

ANALYSIS OF WRITTEN JARGON IN HOTEL ADVERTISEMENT IN BALI

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ABSTRACT

The study focused on analyzing the use of jargon in hotel advertisements in Bali, with data limited to 10 instances. Its objectives were to identify the forms of jargon, determine the most dominant form, and understand the reasons behind their use. The research was conducted using a descriptive qualitative approach. The findings revealed two forms of jargon based on Halligan's theory, along with the discovery of jargon in sentence form. Of the 10 instances, there was 1 occurrence of word forms, 3 of phrase forms, and 6 of sentence forms. Acronyms and abbreviations were not present. The analysis indicated that sentence forms were the most dominant, accounting for 6 occurrences or 60%. This dominance is attributed to their ability to convey information clearly and precisely to the audience—in this case, the customers. The primary goal of the jargon used in this research was to ensure that the information delivered through jargon was unambiguous and appropriately informative.

Keywords: Jargon, Advertisement, Hotel

INTRODUCTION

The Island of Bali, renowned for its stunning landscapes, rich cultural heritage, and vibrant tourism industry, is home to a various hotels looking for the attention of potential visitors (Shavit, 2019). In this competitive environment, hotel advertisements play a crucial role in making travelers' decisions. A key element of these advertisements is the use of written jargon, which encompasses specialized language and terminology aimed at creating a sense of uniqueness and exclusivity (Namwandi, 2019). This research sought to analyze the use of written jargon in hotel advertisements in Bali, examining how these linguistic techniques influence consumer perceptions and drive the appeal of the hospitality offerings. Jargon in hotel advertisements often includes terms that evoke luxury, comfort, and unique experiences. Words such as "*exclusive*," "*boutique*," "*oasis*," and "*paradise*" are strategically employed to create an image of an idyllic gateway (Risadi, 2024). This language is not merely descriptive but is crafted to trigger emotional responses and aspirations among potential guests of the hotels. By dissecting these terms and their connotations, there will be gaining insight into the psychological impact of hotel marketing and the ways in which language shapes consumer expectations. Furthermore, the use of jargon extends beyond individual words to include phrases and slogans that encapsulate the brand identity of a hotel. For instance, expressions like "escape to tranquility" or "where luxury meets tradition" are designed to resonate with specific target audiences. These slogans often blend the promise of high-end amenities with elements of Bali's cultural and natural beauty, thereby positioning the hotel as a unique destination. This analysis aims to uncover the underlying strategies behind these marketing messages and how they contribute to a hotel's distinct brand image (Harefa, Sarumaha, & Sitohang, 2020).

In addition to analyzing the language itself, this article explored the broader context in which these advertisements are presented. Factors such as the medium of advertisement—whether online platforms, print media, or social networks—and the visual elements accompanying the text play a significant role in reinforcing the

message (Mahoney & Tang, 2024). By considering the interplay between written jargon and visual aesthetics, the development of a comprehensive understanding of how hotel advertisements in Bali captivate and persuade potential guests. The influence of written jargon in hotel advertisements can also be analyzed through the lens of consumer psychology. The use of evocative language taps into the desires and aspirations of potential guests, creating an emotional connection that goes beyond the mere presentation of features and amenities. For example, terms like "*sanctuary*" and "*retreat*" appeal to travelers seeking an escape from their daily routines and stress. By positioning the hotel as a haven of relaxation and rejuvenation, the advertisement can effectively influence the decision-making process, making the hotel appear as the perfect solution to their needs and desires (Glaveli, et al., 2023). Another aspect worth exploring is the cultural context of Bali and how it is leveraged in hotel advertisements. Bali's rich heritage and unique traditions are often highlighted through specific jargon that resonates with the island's identity. Phrases like "*Balinese hospitality*," "*traditional craftsmanship*," and "*cultural immersion*" are commonly used to attract tourists who are interested in experiencing the local culture. This strategic use of language not only enhances the appeal of the hotel but also aligns the advertisement with the broader narrative of Bali as a culturally rich destination (Sugiarti et al., 2025).

The role of written jargon in hotel advertisements is further amplified by the integration of storytelling techniques. Many advertisements craft a narrative that transports potential guests into a vivid experience, often starting with the journey and ending with a memorable stay. By weaving a story that incorporates descriptive language and sensory details, these advertisements create a sense of anticipation and excitement. This narrative approach helps to differentiate one hotel from another, making the advertisement more engaging and memorable. Additionally, the impact of written jargon on different demographics can be examined. Different segments of travelers, such as luxury seekers, adventure enthusiasts, and family vacationers, respond differently to various types of jargon. For instance, luxury seekers may be drawn to terms like "*exclusive*," "*private*," and "*bespoke*," while adventure enthusiasts may respond more positively to words like "*exploration*," "*adventure*," and "*thrill*." Understanding these preferences allows hotel marketers to create their advertisements to specific target audiences, enhance the effectiveness of their marketing campaigns.

