

Persuasion in Tourism Promotion Texts of Laketoba North Sumatera

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ABSTRACT:

This study investigates persuasion in tourism promotion texts related to Lake Toba, North Sumatra, focusing on how persuasive messages are constructed to attract potential tourists and promote destinations effectively. The objectives of the study are to identify the types of persuasion used in tourism promotion texts, analyze the meanings conveyed through persuasive elements, explain the reasons behind the organization of persuasive structures, and evaluate the effectiveness of tourism advertisements. Employing a descriptive qualitative approach with a multi-case study design, the research analyzes tourism promotional texts collected from various promotional materials. The data are examined to identify persuasive strategies, interpret their meanings, and explore how linguistic and visual elements are organized to achieve persuasive purposes. The findings reveal that tourism promotion texts utilize a variety of persuasive strategies through the integration of verbal and visual resources, creating appealing and convincing messages for potential tourists. The persuasive structures are strategically arranged to influence readers' perceptions, build positive destination images, and enhance promotional effectiveness. The study contributes to a deeper understanding of persuasion in tourism promotional discourse and offers practical insights for developing more effective tourism marketing communication.

Keywords: Persuasion, Multimodal, Lake Toba, Tourism communication.

1. Introduction

Tourism promotion is an important communication activity aimed at attracting potential visitors and enhancing the image of a tourist destination. In the contemporary digital era, tourism promotion is increasingly realized through multimodal texts that combine language, images, sounds, layouts, and other semiotic resources to create persuasive messages. Tourism promotional discourse therefore functions not only to provide information but also to influence attitudes, stimulate interest, and encourage travel decisions. As one of Indonesia's super-priority tourism destinations and a UNESCO Global Geopark, Lake Toba possesses extraordinary

natural, cultural, and historical attractions. Despite its international recognition, the effectiveness of tourism promotion depends largely on how persuasive messages are designed and communicated to target audiences. Consequently, investigating persuasive strategies in Lake Toba tourism promotion texts is essential for understanding how tourism discourse shapes destination images and influences potential tourists.

The Problems of the Research

1. What types of persuasives are used in the tourism promotion text of Lake Toba North Sumatera?

2. How are persuasive structure used in the tourism promotion text create their meanings of Lake Toba North Sumatera?
3. Why are persuasive structure used the way they are?
4. How effective is the advertisement in tourism promotion texts?

The Objective of the Research

1. To explain the type of persuasive are used in the tourism promotion text in Lake Toba North Sumatera.
2. To analyze the meaning analysis of persuasive tourism promotion text in the Lake Toba North Sumatera.
3. To explain the reason for persuasion structure, the text like in the way they are.
4. To explain effective advertisements in tourism promotion texts.

Persuasion

A Rhetoric with Readings (Ramage et al., 2016), persuasion is defined as “the art of creating and communicating arguments that move others to adopt a particular point of view, take a specific action, or make a decision.” This definition foregrounds persuasion as both a deliberate rhetorical process and a pragmatic strategy aimed at producing tangible effects on an audience whether cognitive, emotional, or behavioral. Ramage et al. (2016) perspective reflects a modern rhetorical orientation that extends beyond simply winning debates; instead, persuasion is framed as a dynamic interaction between the speaker, the audience, and the context, where the goal is to negotiate meaning and inspire change. This conceptualization resonates strongly with the classical rhetorical theory of Aristotle, who, in his seminal work *Rhetoric*, defined persuasion as the means of influencing an audience through three key appeals: *ethos* (credibility), *pathos* (emotional appeal), and *logos* (logical reasoning). Aristotle argued that successful persuasion depends on the speaker's ability to blend these appeals effectively to suit the rhetorical situation. Ramage et al. (2016) interpretation of persuasion retains these

Aristotelian principles but recontextualizes them for contemporary discourse, especially in public writing, media communication, and argument-based texts.

Ramage et al. (2016) emphasize that persuasion is not a momentary act but a gradual and contextual process. For Aristotle, rhetoric is the art of finding “the available means of persuasion” in any given situation. Similarly, Ramage et al. (2016) views persuasive writing as an evolving interaction that involves understanding the audience's values, anticipating counterarguments, and constructing a nuanced position that invites engagement rather than confrontation. This aligns with what Ramage et al. (2016)' term “argument as inquiry” a persuasive act rooted in exploration and shared understanding rather than coercion.

One of the most crucial continuities by Ramage et al. (2016) in the centrality of the audience. Aristotle maintained that effective persuasion depends on knowing the audience's predispositions and tailoring the argument accordingly. Ramage et al. (2016) extends this by encouraging writers to adopt a “rhetorical stance,” which involves analyzing the audience's background, needs, and possible objections, thus moving away from a one-sided imposition of views and toward a more dialogical, audience-sensitive approach.

In contemporary discourse, especially in fields like tourism promotion, social media communication, or public campaigns, persuasion often occurs through multimodal channels images, sounds, and design alongside text. While Aristotle's rhetorical model was based primarily on oral speech, Ramage et al. (2016) model adapts the classical elements to modern genres of communication, including visual rhetoric, digital storytelling, and branded messaging. For example, in a tourism brochure or a promotional film, *pathos* might be evoked through serene imagery and emotional music, *logos* through informative text or statistics, and *ethos* through endorsements or professional design illustrating how classical principles can be embedded in multimodal persuasive discourse.

