

HOTELS ADVERTISEMENTS ON INSTAGRAM DURING COVID-19 PANDEMIC: A CRITICAL DISCOURSE ANALYSIS

Iklan Perhotelan di Instagram pada Masa Pandemi Covid-19: Analisis Wacana

K.M. Tri Sutrisna Agustia

Universitas Dhyana Pura

Jalan Raya Padang Luwih, Tegal Jaya, Kuta Utara, Badung, Bali

trisutrisna@undhirabali.ac.id

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Abstract

This paper aimed at investigating the use of the advertisement text in Instagram caption of hotels during the Covid-19 pandemic. The paper is analyzed under the three dimensions of Critical Discourse Analysis theory proposed by Fairclough (1989). The descriptive qualitative approach used to obtain and explain the secondary data. The result of description dimension showed: the used of significant meaning, active-passive sentences, positive-negative sentences, and description-persuasion structures. The interpretation dimension showed that the content, subject, relations, and connections were referred to as the situational context. The explanation dimension showed, the relation of situational, institutional, and social contexts.

Keywords: critical discourse analysis; description; interpretation; explanation.

Abstrak

Tulisan ini bertujuan untuk mengetahui penggunaan teks iklan pada takarir Instagram di hotel-hotel selama masa pandemi Covid-19. Tulisan ini dianalisis dengan teori tiga dimensi analisis wacana kritis yang diajukan oleh Fairclough pada tahun 1989. Pendekatan deskriptif kualitatif digunakan untuk memperoleh dan menjelaskan data sekunder. Hasil dari dimensi deskripsi menunjukkan bahwa penggunaan makna signifikan, kalimat aktif-pasif, kalimat positif-negatif, dan struktur deskripsi-persuasi. Dimensi interpretasi menunjukkan bahwa isi, subjek, hubungan, dan koneksi mengacu kepada konteks situasional. Dimensi penjelasan menunjukkan bahwa hubungan pada konteks situasional, kelembagaan, dan praktik sosial.

Kata kunci: analisis wacana kritis; deskripsi; interpretasi; penjelasan.

1. PRELIMINARY

Critical discourse analysis (CDA) is the type of discourse analytical research that primarily studies of how social power and inequality are reproduced and resisted by text in the social-political context. Norman Fairclough put forward his three-dimensional approach of CDA, such as the first step description, or the stage to describe the structural text and formal characteristic, the second step interpretation, or the scene to interpret the relationship between interaction and the following text. The final step explanation or the background to explain the relationship between

interaction and social context (Fairclough, 1989:26).

The language advertisement became a topic analysis on this study about the advertisement contained in the Instagram caption of hotels in the Badung area, Bali province, Indonesia. Advertisement is the crucial variable in the tourism marketing tool to explain, attract, and persuade the reader, in addition with that, Instagram captions can offer some exciting information for the readers, such as safety services, safety rules, safe events, room discounts, and special offers during the Covid-19 pandemic, so based on that, this study

chose Instagram captions advertisements as a secondary data source.

Based on the previous research of Critical Discourse Analysis, there is still not much study of CDA that discusses advertisement analysis in the caption Instagram of hotels, especially during the Covid-19 pandemic. In contrast, research and knowledge related to the Covid-19 pandemic were much necessary. That is the strong reason why this study chooses this topic, to analyze and discover the messages of the advertisement in Instagram hotels caption during the Covid-19 pandemic, by using CDA theory based on Fairclough (1989) with a focus on the three dimensions: the description, interpretations, and explanation dimensions.

There are two problems were formulated which were examined in this study, they are (1) What description dimension is applied in the advertisements of the hotels Instagram caption during the Covid-19 pandemic? (2) What interpretation and explanation dimensions are applied in the advertisements of the hotels Instagram caption during the Covid-19 pandemic?

2. RESEARCH METHOD

Qualitative research attempts to exclude, control, and analyze some data elements such as contextual, interpretive, and subjective data (Maxwell, 1992). This study used descriptive qualitative research to analyze and describe the language advertisement found in the Instagram caption of hotels. Language advertisement in the Instagram caption of the hotel is the best way to promote the hotel, where the caption Instagram could give the readers information about the special offer, room discount, and safety service during the Covid-19 pandemic. The data source of this study was taken from 8 captions of Instagram of hotels in the Badung area, Bali, focused on February 1st until December 31th 2020, the Covid-19 pandemic.

This study used the documentation method with step reading, selecting, identifying, to collect the data, and the data analysis used the three-dimensional framework of CDA by Fairclough (1989),

which focused in the description, interpretation, and explanation dimensions.

