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AN ANALYSIS OF AFFECTIVE MEANING IN TOURISM ADVERTISEMENT

ANALISIS MAKNA AFEKTIF PADA IKLAN PARIWISATA

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Abstract

The criteria of affective meaning can be named the expression of the language user in describing the object being discussed. In this case, the aims are to provide an overview of the use of affective meaning in tourism advertisements in West Sumatra. This study used a descriptive method, which provided a description of what is in tourism advertisements. The data was taken by purposive sampling from the last two years of Tourism in West Sumatra with 17 advertisements. Note taking and observation sheet were used to collect the data and analyzed based on each category of affective meaning. The result showed that there were several combinations of language function in producing affective meaning, namely expressive, directive, and aesthetic function. The affective meaning in these advertisements is intended to give an impression that is influencing and attracting the readers' attention to object being discussed. Last, there was no emotional affective meaning function has been found.

Keywords: Affective Meaning, Tourism Advertisement, Language use

Abstract

Kriteria makna afektif dapat disebut ekspresi pemakai bahasa dalam menggambarkan objek yang dibicarakan. Dalam hal ini bertujuan untuk memberikan gambaran tentang penggunaan makna afektif dalam iklan pariwisata di Sumatera Barat. Penelitian ini menggunakan metode deskriptif, yaitu memberikan gambaran tentang apa saja yang terdapat dalam iklan pariwisata. Data diambil secara purposive sampling dari dua tahun terakhir Pariwisata di Sumatera Barat dengan 17 iklan. Catatan dan lembar observasi digunakan untuk mengumpulkan data dan dianalisis berdasarkan masing-masing kategori makna afektif. Hasil penelitian menunjukkan bahwa terdapat beberapa kombinasi fungsi bahasa dalam menghasilkan makna afektif, yaitu fungsi ekspresif, direktif, dan estetis. Makna afektif dalam iklan tersebut dimaksudkan untuk memberikan kesan yang mempengaruhi dan menarik perhatian pembaca terhadap objek yang sedang dibahas. Terakhir, tidak ditemukan fungsi makna afektif emosional.

Kata kunci: Makna Afektif, Iklan Parawisata, Bahasa yang digunakan.

1. INTRODUCTION

Language has multi functions. It is used to interact with people around. As a tool of communication, language has contributed to make people interact in social community and something that all humans being share. It is also supported by Abuarqoub, (2019). Language is a tool to interact or tool to communicate. People use it as medium to inform something, to express their feelings or to make a request or asking people to do something. Furthermore, Sirbu (2015) language is a crucial part of cultural expression since it is the vehicle through which traditions and values associated with group identification are communicated. People are able to send information or they can communicate each other by using language as media that allows them to produce and understand the message transferred.

The functions of language are more varied. Because people are more attractive and creative in using the language for their activities, for instance in advertising, entertaining or even in daily communication. They rely on language to express themselves, communicate with others, and know the world, Qiu (2014). Beside that, the development of language use becomes wider together along with the function and the growth of technology, not only in direct communication but also in printed media such as; newspapers, magazines, and electronic media. Advertisement is a kind of marketing communication which give message to promote a product, service. It can make decision toward the business with creative idea. It is also important role to raise the purpose of communication and also to get the image of the product itself. According to Solik (2014) advertisement is defined a form of communication, whose author or sponsor sends a message to a recipient (consumer) with the explicit intention to sell a product (or idea) to the customers.

Based on Beattie & Ellis (2014) argue that people have several ways in transferring information and meaning, directly or indirectly. Sometimes it conveys their feelings or their evaluation toward something. It is important to determine how they use words in certain situation, especially in advertising. In advertising, the advertisers are relied almost totally on the use of language in order to make the language of advertisement more interesting to the readers. They can use various methods to create their advertisement. Using meaningful language is one of the efforts to gain reader's attention. It concerns on the words used and the expression they made. It also needs creativity to combine the words into a good sentence. It is common to use language emotionally in normal communication. The same cases are also found in advertisements. When it refers to the use of language in advertisements, it mostly concerns on how the sentences influence people emotionally. It is important because it helps the advertiser in sending the message by communicating their feelings and their attitudes, and helps them to appeal to people's emotion. Together along with his writing about what he is describing, the advertiser fills the sentences with the best-selected words or clause to reflect his evaluation about things. This evaluation conveys his feelings and attitude. Sometimes it shows as emotional sequences rather than description.

