The aims of the research are to find out the structure of noun phrases and to analyze the textual functions of noun phrases in tourism slogans of Asian Countries. The writer was interested in noun phrase because it is used to promote the product. To promote the product, advertising language uses slogan. Furthermore, the method and the technique used in this thesis were qualitative method and referential technique. Meanwhile, for the process of analyzing data the distributional method was used. The writer applied the theory of Robert (2006), Leech and Svantik (1975), Jacobs and Rsebaum (1968) to find out the structures of noun phrase, and theory of Matheson (2005) to find out the textual functions. Based on the analysis there were several textual functions found. The first was to emphasize the noun phrase in order to attract people to visit the country. The second was to make people think, feel and believe in the situation based on the pictures of the slogans. Thus, the writer hopes the readers gain more knowledge and understanding about noun phrases especially noun phrases in tourism slogans.

**Keywords :** noun phrases, tourism slogan, structures, textual function

I. **Introduction**

Noun phrase takes important role as an object or as a subject in a sentence. Noun phrase is a phrase that has a noun as head of its phrase. The head of noun phrase can be noun or pronoun. A Noun phrase can be a single word or group of words. In recent times, noun phrases are not only used in formal situation but also in informal situation. It is possible to use noun phrases to promote products. Advertisment language uses noun phrases to introduce the products. Advertisements can be found in media mass such as TV, internet, magazines and newspapers. All of the mass media use different techniques to introduce products. The key techniques to introduce the products are using particular language to communicate and
to persuade the consumers, which is in form of slogans.

Tourism slogan is the slogan that has function to attract the tourists. Different countries have different tourism slogans. The purposes of using tourism slogan are to promote the country and gain the tourists. The strong slogans can create curiosity for the tourists. Usually slogans are short, creative and easy to remember. The following of tourism slogan is the example:

1. Bangladesh: Beautiful Bangladesh

![Image](http://tourismboard.gov.bd/)

Figure 1.1 Tourism Slogan of Bangladesh (Source: http://tourismboard.gov.bd/)

The underlined word of the phrase above is a head. The head is *Bangladesh*. The word *Bangladesh* is used to control the other words. The word before *Bangladesh* is modifier. Then, the slogan’s word of *Bangladesh* is very colorful. The purpose is to attract tourists to see the beautiful of Bangladesh.

Each noun phrase has different structures and textual functions. Different structures may have different textual functions of noun phrases. The same structures of noun phrases may have different textual functions of noun phrases. The structure analysis is based on syntactic analysis, and the textual function is based on discourse analysis.

II. Review of Related Literatures

Overview of Discourse Analysis in Advertising

In advertising, the producers use symbolic system of the language to give specific effects to consumers (Matheson, 2005, p. 6). The producers want the readers or consumers to understand about the meaning of the language that they are producing. This understanding is related to discourse analysis. Thus, there are several aspects that people should learn about discourse in advertising so that they can have the appropriate meaning of an advertisement.

According to Matheson (2005, p. 15), the aspect that people should learn about discourse in advertising is about the meaning. The meaning of discourse is intertextual. Intertextual means the meaning of a word arises when learners draw the meaning by cultural work. Analyzing advertising intertextual is useful. Analyzing advertisement is not only about analyzing the logo but also exploring about the missing culture of the advertisement.

Furthermore, Metheson (2005, p. 47) states there are three dimensions in
identifying intertextual. The first is about pragmatic. The learners should know what the possible meaning of the advertisement is. The second is the textual. It means the intertextual meaning of the text is based on the structure or visual form. The third is about indirect references. The meaning of the text may be paradoxical or pervasive.

The example of discourse analysis in advertising based on Metheson (2005, p. 41) is followings:

![Figure 2.1 Example of Discourse Analysis in Advertising based on Matheson (2005)](Source: Matheson (2005, p. 41)

The slogan of this advertisement is **Boddinig the Cream of Manchester**. The advertisement combines the picture of beer and ice cream. There are several textual functions of the advertisement. The first textual function is about the relation about the taste of the creamy of ice cream with the taste of beer. The second textual function is based on Britain. In Britain, the beer is associated with manliness or Friday night at the pub. The third textual function is based on the picture of ice cream. Ice cream belongs to children or young people. Thus, this advertising makes a funny way to mock children or young people who consume the beer.