The data collection in this study used the documentation method to obtain, gain and explain the data from the document. The documentation in this study uses some steps, such as: first, the data was taken from the hotels' Instagram captions to find out the advertisements. Then this study grouped the data based on the Fairclough (1989) theory that mentions three related dimensions of CDA. The last analyze the data with the three dimensional of Critical Discourse Analysis. Descriptive research describes the characteristics, phenomena and knows why or how something happens (Gall & Borg, 2007). The data analysis in this study used the descriptive qualitative method to describe and analyze the data. The technique of analyzing data in this study such as: First, selected the data from the Instagram caption. Second, classified the data into three kinds of a dimensional framework by Fairclough (1989), and the last, described and explain the data according to the description, interpretation, and explanation dimensions.

3. RESULT AND ANALYSIS

3.1 Description Dimension

Fairclough (1989) was described that the description dimension concerned with the analysis of textual structures. There are three text structure analyses based on linguistic items such as vocabulary, grammar, and text structure. Vocabulary analysis is the element that referred to the three values, such as experience value, relational value, and expressive value.

Grammar and text structure analysis are the elements concerned with the structure of the sentence in the data, such as: a simple declarative sentence consist of the subject (S) followed by a verb (V) or predicate (P). The V may or may not be followed by one or more other elements of the object (O), complement (C), and adverbial (A).

There are three main types of process within sentence action (SV/PO), events (SV/P), and attributions (SV/PC), and in the text structure, the declarative sentences are simply statement that relay infor-

mation. A declarative sentence states the fact and lets the reader know something specific. Meanwhile, persuasion sentences are the sentence with the power to convince and persuade with the argument or topic that changes someone's mind, Fairclough (1989).

Data (1):



("Have an enjoyable holiday in Bali and leave your safety with us. Renaissance Bali Uluwatu Resort & Spa has recently been verified by the tourism board of Bali for passing the new normal protocol audit that ensures our guest & ambassador safety and health. We are confident that our resort is ready to welcome you back with a new normal protocol in place, get your itinerary ready and well see u very soon". Renaissance Hotel, September, 9th 2020).

The analysis of vocabulary from the data above such as: the experiential value of the classification scheme, which could be analyzed from the scheme within data and the related meaning. The classification scheme is a method to divide some aspects of reality found in the data. There was a scheme in the data (1) for the word "enjoyable," the meaning "enjoyable" is an enjoyable event or experience which gave peoples pleasure and relaxation. The word "enjoyable" in the data (1) means the Renaissance hotel provided a good location, services, and hotel facilities for a pleasant experience to make the guests feel enjoyed, happy, and comfortable during their stay in the hotel.

There were words classes from the data above in the sentences ("have an enjoyable holiday in Bali and leave your safety with us"), such as: *have, leave* (verb) *an*

(article) *enjoyable* (adjective) *holiday, safety, Bali* (noun) *your, us* (pronoun) *in, with* (preposition), *and* (conjunction). The pronoun "you" in the sentence "our resort is ready to welcome you back" is found in the caption and referred to the guests of the Renaissance Hotel. The conjunction "that" was also found in the sentence "new normal protocol audit that ensures our guest" and referred to the Hotel's confidence in receiving the guests with the new normal protocol services.

There is synonymy in the data (1) between the words "guest" and "ambassador's" from the sentence (*ensures our guest and ambassador's safety and health*). The meaning of "ambassador" (noun) is an essential group of people who visit a hotel for a specific event and advertises a particular hotel organization. And the "guest" (noun) means a person who visits and stays in a hotel only for a few days, so there is experiential ideologically from these words with significant meaning as the words "visitor" of the hotel. There is also synonymy between the words "we" (pronoun) and "our" (pronoun) from the sentences (*we are confident that our resort is ready to welcome you back with a new normal protocol*), these words has the same meaning in the data above and refers to Renaissance Hotel. There is an ideologically meaning found in the data above on the word "enjoyable," the word enjoyable is derived from the word "enjoy," which is a synonym of the word "magnificent" and "pleasant" that has the same meaning in this advertisement.

The expressive values of the data (1) were identified through the values of the words. The words in the sentence above appeared as a positive-expressive value such as *safety, health, and enjoyable*. The word *enjoyable* would be possible to have positive expressive values. The expression appeared as positive values because this word showed the readers of the Instagram caption a good to stay in the hotel. The relational values of grammatical features within data (1) were seen from the modes.