Jakobson in Holmes (2001), classifies language functions into six types. They are expressive, directive, poetic, phatic, referential, and metalinguistic function. Those six types of language will be explained as follows:

a. Expressive Function

Expressive function means express the speaker's feelings. This focuses on addresser; it means that a speaker addresses a message. The aim of expressive function is to convey the speaker's emotion or expression. The aim of a direct expression of the speaker's attitude toward what he is speaking about. It tends to produce an impression of a certain

emotion whether true or feigned. It means that the addresser's own towards the content of the message is emphasized.

b. Directive Function

Directive function means attempt to get someone to do something. It means that language used for the purpose of causing (or preventing) overt action. This function is most commonly found in commands and requests. Directive function focuses on the addressee; it means that the speaker needs the reaction from the hearer or to make someone perform a particular action. The aim of directive function is to convey the speaker's commands.

c. Referential Function

Referential function means provide information. Essentially, referential function is the communication of information. This function affirms or denies propositions, as in science or the statement of fact. These sentences have a truth value; that is, the sentences are either true or false (recognizing, of course, that we might not know what that truth value is). Hence, they are important for logic. Referential function focuses on the context; it means that referent or subject matter of discourse, and what it refers to. The aim of referential function is to convey the information.

d. Metalinguistic Function

Metalinguistic function means comment on the language itself. This function is the use of language to discuss or describe itself. It focuses attention upon the code itself, to clarify it or negotiate it. This is the function of language about language. Metalinguistic function is also predominant in question like "Sorry, what did you say?", where the code is misunderstood and needs correction or clarification. The aim of metalinguistic function is to convey the code analysis.

e. Poetic Function

Poetic function means focus on aesthetic feature of language. It is in which the particular form chosen is the essence of the message. Messages convey more than just the content. They always contain a creative 'touch' of our own. These additions have no purpose other than to make the messages 'nicer'. The word poetic does not refer to the ability to write poetry, but the ability to manipulate language in a creative way. The aim of poetic function is to convey the pleasure.

f. Phatic Function

Phatic function means express solidarity and empathy with others. The phatic function helps to establish contact and refers to the channel of communication. It opens the channel or checking that it is working, either for social reason. This function is used for sociability. Therefore, sometimes vernacular words used in this function. The phatic use of language is characteristic mainly of speech, however, in a certain type of writing it can be also noticing as in letters for example, where the beginning Dear Sir/Madam and ending Yours Faithfully also serve that purpose.

In discussing affective meaning, it also concerns on communicative function of the language. Leech (1981), Yaguello (1998), Leech (1981), divides the function into five, there are; expressive, directive, esthetic, phatic, and informational function. Expressive function is a function, which is used to express the feeling and the attitude of the speaker. Furthermore, in analyzing the affective meaning, not all the language functions above are used. Those language functions are limited into:

- a. Expressive, denoting or showing emotion and expressing the speaker's or writer's feeling or thought. Languages as instrument of inner mental states, for instance; swear words and exclamations (Leech, 1981: 40).

- b. Directive, directly, influencing and controlling the behavior or attitudes of others. Pointing the objects instead of describing them in language (Leech, 1981:41). For instance; command, request and inviting. For example: Don't miss this opportunity to save.
- c. Esthetic, defined as the use of language. Creating an artistic effect and pleased the sense of imagination (Leech, 1981: 41).
- d. Those functions are related to the effective meaning in arousing emotion of the reader or audience. In other words, these three functions from is the ideal classification to analyse effective meaning, because the effective meaning explicitly expressed with emotional words.
- i. Function: oriented to:
- e. Expressive utter/ writer
- f. Directive listener/ reader
- g. Esthetic message (Leech, 1981)

Briefly, in interpreting the language, it is important to look on how the language reflects the situation, mood, feeling, or the atmosphere of the speaker. We recognized some words from different dimensions, conceptual or connotative of the word use, in which the utterance takes place. Thus, dimensions reflect the personal feeling of the speaker, including his attitude to something he is talking about. But, still, if there is a question about meaning, it might point to something in the world.