Based on Haryatmoko (2016), in analyzing discourse analysis in advertisements there are three stages that learners should do. The first is identification of all aspects of the advertisement. The second stage is know the relationship of the form of advertisement and the implicit meaning of the advertisement. The third is representation the advertisement with learners knowledge based on the topic of advertisement.

Another example of discourse analysis in advertising based on Haryatmoko (2016) is followings:

![Figure 2.2 The example of Discourse Analysis](Source: https://www.google.co.id/advertisement/chevron)

This is the advertisement of Chevron. The slogan of this advertisement is **Big Oil Should Support Local Schools. We Agree.** The advertisement combines the words with the picture of a young boy. Then, the words **We Agree** is written in red. There are several textual functions of this advertisement. The first is that the
company supports the local schools. The word of *we agree* in red makes people believe this company support the local schools. The second textual function is to make it contrast with the real situation of this advertisement. The slogan says to support the local schools, but the condition of the young boy in picture is sad. This situation arises a question about what side of this company supports the local schools.

Based on the explanations above, it can be summarized that the textual function is related to meaning that has coherence or relevant with the learners’ meaning. The meaning of discourse analysis in advertising is to find out intertextual meaning. In intertextual meaning, there are three dimensions in identifying intertextual. The first is about pragmatic. The second is the textual. The third is about indirect references. To analyze the discourse in this research, three dimensions were used. There are also three stages in analyzing discourse in advertising. The stages are identification, taking relationship, and representation of the topic of advertisement. Three stages were used in analyzing discourse of advertising in this research.

### III. Research Methods

This is a qualitative research design. The data in this research were the form of words and pictures, not in form of numbers because it is a language research. In this case, the texts were in the form of noun phrases in tourism slogans. The sources of the data were tourism slogans of Asian countries found in internet. There are 40 countries that use tourism slogans but just 16 countries of Asian that use noun phrases in tourism slogans. Other countries use adjective phrases and verb phrases in their tourism slogans. In other words, the writer analyzed the whole noun phrases found in tourism slogans of the countries in this research.

### IV. Findings

**The Textual Functions of Noun Phrases in Tourism Slogans of Asian Countries**

As Stated in 2.1.3, textual function is related to discourse analysis. In analyzing noun phrases in tourism slogans of Asian countries, there are three aspects in intertextual analysis. They are a critical approach to be taken for granted knowledge, the historical and cultural specificity, and the link between knowledge and social processes. In discourse analysis in advertising, there are three dimensions. The first is about pragmatic. The second is the textual. The third is about indirect references. Based on the observation, the writer analyzed some of the textual functions of noun phrases. The followings
are the analysis of of the textual functions of noun phrases.

1. Bahrain – OURS. YOURS. Bahrain

The slogan of the advertisement is **Bahrain. OURS. YOURS**. The word of *Bahrain* is bigger than the words of *Ours* and *Yours*. The advertisement uses Arabic in the bottom of the letter B. There are several textual functions of the advertisement. The first is that the Arabic is used in this phrase is to show that *Bahrain* is part of Arab. The second is that the phrase *Ours. Yours.* is to make people feel that Bahrain belongs to them.

2. Bangladesh – Beautiful Bangladesh

The slogan of the advertisement is **Beautiful Bangladesh**. The advertisement combines the picture of the sun, water with the phrase. There are several textual functions of the advertisement. The first is that Bangladesh will show other countries that Bangladesh is beautiful. The word *Bangladesh* is colorful, and the advertisement uses the picture of the sun in order to emphasize that Bangladesh is very beautiful. The second textual function is to show Bangladesh is surrounded by the river with the picture of water (in the bottom of the picture of the sun) in order to attract the tourists.

3. Bhutan – Bhutan, Happiness is a place

The slogan of the advertisement is **Bhutan, Happiness is a place**. The word of *Bhutan* is bigger than words of *Happiness is a place*. Above the word “T” of Bhutan is the picture of the flower. There are several textual functions of the advertisement. The first is to show the happiness of Bhutan with the picture of flower. The second is about Bhutan philosophy. *Happiness* is the philosophy of Bhutan and is used to attract
the tourists using the word of happiness by
telling them that Bhutan is the happiness
place to visit.