The grammatical process within data (1) uses positive-passive sentences that could be seen in the sentence (*Renais-*

sance Bali Uluwatu Resort & Spa has recently been verified by the tourism board of Bali for passing the new normal protocol audit that ensures our guest & ambassador safety and health.). "Renaissance Bali Uluwatu Resort & Spa" as a subject of the sentence, followed by "has recently been verified" as a verb/predicate, "by the tourism board of Bali" as an object, and compliment "for passing the new normal protocol audit that ensures our guest & ambassador safety and health."

The Instagram caption in the data (1) was also typed as a positive sentence because no word "not" was found in the data. The text structure from the above data tried to convince and persuade the readers to choose Renaissance Hotel as the place to stay. It could be seen from the sentence "leave your safety with us" and "passing the new normal protocol audit that ensures our guest and ambassador safety and health and gets your itinerary ready, and we'll see you very soon". The word "leave" in the sentence "leave your safety with us" referred to the positive suggestion created by the hotel to make the readers or the guest feeling more trusting, safe, and comfortable during their stay in the hotel. This sentence also tried to inform the readers of the Instagram caption that Renaissance Hotel has implemented the health protocols services around the hotel.

Data (2):



(*We are proud to say that Grand Hyatt Bali became the first hotel in Indonesia to receive the CHSE (Cleanliness, Health, Safety and Environmental sustainability) Certification with a perfect score from Indonesian ministry of tourism and creative economy. We strive to continue to be a pioneer in doing our best by implementing sustainable and innovative tourism. We want our guests*

to stay comfortably and our colleagues to feel safe, "we care for people so they can be their best" Grand Hyatt Hotel, November 10th, 2020).

Based on the data (2) above, the words classes from sentence (*we strive to continue to be a pioneer in doing our best by implementing sustainable and innovative tourism. We want our guests to stay comfortably and our colleagues to feel safe,*) such as: *we, our* was identified as pronouns, *strive, continue, be, doing, want, stay, feel* was identified as verbs, *to, in* were identified as prepositions, *a* were identified as articles, *pioneer, tourism, guests, colleagues* was identified as nouns, *best, sustainable, innovative, safe* was identified as adjectives, *by, comfortably* was identified as adverbs, and the last *implementing* is the gerund.

The word "care" in the data above means Grand Hyatt Hotel always cares about their guests and provides services for visitors' safety and comfort. There is subordination from the sentence "*so they can be their best*". The subordinate clause in the caption refers to the guests of Grand Hyatt Hotel. The pronoun "*we*", "*our*", and "*their*" has been found in the data and referred to the Grand Hyatt Hotel and the guests of hotels. The word "*comfortably*" in the advertisements referred to Grand Hyatt Hotel always strives for the convenience of visitors who stay in the hotel with their facilities, security, and services. The expressive value from the words *comfortably, feel safe, care*, in the sentence, appeared as positive values because these words showed an excellent way to promote and inform the readers about the Grand Hyatt Hotel services and safety during the Covid-19 pandemic.

The grammatical analysis from the data (2) typed as a positive sentence. It was seen from the data (*we care for people, so they can be their best*), the subject "*we*" followed by a verb/predicate "*care for*", and object "*people*", with the compliment "*so they can be their best*". The sentence was typed as a positive sentence because no word "not" was found in the data. The textual structure from data (2) used as a

descriptive structure to give the information for the readers that Grand Hyatt Hotel becomes the first hotel in Indonesia to receive a CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) certificate from the Indonesian Ministry of tourism and creative economy. It means that the Grand Hyatt Hotel become a safe place for stay during the Covid-19 pandemic.

3.2 Interpretation and Explanation Dimensions

Interpretation dimension is the stage which is deals with the combination of text, source of text, and the meaning of the text. There were some levels of interpretation, such as the meaning, surface, coherence of speeches and text (Fairclough, 1989: 142). Meanwhile, the explanation dimension is the stage that is divided into three parts such as situational, institutional, and society (Fairclough, 1989: 164).

3.2.1 Interpretation Dimension

The interpretation dimension is a stage concerned with the relationship between the text and interaction by seeing the text with the production process and resource of the interpretation process. This dimension analyzes four questions such as: what is going on? Who's involved? In what relation? And what's the role of language in what's going on?

Data (1)

"Renaissance Bali Uluwatu Resort and Spa has recently been verified by the tourism board of Bali for passing the new normal audit that ensures our guests and ambassador's safety and health. We are confident that our resort is ready to welcome you back with a new normal protocol, get your itinerary ready, and we'll see you very soon!". Renaissance Hotel, September 10th, 2020).