Last, affective Meaning is grounded in behavior (perception and action) and neural circuitry of the producer or the interpreter of linguistic signs Aryani et al., (2018). It effects on the (physical and emotional) well-being of the person saying or hearing it, and everything that matters is represented in each individual person's brain and its neurophysiological systems. Affective meaning, which is related to the feeling of the speaker in using the language personally, toward the listener or toward the object of speaking. Affective meaning as the language that reflects the personal feeling of the speaker, including the attitude of the speaker toward the listener, or the speaker's attitude about what being said.

2. METHODS

1. Research Design

This study was designed as a descriptive research, Gay and Airasian (2000). The descriptive research involves collecting data in order to answer research questions, by explaining and describing the topic of a problem based on the theory used. Here the writer explained about the affective meaning in tourism advertisement and try to analyze kinds of affective words used to arouse affective meaning.

2. Source of Data

The data of this study was tourism advertisements text in West Sumatra. In this study the researcher only used 17 advertisements that posted massively in internet and media printed for the last 2 years.

3. Technique of Data Collection

The data were gained through tourism advertisements text in West Sumatra. The researcher selected the purposive advertisements. Then, selected the data that is specialized on advertisements based on affective meaning.

4. Instruments

The instruments were note taking and observation sheet that has already reviewed by professional person, William, J. P. (2008).

5. Technique of Data Analysis

In analyzing data, researchers analyzed as follow;

- Classifying, categorizing, and coding pieces of data and physically grouping them into themes in accordance with the category of affective meaning.
- Interpreting, and synthesizing the organized data into each category.
- Interpreting the dominant category.
- Showing the conclusion.

3. RESULTS AND DISCUSSION

Result

The analysis affective meaning in this research is conveyed through the use of expressive, directive, or esthetic function, and combination of each function with another. The result can be seen clearly as follow:

Table 1. Effective meaning on Tourism advertisement

	Expressive	Directive	Esthetic	Affective Meaning
Data 1	V	v	-	admire
Data 2	V	v	-	enjoyable
Data 3	V	v	-	Safety and comfort
Data 4	V	-	v	pleasure
Data 5	V	v	-	incredible
Data 6	V	-	-	attractive
Data 7	-	v	-	adventure
Data 8	V	-	-	impressive
Data 9	V	-	v	spectacular
Data 10	V	v	-	impressive
Data 11	V	-	v	attractive
Data 12	V	-	v	colorful and attractive
Data 13	V	-	-	beautiful
Data 14	V	v	-	best
Data 15	V	-	v	cheerful
Data 16	V	-	-	impressive
Data 17	V	v	-	impressive

A single data might give several descriptions of affective meaning, based on; the use of language function (expressive, directive, and esthetic), the words in usage, and how the meaning conveyed. The data were:

- Without enjoying the late afternoon splendor and tasting the specific food at the impressive Padang Beach, the visit of yours 10 Padang is uncompleted.* (Minangkabau West Sumatra, 2021)
- The view is what makes this beach so popular for another tourist.* (Air Manis Beach.) (Minangkabau West Sumatra, 2021)
- In Bungus, swimming is safe, the water being almost too warm. This is the perfect place 10 rear.* (Minangkabau West Sumatera, 2021)
- Stay at home, stay along the beach, sit and watch the sun go down over.* (Minangkabau West Sumatra, 2021)

5. *The area is extremely beautiful so people called it 'The Paradise of the South '.* (Bungus 2021)
6. *Bungus has long been the tourist destination in the area with two good stretches of beach namely Carolina and Karang Tina.* (Minangkabau Tourism, 2021)
7. *Lovers of adventure won't be disappointed by a trip to the regency of the Mentawai Island.* (Minangkabau Tourism, 2021)
8. *The waves that crash against the shore of the island of West Sumatra's Mentawai archipelago are some of the most impressive in Asia.* (Welcome to West 2021)
9. *Mountain climbing is spectacular here because you can overlook the blueness of four beautiful lakes.* (Mount Talang, Welcome to Solok Regency, 2021)
10. *They always admitted that the wave in Mentawai is one of the world's best.* (2021)
11. *Sikuai Island is a pristine slice of tropical heaven, with a glorious stretch of white-sand beach.* (West Sumatra Tourism and Investment opportunities, 2020)
12. *Countless of beautiful evergreen trees and weeds, flowers grow all over the year and in every spot of the province various species of orchids and an impressive giant flower 'Raflesia Arnold' make this province more colorful and attractive.* (Minangkabau West Sumatra, J 2020)
13. *The Anai Valley Forest Reserve is truly magnificent.* (Minangkabau West Sumatra, 2020)
14. *This is one of the best sites in Bukittinggi for the sunset when the giant fruit bats emerge 10 feed.* (Sianok Canyon. Minangkabau West Sumatra, 2020)
15. *Prior to the site, found the real beauty of tea plantation as if the real green carpet stretching away and can he witness a group of the beautiful young ladies plucking the tea leaf excitedly at the plantation in the right and left of main road.* (Minangkabau West Sumatra, 2020)
16. *Sianok Canyon or Calm canyon constitutes the green lush real beauty of valley. It is pleasant nature in the world.* (Minangkabau West Sumatra, 2020)
17. *It is not similar to the other bridge which increasingly become weaker and weaker, but the root bridge day by day become stronger and stronger in accordance with the stronger and the bigger of the Beringin Root.* (Minangkabau West Sumatra, 2020)