4. Brunei Darus salam – A kingdom of
Unexpected Treasures

Figure 4.2.4 Tourism Slogan of Brun ei
(Source: http://www.bruneitourism.travel/)

The slogan of the advertisement is
The Green Heart of Borneo, Brunei, a
Kingdom of Unexpected Treasures. The
word of Brunei is capitalized with the
picture of the Brunei. The other words are
The Green Heart of Borneo, and a Kingdom
of Unexpected Treasures written in white.
There are several textual functions of the
advertisement. The first is to show
unexpected treasure that tourists will get if
they visit Brunei. The unexpected treasure
that they will get is shown by the capital
letter of Brunei. The second textual
function is to tell tourists that Brunei has
many natural places with the noun phrase
the green heart of Borneo.

5. Cambodia – Kingdom of Wonder

Figure 4.2.5 Tourism Slogan of Cambodia
(Source: http://www.tourismcambodia.com/)

The slogan of the advertisement is
Cambodia. Kingdom of Wonder. The
word of Cambodia is capitalized and bigger
than the noun phrase Kingdom of Wonder.
The advertisement combines the phrase
with the picture of temple. There are several
textual functions of the advertisement. The
first is to make people believe that
Cambodia is wonderful kingdom. The
second is to attract the tourists by showing
the picture of the Capital Temple of
Cambodia. The name of the temple is
Angkor Wat. Angkor Wat is the national
flag of Cambodia.

6. Cyprus – Cyprus in your heart

Figure 4.2.6 Tourism Slogan of Cyprus
(Source: http://www.visitcyprus.com/index.php/en/)
The slogan of the advertisement is **Cyprus in your heart.** The advertisement combines the phrase with the picture of love. There are several textual functions. The first is the phrase *in your heart* is to make people believe that Cyprus is always in tourists’ heart. The second is the picture of love to make people always remember Cyprus and visit Cyprus many times.

7. India – Incredible !ndia

![Figure 4.2.7 Tourism Slogan of India](https://incredibleindia.org/)

The slogan of advertisement is **Incredible !ndia.** The advertisement combines the exclamation mark with red color in the slogan. There are several textual functions of the advertisement. First, the exclamation mark used in this phrase is used to emphasize that India is incredible. The second is the phrase *Incredible !ndia* is written in red. In India, the red color has important meaning. The red mark in women forehead means the women are more beautiful than other women. Thus, the advertisement wants to show that India is more incredible than other countries.

8. Indonesia – Wonderful Indonesia

![Figure 4.2.8 Tourism Slogan of Indonesia](http://www.indonesia.travel/landing)

The slogan of the advertisement is **Wonderful Indonesia.** The slogan combines the phrase with the picture of bird. There are several textual functions of the advertisement. The first textual function is to show that bird represents the symbol of the nation because birds are the largest population in Indonesia. The second textual function is the color of the bird. The color of bird is colorful in order to make people think that Indonesia has different ethnic, cultures, and languages. The differences make Indonesia wonderful.

9. Japan – Endless Discovery

![Figure 4.2.9 Tourism Slogan of Japan](http://us.jnto.go.jp/top/index.php)

The slogan of the advertisement is **Japan. Endless Discovery.** The advertisement combines the phrase with sakura flowers. There are several textual
functions of the advertisement. The first is to make people think that Japan is the right place to visit because Japan never has ending places to discover. The second is to attract the people with the picture of sakura flowers. Then, the structure based on slogan is NP → Head + Modifier.

10. Jordan – Yes, It’s JORDAN

![Figure 4.2.10 Tourism Slogan of Jordan](http://www.visitjordan.com/)

The slogan of the advertisement is **Yes, It’s JORDAN**. The advertisement combines the phrase with the picture of family. There are several textual functions of the advertisement. The first is the word **Yes, it’s Jordan** is to make people believe that it is the real Jordan. The second textual function is the picture of family. The picture of family makes people think that Jordan is as warm as their families.