First, the situational context in this study was divided into three types of discussion: (activity type, topic, and purpose of the discourse). The activity type from the data (1) was to inform the readers that the Renaissance hotel has passed the new normal protocol audit and offers safe services given by the Renaissance Hotel. The

main topic within data (1) is about the new normal protocol applied in the hotel. The primary purpose of this caption is to describe a place that can be provided if the readers/customer of the caption visit Bali Island in the Uluwatu area, and also persuade them to choose the Renaissance Hotel as a place to stay during their vacation because the Renaissance Hotel had passed the new standard protocol audit by the tourism board of Bali. And also, this hotel implemented the new normal protocol services to protect the guests and make the guests feel safer during their stay in the hotel.

Second, there was a multi-dimensional subject involved within data (1) above. The first dimensions subject is delivered from the activity type. In this case, the first-dimensional subject was the "*Renaissance Hotel*" as the main subject of the text. The second dimension is the dimension where social identities were related to it. These dimensions can be seen from the word "*you*" and "*our guests*" from the data above. The words "*our guests*" refer to the guests who stay in the Renaissance Hotel, and "*you*" referred to the Instagram caption's readers as the second subject.

Third, the relationship in the data (1) concerned with the Renaissance Hotel and the guests or the readers of caption Instagram Hotel, this caption trying to suggest the readers for choosing the Renaissance Hotel as their place to stay and give information to the readers about the Commitment of the hotel to maintain the cleanliness around the hotel area from Covid-19 with applied the new normal protocol services around the hotel. Fourth, the role of the language in this situation within data (1) focused on delivering persuasive words to convince the readers that Renaissance Hotel is safe during this Covid-19 pandemic and give information to the readers about new normal protocol services provided by the hotel.

Data (2)

"We are proud to say that Grand Hyatt Bali became the first hotel in Indonesia to receive the CHSE (Cleanliness, Health, Safety, and Environmental sustainability) Certifica-

tion with a perfect score from Indonesian ministry of tourism and creative economy, we care for people, so they can be their best". Grand Hyatt Hotel, November 10th, 2020).

First, the topic the data (2) was found in the sentence "*We are proud to say that Grand Hyatt Bali became the first hotel in Indonesia to receive the CHSE (Cleanliness, Health, Safety and Environmental sustainability) Certification with a perfect score from Indonesian ministry of tourism and creative economy*". The data above showed the activity about the hotel achievement and safe services given by Grand Hyatt Hotel.

The primary purpose of this caption is to explain to the reader that the Grand Hyatt Hotel has successfully obtained a CHSE (Cleanliness, Health, Safety, and Environmental sustainability) certificate from the Indonesian Ministry of tourism and creative economy.

Grand Hyatt Hotel becomes the first hotel in Indonesia that has passed it, so this is a good achievement for the hotel during this pandemic. So based on this, the Grand Hyatt Hotel wants to inform and convince the readers that the Grand Hyatt Hotel has been saved from the Covid-19. It is suitable for making the guest feel more confident and safe during their stay at the Grand Hyatt Hotel.

Second, the multi-dimensional from the data above found in the word "*we*" and "*people*" from the sentence "*we care for people so they can be their best*". The first subject of dimensional "*we*" referred to Grand Hyatt hotel, and the second subject, "*people*," referred to the guest and general public as the readers of Instagram captions on Grand Hyatt Hotel. Third, this advertisement focuses on the relationship between the hotels, guests, and the readers of the Instagram caption. Fourth, the data (2) used a descriptive sentence as a language type to describe the opinion from the hotel about the achievement of Grand Hyatt Bali become the first hotel in Indonesia to receive the CHSE from the government.

3.2.2 Explanation Dimension

Explanations have a function to portray the determination of social structure in discourse and the process (Fairclough, 1989: 163). This stage has analyzed the three steps of explanation: First situational (situation when text production). The second institutional (influence of institutions on texts) and the last societies included social practice, political, and culture systems (Fairclough, 1989: 164).

Data (1)

("Have an enjoyable holiday in Bali and leave your safety with us. Renaissance Bali Uluwatu Resort and Spa has recently been verified by the tourism board of Bali for passing the new normal protocol audit that ensures our guest and ambassadors safety and health, with our commitment to clean, we are confident that our resort is ready to welcome you back with a new normal protocol, get your itinerary ready and we'll see you very soon!". Renaissance Hotel, September 10th, 2020).

First situational context, this text was made on September 10th, 2020, during the Covid-19 pandemic. New words appeared in this pandemic based on the data above, namely "*new normal protocol*." The meaning of the new normal protocol is applying new healthy living standards during the Covid-19 pandemic, such as using safe masks when doing outdoor activities, washing your hands, using a hand sanitizer before entering the room, and applied social distancing. The new normal protocol is the new standard of life that has been used around the country to protect society from the Covid-19.