Discussion

In semantic analysis, the frequently of specific language occurs can be provide in a certain element, such as structure of the word, lexicon, word choice, etc. The types and characteristic of affective meaning is in the way on how the speaker or writer formulates his/ her sentences. All data were analyzed based on the categories of data analysis. The analysis of affective meaning in this research is conveyed through the of expressive, directive, or esthetic function, and the combination of each function with another.

Corpus of data I

Without enjoying the late afternoon splendor and tasting the specific food at the impressive Padang Beach, the visit of yours to Padang is uncompleted. (Minangkabau West Sumatra, 2021)

The sentence of *'Without enjoying the late afternoon splendor and tasting the specific food at the impressive Padang Beach, the visit of yours to Padang is uncompleted'* is the reflection of the advertiser's attitude toward the visit to *Padang*. The meaning which is contain in the sentence is about giving an influence to enjoy the performance of *Padang* beach in the afternoon and tasting the local food, in order to complete the visit. The advertiser would like to say that the visit to *Padang* is complete, if the visitor enjoys the late afternoon and tasting local

food at *Padang Beach*. By using the expression of '*the visit of your to Padang is uncompleted*', the advertiser reflects his feeling in order to give inspiration to the readers. Further, the denotative meaning in this sentence is seen from the reference of the expressions used by the advertiser like '*the impressive Padang Beach*'. The phrase of '*Padang Beach*' is determined in a certain circumstance that is 'impressive'. It is denoting that the advertiser gives such a picture on his way toward the place of being impressive.

The affective meaning that comes up from the sentence is created from the combination of expressive and directive functions. The expressive function is the function which is serve the expression of feeling, thought of the advertiser toward the object he saw or he talking about. This function can be seen from the phrase of '*the impressive Padang beach*'. By using the word of '*impressive* ', the advertiser gives his evaluation toward something that is caused an admiration.

Corpus of data 2

The view is what makes this beach so popularfor another tourist. (Air Manis Beach.) (Minangkabau West Sumatra, 2021)

The sentence of 'The view is what makes this beach so popular for other tourist' is the evaluation of the advertiser toward the object. The advertiser concerns on the expression of 'the view ' which is causing the popularity. The meaning which is containing is this sentence is about giving an evaluation of something that makes the beach known well by the tourist. The advertiser denotes 'the view' as something that makes the beach popular. The expression of 'popular' may give such a picture of being known well by many people or famous.

The meaning contains in this sentence appears through the combination of expressive and directive functions. The expressive function is formed form the expression of the advertiser's feeling and thought personally. It can be seen the sentence of 'this beach is so popular for other tourist'. It can be seen that the advertiser expresses his evaluation about the popularity of the beach toward the tourist. It means that the beach is liked or enjoyed by many people.

Corpus of data 3

In Bungus, swimming is safe, the water being almost too warm perfect place to relax. (Minangkabau West Sumatra, 2021)

The data consist of two sentences. The first sentence describes the condition of the place, safe or free from danger and harm, and almost too warm of the condition of between cold and hot. In the second sentence, the advertiser states his expression as the result of the condition, 'this is the perfect place for relax' or Bungus is the best for relax outside the routine activities. The affective meaning of this sentence appears through the combination of expressive a directive function. Expressive function is formed from the expression of the advertiser's feeling and thought toward the object personally. The expressive function is shown from the sentence of 'In Bungus, swimming is safe, the water being almost too warm'.