In this study, the theory of sociolinguistics was employed to sort the problems out. Sociolinguistics is the study of language concerning society. This affects people in daily life, people communicating in a society. According to Holmes (2017:1), Sociolinguistics is concerned with the relationship between language and the context in which it is used. Examining the way people use language in different social contexts provides a wealth of information about the way language works, as well as about the social relationships in a community, and the way people signal aspects of their social identity through the language. Language has an important role in society in the way they communicate with each other. The language also becomes a tool of communication. Without language, it will be difficult to figure out what people want to share an idea, information, and others. The goal of sociolinguistics is to understand the correlation between social factors (such as social status, age, background, and interest) and linguistics variation and ordering of linguistic constraints concerning the variability of rules (Sumariadhi, Risadi, Premananda, 2022). The writer concludes that sociolinguistics is one field in language. People and language cannot be separated because they are one unity. According to Gray (2011: 7) jargon consists of words, brands, acronyms, abbreviations, and expressions with specific meanings. It can be industry-specific, company-specific, technical, or generic and it is almost always used

as a kind of shorthand. Jargon allows you to refer to something in an agreed way that your colleagues should understand. Most people use jargon in their everyday speech at work and, while some jargon is fairly specialized, much is so widely used that it becomes commonplace. According to Halligan (2004:16), there are four forms of jargon. They are words, phrases, abbreviations, and acronyms. Besides that, it is also found jargon in the form of a sentence.

Lastly, this article aims to provide a nuanced examination of the written jargon used in hotel advertisements in Bali. By dissecting the language, phrases, and contextual elements, we hope to illuminate the sophisticated marketing techniques employed by hotels to stand out in a crowded marketplace. This analysis not only sheds light on the power of language in shaping consumer behavior but also offers insights for marketers seeking to enhance their advertising strategies in the dynamic and competitive world of tourism. this article will consider the ethical implications of using written jargon in hotel advertisements. While persuasive language is a powerful marketing tool, it is essential to ensure that the information presented is accurate and not misleading. Hotels must balance the allure of enticing jargon with the responsibility of providing honest and transparent information to potential guests. By maintaining this balance, hotels can build trust and credibility with their audience, ultimately leading to long-term customer satisfaction and loyalty.

By examining these various aspects of written jargon in hotel advertisements in Bali, this article aims to provide a comprehensive understanding of how language shapes consumer behavior in the tourism industry. The insights gained from this analysis can inform future marketing strategies and contribute to the ongoing success of Bali's vibrant hospitality sector.

METHODS

The research design for this study is a qualitative content analysis aimed at understanding the use of written jargon in hotel advertisements in Bali. This methodology allows for an in-depth examination of the language and terminology used to attract potential guests, providing insights into the linguistic strategies employed by hotel marketers. The research will be conducted in several stages, including data collection, data analysis, and interpretation of findings.

Data Collection

The primary data for this study will be collected from various hotel advertisements in Bali. The selection criteria for these advertisements will include:

- Medium: Advertisements will be sourced from multiple platforms, including online platforms (hotel websites, travel booking sites), and social media (Instagram, Facebook).
- Hotel Category: A diverse range of hotel categories will be included, from luxury resorts to budget accommodations, to capture the different uses of jargon across the medium.
- Time Frame: Advertisements from the past two years will be considered to ensure the relevance and contemporaneity of the data.

A purposive sampling method will be used to select approximately 10-30 hotel advertisements that meet these criteria. This sample size is deemed sufficient to provide a comprehensive overview while remaining manageable for detailed analysis.

Data Analysis

The data analysis will be conducted using a combination of coding and thematic analysis. The steps involved are as follows:

- Familiarization: The collected advertisements will be thoroughly reviewed to gain a general understanding of the content and identify any recurring themes or patterns.
- Coding: A coding framework will be developed based on preliminary observations. This framework will include categories for different types of jargon (e.g., luxury, cultural, experiential) and specific terms or phrases used.
- Categorization: Each advertisement will be systematically coded, and the identified jargon will be categorized according to the established framework.
- Thematic Analysis: The categorized data will be analyzed to identify common themes and patterns in the use of jargon. This analysis will focus on understanding the strategic intent behind the language used and its potential impact on consumer perceptions.