11. Malaysia – Truly Asia

![Figure 4.2.11 Tourism Slogan of Malaysia](http://www.tourism.gov.my/)

The slogan of the advertisement is **Truly Malaysia**. The word of **Malaysia** is bigger than the words of **truly Asia**. There are several textual functions of the advertisement. The first is that Malaysia will tell other countries that Malaysia is truly Asia. The word truly will make the reader have curiosity about this country. The word **truly** is underlined to make people think Malaysia is the real Asia. Then, the word **Malaysia** is bigger than the word of **truly Asia** to make people believe that Malaysia is the truly of Asia. The second is that Malaysia has the truly cultures of Asia. Malaysia has Chinese, India, and Malay culture. It also means that there are no other country cultures that are more truly than Malaysian cultures.

12. Nepal – NATURALLY NEPAL, ONCE IS NOT ENOUGH

![Figure 4.2.12 Tourism Slogan of Nepal](https://www.welcomenepal.com/)

The slogan of the advertisement is **NATURALLY NEPAL, ONCE IS NOT ENOUGH**. The words **naturally Nepal** is bigger than the words **once is no enough**. The letter of **A** in **Nepal** is triangle like a
mountain. There are several textual functions of the advertisement. The first is to show that Nepal is a natural place to visit. The advertisement shows the natural places of Nepal with the picture of three mountains with different colors. The second is that the words once is not enough makes people want to visit Nepal many times.

13. Philippines – It’s more fun in the Philippines

4.2.13 Tourism Slogan of Philippines
(Source: http://www.tourism.gov.ph/pages/default.aspx)

The slogan of the advertisement is It’s more fun in the Philippines. There are several textual functions of the advertisement. The first is that the word of Philippines is colorful. The colors are dark blue, blue, yellow, orange, and red. The colors represent the best things that people will get when visiting Philippines. The second is that the word more is to make people believe that Philippines is more fun than other countries.

14. Singapore – YourSingapore

Figure 4.2.14 Tourism Slogan of Singapore
(Source: http://www.visitsingapore.com)

The slogan of the advertisement is YourSingapore. There are several textual functions of the advertisement. The first is to make people believe that Singapore belongs to people that visit it. The second is the word your is also to make people think that Singapore is like their own countries, so they will visit anywhere in Singapore.

15. Thailand – amazing THAILAND, It Begins with the People

Figure 4.2.15 Tourism Slogan of Thailand
(Source: https://www.tourismthailand.org/home)

The slogan of the advertisement is amazing THAILAND, It Begins with the People. The letter of I in amazing is added with the flower. There several textual functions of the advertisement. The first is the word amazing Thailand, it begins with the people is to make people think that
Thailand is amazing because of the tourists. When the tourists visit Thailand, it will make Thailand more amazing than other countries. The second is that the letter of I in amazing is added with flower to tell people that Thailand is also beautiful.

16. Vietnam – Timeless Charm

![Figure 4.2.16 Tourism Slogan of Vietnam](Source: http://www.vietnamtourism.com/#event-list7)

The slogan of the advertisement is Vietnam, Timeless Charm. The letter of V is added with the flower of colorful petals. There are several textual functions. The first is to make people think Vietnam is timeless charm. The second is the colorful petals represent the charms of Vietnam that people will get when visiting Vietnam.

Based on the explanation above, it is concluded that the textual functions of noun phrases in tourism slogans of Asian countries are to emphasize the noun phrases in order to attract people to visit the country. The slogans attract the tourists by showing the best part of the country. Then, the textual functions are to make people think, feel and believe in the situation based on the pictures of the slogans. The textual functions use symbolic language such as exclamation mark, Arabic or other national languages, and photos to attract the tourists. In the advertising, color, size, picture and all aspects of the form are important to analyze the textual functions.

V. Conclusions

After analyzing all of the data collected (16 data), the writer found there were several textual functions. The first was to emphasize the noun phrase or the important word in order to attract the people to visit the country. The second was to make people feel, think and believe that the picture of the slogan was similar to the real situation of the country. Moreover, the textual functions use symbolic language such as exclamation mark, Arabic or other national languages, and photos to attract the tourists. In the advertising, color, size, picture and all aspects of the form are important to analyze the textual functions.

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