In this sentence, the advertiser would like to express his feeling toward the condition in Bungus. This expression reflects the feeling or safety and comfort of the advertiser toward the object which is being described. It can give an emotional influence to the reader about the feeling of being safety and comfort.

Corpus of data 4

Slay al home, stay along the beach, sit and watch the sun go down over. (Minangkabau West Sutnatra, 2021)

The sentence of 'Stay at home, stay along the beach, sit and watch the sun go down over', describes the sequence of activities. The advertiser is trying to invite the readers to do such

activities; stay at home which is located along the beach and there will be a sunset as the moment which will give a pleasure sight. The expression of 'stay' is mean remain in the same place.

The affective meaning of this sentence appears through the use of expressive and esthetic functions. The expressive function is concerned on the expression of the advertiser toward something he feels about. This function can be identified from the expression of the advertiser which describes such a feeling of comfort and a special feeling toward the moment of 'Slay at home, stay along the beach, sit and watch the sun go down over '.

The esthetic function is the function where the language is designed to please the sense of imagination; in this case, the words or clauses play their part in creating an esthetic effect. Through the sentence, the advertiser would like to give such an imagination through the description of those activities; the imagination of staying at home along the beach and watch the special moment of the sun go down over.

Corpus of data 5

The area is extremely beautiful so people called it 'The Paradise of the South (Bungus, 2021)

The sentence of the area is extremely beautiful so people called it 'The paradise of the South', is the expression of the advertiser toward the place called 'The paradise of the South'. The advertiser considers Bungus as the paradise because of the beautifulness of the place itself. The word of 'paradise' refers to the place of a perfect happiness. The beautifulness of the area makes Bungus considers as a paradise, and the location of Bungus is in the South of the earth, or below the equatorial line.

The affective meaning in this sentence appears through the combination of expressive and directive functions. The expressive function is the function expresses the feeling and thought of the advertiser toward the object, personally. This function can be identifying from the expression of 'The area is extremely beautiful'. The advertiser expresses his evaluation to describe 'the area' as the place which gives an incredible view toward his sight, especially to his feeling. The directive function directly points to the object instead of describing it. The directive function is formed from the advertiser's attitude in order to give an influence to the reader's attitude. This function is identifying from the sentence of 'so people called 'The paradise of the South'. It shows the attitude of the advertiser toward the place which is being described. Because of having an extremely beautiful sight, as a result, people (and also the advertiser) called Bungus as the paradise of the south.

Corpus of data 6

Bungus has long been the tourist destination in the area with two good stretches of beach namely Carolina and Karang Tirta. (Minangkabau Tourism, 2021)

The sentence of 'Bungus has long been the tourist destination in the area with two good stretches of beach namely Carolina and Karang Tirta' is an evaluation of the advertiser toward the object. The advertiser would like to say to the reader that the place which is being described becomes a major of tourist destination, and it happen for a long period of time. The popularity of the place is supporting by the beautifulness of two beaches namely Carolina and Karang Tirta. The affective meaning of the sentence appears through the use of expressive function. The expressive function expresses the feeling and thought of the advertiser toward the object, personally. This function can be identifying through the sentence of 'Bungus has long the tourist destination'. The advertiser would like to express his feeling that Bungns has long been known

for a period of time by people as the tourist destination. It implies that Bungus has its own inner beauty to attract people through times.

Corpus of data 7

Lovers of adventure won 't be disappointed by a trip to the regency of the Mentawai Island. (Minangkabau Tourism, 2021)

The sentence of 'Lovers of adventure won 't be disappointed by a trip to the regency of the Mentawai Island is a kind of effort done by the advertiser to take reader's attention. The sentence is directly purpose to the 'lovers of adventure ' or the people, who are fond of adventure, and certainly to make sure that they will not disappointed to have a trip to Mentawai.

The affective meaning of the sentence appears through the use of directive function. Directive function is formed from the advertiser's attitude in order to give an influence toward the reader's attitude, Ana-Maria PÂCLEANU. (2011). This function is identifying through the sentence of 'Lover's adventure won't be disappointed by a trip ' The advertiser would like to describe his satisfaction to the readers about the adventures offered by the trip to Mentawai. Through this sentence, the advertiser tries to influence reader's attitude so that they would believe that Mentawai will give them a satisfaction to reel the adventure.