The findings from the data analysis will be interpreted in the context of existing literature on marketing, linguistics, and consumer psychology. The interpretation will address several key questions:

1. What are the forms of jargon in a hotel advertisement in Bali?
2. What are the most dominant forms of jargon used in the hotel advertisement in Bali?
3. What are the reasons for the use of jargon in the hotel advertisement in Bali?

The study will adhere to ethical guidelines for research, including:

- Confidentiality: The identity of the hotels and specific advertisements analyzed will be kept confidential to protect their proprietary marketing strategies.
- Accuracy: The analysis will be conducted rigorously to ensure the accuracy and reliability of the findings.
- Transparency: The research process and findings will be documented transparently, allowing for reproducibility and verification by other researchers.

This research design outlines a structured approach to analyzing written jargon in hotel advertisements in Bali. Through a qualitative content analysis, the study aims to uncover the linguistic strategies that shape consumer perceptions and drive the appeal of Bali's hospitality offerings. The insights gained from this research will contribute to a deeper understanding of the role of language in tourism marketing and inform future advertising practices.

FINDINGS

This study aimed at finding out the form and meaning of the jargon in Bali hotel advertisement. The data were gathered from 10 jargon of hotels involving from 3-star hotels to 5-star hotel in Bali. After identifying all the data, there were 3 forms of jargon usually used and occurred in advertising the hotel in Bali. These forms were described as follows:

1. Word Form

There is one form of jargon in Word Form from 10 jargon of hotel advertisement in Bali, namely:

- a) **Hotel Tugu Bali**

Retrieved from its website, the jargon used in Hotel Tugu Bali is *The, Art, Soul, and Romance* of Indonesia. The form of jargon is a word because it is a single distinct meaningful element of speech or writing, used with others (or sometimes alone). In the jargon above *Art, Soul, and romance* are a series of the word of a noun.

Art is a diverse range of human activities that express ideas and emotions through creative and imaginative expression. It can be visual, performing, or written. Soul is the genuine warmth, empathy, and sincere care that hospitality professionals show to their guests, creating a welcoming and memorable experience. Lastly, romance is seen as a broader concept of creating a romantic or memorable experience for guests, often through personalized service and attention to detail.

2. Phrase Form

There are three forms of jargon in Phrase Form from 10 jargon of hotel advertisement in Bali, namely:

a) **Alaya Resort Ubud**

The jargon used in Alaya Resort Ubud is *Heart of Hospitality*. The form of jargon is a phrase because it is a group of words that form a grammatical unit, has the main word that is called ahead. The kind of phrase is a noun phrase because it consists of nouns, namely Heart and Hospitality. The word Heart means the genuine care, empathy, and passion that hospitality professionals demonstrate in their interactions with guests and colleagues, fostering a welcoming and positive environment. Meanwhile, hospitality means the act of being welcoming and friendly to guests or visitors. It can also refer to the industry that provides services to guests and visitors.

b) **Umana Bali LXR Hotels and Resorts**

The jargon used in Umana Bali LXR Hotels and Resorts is *Luxury Clifftop Villa Resort in Bali*. The form of jargon is a phrase because it is a group of words that form a grammatical unit, has the main word that is called ahead. The part of the phrase is a noun phrase. In the jargon above, the words *Luxury and Clifftop* are modifier to the noun of Villa Resort. Luxury means transcends mere opulence, encompassing exceptional service, personalized experiences, and a meticulous attention to detail that elevates the guest's stay beyond the ordinary, creating a memorable and indulgent experience. Clifftop means an area of land at the top of a cliff. Thus, it indicates that there is a villa resort at the top of a cliff with exceptional service and indulgent experience in Bali.

c) **Capella Ubud, Bali**

The jargon used in Capella Ubud, Bali is *A Balance of tranquility and Adventure*. The form of jargon is a phrase because it is a group of words that form a grammatical unit, has the main word that is called ahead. The kind of phrase is a noun phrase because it consists of nouns, namely *balance, tranquility, and adventure*. The keywords are *adventure, tranquility, and adventure*. Adventure means offering experiences that go beyond traditional tourism, focusing on physical activity, exploration, and cultural immersion, often in remote or natural settings. Tranquility means a state of calmness, peace, and serenity that is cultivated within a space or experience to enhance guest well-being and relaxation. Balance means achieving a sustainable work-life integration where employees can effectively manage their professional responsibilities while also maintaining their well-being and personal lives.

3. Sentence Form

There are six forms of jargon used from 10 jargon of hotel advertisement in Bali as follows:

a) **Nusa Dua Beach Hotel and Spa**

The jargon used in Nusa Dua Beach Hotel and Spa is *Experience Unique Balinese Hospitality & 5-Star Luxury at Nusa Dua Beach Hotel and Spa*. The form of jargon is a sentence because it has a subject and predicate. The subject is omitted and the predicate is “*Experience...*”.