The second is institutional (the influence of institutions on the text). The Renaissance Hotel used this caption to give information to the government of Bali, the hotel guests, and society as the readers of the caption to let them know that the Renaissance hotel has passed the new normal audit, so it means this hotel safe during the pandemic.

The third society such as social practice systems, social and political systems, and socio-culture. The social practice system from this advertisement is expected the

society to obey and follow the hotel's existing rules for safety and mutual comfort if they visit the hotel. And the society which reads this Instagram caption not be afraid to come to the hotel because the hotel Renaissance is safe for the guests and has implemented new normal services in the hotel area.

The social conditions that exist in the new normal era have made the society change their habits from the old tradition become to the new standard protocol, such as using the safe, cleaner, more alert, applying social distancing when doing activities outside the home, checking body temperature before entering the room or some places, and avoid to shake hands with other people.

Political conditions based on the caption above explained indirectly about Bali tourism, which is affected by the Covid-19 pandemic but continues to prepare the best for tourists. The new normal protocol audit is the suggestion given by the government in Bali by checking hotels in the Bali area, which aims to improve hotel security and protect the hotel environment from the spread of the Covid-19.

Data (2)

*("We are proud to say that Grand Hyatt Bali became the first hotel in Indonesia to receive the **CHSE (Cleanliness, Health, Safety and Environmental sustainability) Certification with a perfect score from Indonesian ministry of tourism and creative economy.** We strive to continue to be a pioneer in doing our best by implementing sustainable and innovative tourism. We want our guests to stay comfortably and our colleagues to feel safe, "we care for people so that they can be their best". **Grand Hyatt Hotel, November 10th, 2020**).*

The advertisement from the data (2) was created on November 10th, 2020, during the Covid-19 pandemic. The words "**CHSE (Cleanliness, Health, Safety, and Environmental sustainability)**," found in the data, referred to the process of granting certificates to tourism businesses, tourism destinations, and other tourism products to guarantee tourists the implementation of

cleanliness, health, safety, and environmental sustainability.

This Instagram caption tried to convince and give information to the institutions of Bali, guests, and society, that the Grand Hyatt Bali has passed certification by the government, so this hotel is safe for guests, staff during the Covid-19 pandemic.

The society who read this advertisement is expected to know that Grand Hyatt Hotel always strives to provide the best service for all the guests. Grand Hyatt Hotel has received a CHSE (Cleanliness, Health, Safety, and Environmental sustainability) certificate from the Indonesian Ministry of Tourism and Creative Economic. Therefore, the visitors can feel more confident while staying at the hotel without worry about the Covid-19.

The system of political from the data above discusses the CHSE certification carried out by the ministry of tourism and the creative economy of Indonesia for tourism businesses, tourist destinations, and other tourism products. This certification guarantees the tourism places to implement cleanliness, health, safety, and environmental sustainability. The CHSE certification is an effort from the government to stop the spread of Covid-19 in the tourism sector and ensure that tourist attractions in Bali were safe from the Covid-19.

4. CONCLUSION

The conclusions that could be taken from this study, such as: The description dimension was used to answer the first problem, and this stage is divided into three analyses: vocabulary, grammar, and textual analysis. In the vocabulary analysis, some word classes such as verb, nouns, pronouns, conjunction, articles, formal, and positive values were found in the data. In the grammatical feature, most of the data from this study were typed as positive data with used active sentences. And in the textual structure, most of the data used descriptions and persuasion structures. The interpretation and explanation dimensions were used to answer the second problem. In the interpretation dimension, the situational context was used to describe the

data through the four questions regarding the contents, subject, relation, and connections.

First, the contents of the data showed some activities had been done based on the data analysis of this study, such as offering safe services, explaining the place and location, and explaining special events. Second is the subject or topic of this study, such as CHSE (Cleanliness, Health, Safety, and Environmental sustainability), White Glove Service, new normal protocol, quarantine, etc.

The last, relation and connection, based on the data analysis, the most relation and connection in this study is concerned with the hotels and the guests or the readers of Instagram caption. In the explanation di-

mensions, there were three stages to analyzing the data such as situational, institutional, and social practice. Some of the new words were often used during this pandemic, such as *new normal protocol, quarantine, social distancing, online class, travel safe, stay safe, stay healthy, CHSE certificate, and white-glove services*. The social context from advertisements above referred to persuade the readers/guests about safe places and services provided by the hotels and informed the hotel guests to follow the new normal protocol around the hotel.

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