Corpus of data 8

The waves that crash against the shore of the island of West Sumatra 's Mentawai archipelago are some of the most impressive in Asia. (Welcome to West Sumatra, 2021)

The sentence above is an evaluation toward the waves of Mentawai. There are so many places which is have an impressive waves in Asia, one of them is waves belongs to Mentawai archipelago. The advertiser denotes the waves as something that crash against the shore of the island and determined this is as some of the most impressive in Asia.

The affective meaning of the sentence appears through the use of expressive function. Expressive function expresses the feeling or thought of the advertiser toward the object, personally. The expressive function is identified through the sentence of 'some of the most impressive in Asia '. Here, the advertiser would like to express his feeling that wave in Mentawai is one of the most impressive waves in Asia. This is because the wave is capable to impress the advertiser and also the people in Asia.

Corpus of data 9

Mountain climbing is spectacular here because you can overlook the blueness of four beautiful lakes. (Mount Talang. Welcome to Solok Regency, 2021)

The sentence of 'Mountain climbing is spectacular here because you can overlook the blueness of four beautiful lakes' describes the atmosphere of doing mountain climbing at Mount Talang. The advertiser says that doing mountain climbing at the place is spectacular or very impressive; it is because of the scenery offered by the place, four beautiful lakes which color is blue. The expression of 'spectacular' denotes as the circumstance of doing mountain climbing, and 'the blueness of four beautiful lakes' is something that make it spectacular.

The affective meaning in this sentence appears through the use of expressive and esthetic functions. Expressive function is express the feeling or thought of the advertiser toward the object, personally. This function can be identifying through the sentence of 'mountain climbing is spectacular here '. The advertiser expresses his feeling about the spectacular moment of doing the activities of mountain climbing in Mount Talang.

Corpus of data 10

They always admitted that the wave in Mentawai is one of the world's best. (Welcome to West Sumatra, 2021)

The sentence of 'They always admitted that the wave in Mentawai is one of the world's best', describes the impression of people toward the wave in Mentawai. It describes that the wave in Mentawai is one of the best wave that can be found in the world. The affective meaning in this sentence appears through the combination of expressive and directive functions. The expressive function is a function which is expressed the feeling or thought of the advertiser personally. This function is identified through the sentence of 'Mentawai is one of the world's best '. The part of this sentence shows that the advertiser uses his words of 'one of the world's best' to express his impression toward the object.

The directive function in this sentence is formed from the attitude of the advertiser to influence reader's attitude instead of describing and expressing the object. This function can be identifying from the sentence of 'They always admitted that'. It shows the advertiser's attitude to convince the readers that people, who ever been to Mentawai, agree to say that the wave in Mentawai is one of the best waves in the world.

Those two functions have important part in the sentence above, to express the advertiser's feeling and attitude, personally and also giving influence to the readers' feeling and attitude.

Corpus of data 11

Sikuai Island is a pristine slice of tropical heaven, with a glorious stretch of white-sand beach. (West Sumatra Tourism and Investment opportunities, 2020)

The sentence of 'Sikuai islands is a pristine slice of tropical heaven, with a glorious stretch of white-sand beach ', describe the picture of the object which has beautiful scenery. It describes that Sikuai islands are placed on the tropical area, which has more sunlight than other area, and have a very beautiful beach which has white-sand. The affective meaning in this sentence appears through the combination of expressive and esthetic functions. The expressive function is formed from the expression of feeling or thought of the advertiser toward the object. This function can be identifying from the expression of the advertiser while he describes the picture of Sikuai Island.

The esthetic function gives more sense of imagination, through the use of words. In this sentence, the advertiser is describing the picture of Sikuai Island, but the expressions of 'a pristine slice of tropical heaven ' and 'a glorious stretch of white-sand beach ' give an imagination of an attractive tropical islands which have a very beautiful scenery.