The highlighted word is *experience* meaning to undergo or having good memories of something that affects the customers in this context, Nusa Dua Hotel Beach Hotel and Spa with unique Balinese Hospitality. Additionally, The *5-star* indicating the highest classification, based on a given set of criteria for determining excellence.

b) **St. Regis Bali Resort**

The jargon used in St. Regis Bali Resort is *Escape to The Garden of Bali*. The form of jargon is a sentence because it has a subject and predicate. The subject is omitted and the predicate is “*Escape...*”.

The highlighted word is *escape* meaning to getting out from one place to another place or breaking free to a place in this context, St. Regis Bali Resort with the its term “Garden of Bali”.

c) **Hoshinoya Bali**

The jargon used in Hoshinoya Bali is *Discovering The Unknown in The Balinese Jungles of Ubud*. The form of jargon is a sentence because it has a subject and predicate. The subject is omitted and the predicate is “*Discovering...*”.

The highlighted word is *discovering* meaning to finding or realizing something new, or uncovering hidden opportunities to enhance the guest experience. Additionally, The Unknown meaning to something that is still mysterious and needs to be sought in the Jungles of Ubud.

d) **Sudamala Resort**

The jargon used in Sudamala Resort is *Discover The Warmth of Bali, Lombok, and Flores with Sudamala Resort*. The form of jargon is a sentence because it has a subject and predicate. The subject is omitted and the predicate is “*Discover...*”.

The highlighted word is *discover* meaning to finding or realizing something new, or uncovering hidden opportunities to enhance the guest experience. Additionally, The Warmth meaning to creating a friendly, welcoming, and genuine environment for guests, fostering a sense of belonging and comfort.

e) **Ayung Resort Ubud**

The jargon used in Ayung Resort Ubud is *Where Dreams Come True*. The form of jargon is a sentence because it has a subject and predicate. The subject is “*Dreams*” and the predicate is “*Come*” with additional adjective “*True*”.

The highlighted word is *Dreams* meaning to a succession of images, ideas, emotions, and sensations that usually occur involuntarily in the mind during certain stages of sleep. *Come True* means something that is finally happening.

f) **Sanur Resort Watujimbar**

The jargon used in Sanur Resort Watujimbar is *Discover Sanur's stylish, modern-day luxury where Balinese charm meets modern elegance by the serene Sanur shore*.

The highlighted word is *discover* meaning to finding or realizing something new, or uncovering hidden opportunities to enhance the guest

experience. Additionally, *Balinese Charm* is something that encompasses the unique cultural practices, spiritual beliefs, and artistic expressions that make Bali a captivating and distinctive place.

DISCUSSION

The study identified five potential types of jargon in hotel advertisements, of which only three were utilized: words, phrases, and sentences. Among the 10 instances observed, sentences emerged as the dominant form (6 instances), followed by phrases (3 instances) and words (1 instance). Acronyms and abbreviations were absent, reflecting their unsuitability for this context. Sentences were the most effective form of jargon in hotel advertisements, as they communicated information clearly and unambiguously. This form not only conveyed detailed messages about services and products but also highlighted unique offerings, setting the hotel apart from competitors. Interactive jargon, primarily in sentence form, enhanced storytelling, personalization, and audience engagement. It supported marketing goals such as building brand awareness, generating leads, boosting sales, gathering customer insights, and encouraging social sharing. Meanwhile, jargon in the form of words and phrases was preferred for its simplicity. These concise forms improved message retention while maintaining precision and uniqueness in communication. Acronyms and abbreviations were deemed unsuitable for hotel advertisements, as they are commonly associated with specialized fields like law enforcement or the military. Given that hotels cater to the general public for short- and long-term stays, their messaging must prioritize accessibility and clarity to effectively engage their target audience.

CONCLUSION

The study concluded that three forms of jargon were used in hotel advertisements in Bali, out of a total of 10 occurrences: 1 instance of a word, 3 instances of phrases, and 6 instances of sentences. Clauses, acronyms, and abbreviations were not identified in the data. Among these, sentences emerged as the most dominant form of jargon, with 6 occurrences. This prominence can be attributed to their ability to convey information clearly and accurately to the intended audience, ensuring that the message is delivered unambiguously.

Additionally, jargon in the form of words and phrases was utilized for its simplicity, making it easier for customers to remember and adding a unique and precise touch to the hotel's messaging. In contrast, acronyms and abbreviations were not employed, as these are generally specific to specialized fields such as law enforcement or the military.

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