesive device.
 - *Mario Blanco* here refers to Mario Blanco (sentence no.3). The type: reiteration, same item (repetition), identical cohesive device.
 - *the maestro* here refers to the maestro (sentence no.16). the type: reiteration, same item (repetition), identical cohesive device.

- Sentence no.22: *Mario Blanco was born in **Ubud, Bali** on the 4th of July 1962.*
 - *Mario Blanco* here refers to Mario Blanco (sentence no.21). The type: reiteration, same item (repetition), identical cohesive device.
 - *Ubud* here refers to Ubud (sentence no.20). The type: reiteration, same item (repetition), identical cohesive device.
 - *Bali* here refers to Bali (sentence no.13). The type: reiteration, same item (repetition), identical cohesive device.

- Sentence no.23: *He has been surrounded by **art** since his childhood.*
 - *art* here refers to art (sentence no.20). The type: reiteration, same item (repetition), unrelated cohesive device.

- Sentence no.25: *To strengthen his talent, he studied about **art** academically in 1983.*
 - **art** here refers to art (sentence no.23). The type: reiteration, same item (repetition), unrelated cohesive device.

- Sentence no.27: *His Spanish father introduce him to the European techniques of **art** and his mother, a famous Balinese dancer gave him the native artistic feeling.*
 - **art** here refers to art (sentence no.25). The type: reiteration, same item (repetition), unrelated cohesive device.

- Sentence no.28: ***Mario** has certainly developed his **talent** intensively through his real preference for a style of impressionism, as shown on his magnificent **paintings**.*
 - **Mario** here refers to Mario (sentence no.26). The type: reiteration, same item (repetition), identical cohesive device.
 - **talent** here refers to talent (sentence no.25). The type: reiteration, same item (repetition), unrelated cohesive device.
 - **paintings** here refers to paintings (sentence no.18). The type: reiteration, same item (repetition), unrelated cohesive device.

6. Conclusion

Reiteration is lead by *repetition of identically same item* in a preceding text (anaphoric). The publisher of the brochures may not be conscious of using these kinds of cohesive devices. But it is clearly seen that the usage of these cohesive devices were aimed to emphasize the important part of the text with the purpose of giving the reader an easy understandable text. Though brochure is a small book, it contains both lexical and grammatical cohesion that well affiliated with context of situation.

7. Bibliography

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