Corpus of data 12

Countless of beautiful evergreen tress and weeds, flowers grow all over t/le year and in every spot Q/ the province various species of orchids and an impressive giant flower 'Raflessia Arnoldi ' make this province more colorful and attractive. (Minangkabau West Sumatra, 2021)

The sentence above describes the feature of tropical forest which belongs to West Sumatra. The forest is full of various botanical life such; trees and weeds, flowers that grow all over the year, various species of orchids, and an impressive 'Raflessia Arnoldi' which has a big size than other kinds of flower. These creatures make the forest of West Sumatra more colorful and attractive.

The affective meaning in this sentence appears through the expressive and esthetic functions. The expressive function in this sentence is identified through the expression of the advertiser in describing the picture of the forest in West Sumatra. At the end of the sentence, as

the result of his evaluation toward the object, the advertiser expresses his evaluation by stating that the province is more colorful and attractive.

The function of esthetic effect in this sentence is concerned on the use of words to please the sense of imagination. It shows on the words that are used to describe the object, 'beautiful evergreen trees and weeds ' and 'flowers grow all over the year'. Those expressions may give such a feeling of imagination created by the words used by the advertiser.

Corpus of data 13

The Anai Valley Forest Reserve is truly magnificent. (Minangkabau West Sumatra, 2020)

The sentence of 'The Anai Valley Forest Reserve is truly magnificent ' describes the evaluation of the scenery offered by the reserve. Anai Valley is a forest reserve, which has beautiful scenery that can attract people. The advertiser denotes the place as a magnificent place, or the place that has an extremely good or beautiful splendid.

The affective meaning in this sentence appears through the expressive motion, Alamsyah, (2011). The expressive function concerns on the expression of the advertiser looking the object personally. This function can be identifying from the expression of 'The Anai Valley Forest Reserve is truly magnificent'. The advertiser states the expression of 'truly magnificent' to express his evaluation toward the beauty of the reserve. The affective meaning in this sentence is created through the expression of 'truly magnificent ' the advertiser describes his admiration toward the object. It is conducted to give impression to the reader toward the object is being described.

Corpus of data 14

This is one of the best sites in Bukittinggi for the sunset when the giant fruit bats emerge to feed. (Sianok Canyon. Minangkabau West Sumatra, 2020)

Through the sentence of 'This is one of the best sites in Bukittinggi for the sunset when the giant fruit bats emerge to feed', the advertiser gives information about an attractive site placed on Bukittinggi. The site offers the moment in the afternoon when the sunset comes and the bats are looking for food. The advertiser denotes the place as the one which has the best sites in Bukittinggi. The affective meaning in this sentence appears through the combination of the expressive and directive functions. The expressive function is identifying through the expression of the advertiser in describing the object. It shows on the expression of 'the best sites in Bukittinggi '.

In the directive function, the advertiser would like to emphasize his attitude that Bukittinggi is the best site for the sunset by saying 'This is'. This is an effort to convince the reader, it relates to give an influence to the reader's attitude in looking the object.

Corpus of data 15

Prior to the site, found the real beauty of tea plantation as if the real green carpet stretching and can be witnessed a group of the beautiful young ladies plucking the tea leaf excitedly at the plantation in the right and left of main road. (Minangkabau West Sumatra, 2020)

The sentence above describes the picture of the place which is covered with tea plantation and there are a group of young ladies pick the tea leaf with happy feelings. Those events offer such a special moment those who saw or visit the place. The affective meaning in this sentence appears through the combination of expressive and esthetic functions. The expressive is identifying through the expression of the advertiser emotionally, in describing the object. It shows on how the advertiser expresses the situation of the place. The advertiser describes his

amazement toward the scenery of the tea plantation and the cheerful situation where the Indies are picking the tea leaf.

In expressing the feeling of amazement, the advertiser uses an esthetic function to design or create the language which serves the sense of imagination to the reader. First, the advertiser uses the expression of 'prior to the site' in advance to take the reader's attention, and then, the advertiser uses the expression of 'the real green carpal is stretching away' to replace the picture of the tea plantation, those arcs giving the sense of invagination of the place.

Corpus of data 16

Sianok Canyon or Calm canyon constitutes the green lush real beauty of valley. It is pleasant nature in the world. (Minangkabau Wc.gt Sumatra, 2020)

The data consists of two sentences. The first sentence is describing the picture of the place, and the second sentence shows the expressions of the advertiser toward the object. The advertiser would like to give information that Sianok Canyon consists of valley which is covered by the beautiful green forest. The advertiser denotes the place as a pleasant nature in the word or the place which is giving pleasure and enjoyable.

The affective meaning in this sentence appears through the expressive function. The expressive function is formed from the expression of the advertiser based on his feeling or his thought, Gijn, V., Gijn, R. Van, & Zúñiga, F. (2014). This function is identified through the sentence of 'It is pleasant nature in the world'. Through this expression, the advertiser expresses his feeling about the pleasant offered by the view of the Canyon. It is a kind of effort to impress the readers toward the object which is being described.

Corpus of data 17

It is not similar to the other bridge which more and more become weaker and weaker, but the root bridge day by day become stronger and stronger in accordance with the stronger and the bigger of the Beringin Root. (Minangkabau West Sumatra, 2020)

The sentence above describes the condition of Beringin Root Day by day in comparing with other bridges. Here, the advertiser states that Beringin Root, day by day, becomes stronger and stronger. In Other hand, the other bridges, day by day, become weaker and weaker. The advertiser denotes the condition of Beringin Root as something strong and bigger.

The affective meaning in this sentence appears through the expressive and directive function, Martinez del Castillo, J. (2015). The expressive function concerns on the expression of the advertiser in looking the object. This function can be identifying from the expression of how the advertiser describes the characteristic of Beringin Root. The directive function concerns on the attitude of the advertiser in looking the object. This function can give an influence toward the reader's attitude. The function can be identifying from the expression of 'It is not similar with other bridge'. This is showing the attitude of the advertiser toward Beringin Root, in considering the characteristic of the object.

4. CONCLUSION

From the analysis, it is found that most of affective meanings used in natural tourism advertisement appear through expressive, directive, and esthetic function. or through the combination of expressive and directive functions, and expressive and esthetic function. The advertiser used those function to express his feeling and attitude toward the object emotionally, to attract reader's attention, and also giving influences to the reader emotionally. The affective meanings in this research conveys through the expressions and description of the advertiser while describing the object of speaking.

The language function that found in this appeal are:

- a. the expressive function shows the manner of looking the object personally such as; 'the Impressive Padang beach ', this beach is so popular for another tourist. 'In Bungus, swimming is safe, the water being almost too warm', 'Stay at home, stay along the beach, sit and watch the sun go down over'. The area is extremely beautiful'. 'Bungus has long been the tourist destination 'some of the most Impressive in Asia mountain climbing is spectacular here. 'Mentawai is one of the world's best'. The Anai Valley Forest Reserve IS truly magnificent'. 'The best sites in Bukittinggi'. It is pleasant nature in the world The expressive function can be specifically in the expression of the advertiser in using the word to represent his feeling toward something, for example; to express the feeling of admiration such; the impressive, so popular, swimming is safe and almost too warm, extremely beautiful, his long been the tourist destination. The impression in spectacular, the world's best, pleasant nature in the world.
- b. The directive function shows the attitude toward the object or toward the reader such as; 'without enjoying ', 'the visit of yours 10 Padang is uncompleted', 'the view is what makes this beach so popular, "this is the perfect place for relax', 'so people called 'The paradise of the South ', 'Lover's adventure won 't be disappointed by a trip', 'They always admitted that', 'It is not similar with other bridge'. The directive function refers to the directness of the advertiser in giving influence to reader's attitude. For example; the words of 'It is not similar with other bridge ' represent the attitude of the advertiser, in directly, influence the reader's opinion about the object which is being described.
- c. The esthetic function concerns on the use of language to please the sense of imagination such as; a pristine slice of tropical heaven with a glorious stretch of white sand beach, Countless of beautiful evergreen tress and weeds and flowers' grow all over the year, found the real beauty of tea plantation as if the real green carpet stretching away, the green lush real beauty. The esthetic function refers to the expression in comparing something by using the artistic words, for example; tea plantation replaced by the real green carpet, the beach picture as a pristine slice of tropical heaven.
- d. The writer has not found the emotional expression of the advertiser in these kinds of advertisement, such as; the expression of 'I hate 'I like 'I love ', or 'it makes me... ' toward the object. The advertiser focused on describing and expressing the object to impress and attract readers' attention. Moreover, in natural tourism advertisements, affective meaning is used to impress and attract the readers. By describing, expressing the object, and giving a sense of imagination can be the ways to get or to raise readers' attention, effectively.

5. REFERENCES

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