Another key dimension in Ramage et al. (2016) formulation is the ethical and critical dimension of persuasion. While Aristotle acknowledged the power of persuasion in civic life, Ramage et al. (2016) brings this forward by encouraging writers to consider the implications and responsibilities of their persuasive choices. In the context of tourism, for example, persuasion must balance attraction with authenticity, and must avoid exoticizing or misrepresenting cultures purely for economic gain.

Ramage et al. (2016) revitalizes Aristotle's classical rhetoric for the 21st century, offering a nuanced understanding of persuasion as an adaptive, ethical, and multimodal process. By grounding persuasive discourse in ethos, pathos, and logos while expanding its application to written and digital forms, Ramage et al. (2016) provides a robust framework that is especially relevant for analyzing promotional texts, tourism media, and other genres where influence is subtle but strategically constructed. In both models, persuasion remains a human-centered art one that hinges not only on the strength of the argument but also on the depth of understanding between speaker and audience.

Section	Description
Claim	The main thesis or

	proposition to be proved
Reason	Justifies the claim; answers "Why?"
Evidence Support	Validates the reason with data, examples, or sources
Warrant	Shared assumption that links reason to claim
Counterargument	Addresses and rebuts opposing views
Conclusion / Call	Reasserts the claim, appeals emotionally/ethically, and may urge action

Table 1.1 Generic Structure of Persuasive Text
According to Ramage et al., 2016)

Classical Appeals and the Rhetorical Triangle Persuasive

Besides developing a template or structure for an argument, classical rhetoricians analysed the ways that effective speeches persuaded their audiences. They identified three kinds of persuasive appeals logos, ethos, and pathos. These appeals can be understood within a rhetorical context illustrated by a triangle with points labelled message, writer or speaker, and audience.

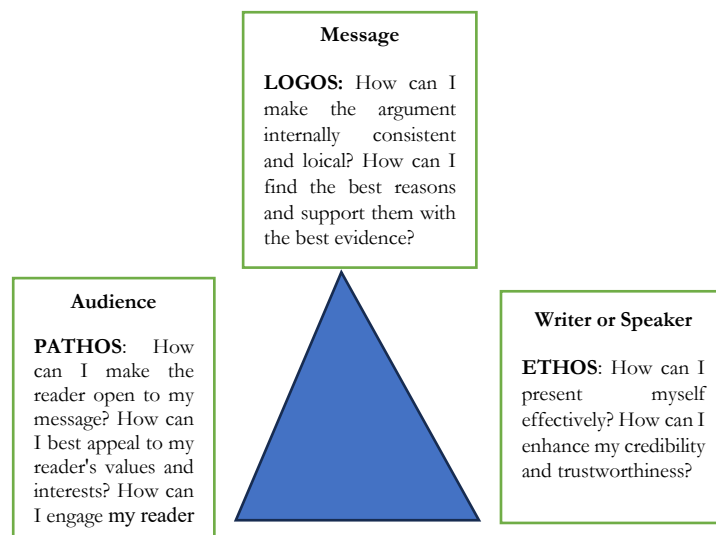


Figure 1.1 The Triangle of Persuasion (Ramage et al., 2016)

Effective arguments pay attention to all three points on this rhetorical triangle. As Figure 2.1

shows, each point on the triangle corresponds to one of the three persuasive appeals. According to

Aristotle, persuasion is based on three key rhetorical appeals: ethos, pathos, and logos (Ramage et al., 2016). These appeals help to establish the credibility of the speaker (ethos), engage the audience's emotions (pathos), and appeal to their logic and reasoning (logos). Logos (Greek for "word") focuses attention on the quality of the message that is, on the internal consistency and clarity of the argument itself and on the logic of its reasons and support. The impact of logos on an audience is referred to as its logical appeal.

1. Ethos (Greek for "character") focuses attention on the writer's (or speaker's) character, or credibility, as it is projected in the message. Ethos is conveyed through the writer's investment in his or her claim, through the fairness with which the writer considers alternative views, through the tone and style of the message, and even through the message's professional appearance on paper or screen, including correct grammar, flawless proofreading, and appropriate formats for citations and bibliography. In some cases, ethos is also a function of the writer's reputation for honesty and expertise independent of the message. The impact of ethos on an audience is referred to as its ethical appeal or appeal from credibility.
2. Pathos (Greek for "suffering" or "experience") focuses attention on the values and beliefs of the intended audience. It is often associated with emotional appeal, but pathos appeals more specifically to an audience's imaginative sympathies their capacity to feel and see what the writer feels and sees. Thus, when we turn the abstractions of logical discourse into a tangible and immediate story, we are making a pathetic appeal. Whereas appeals to logos and ethos can further an audience's intellectual assent to our claim, appeals to pathos engage the imagination and feelings, moving the audience to a deeper

appreciation of the argument's significance.

Persuasion according to Aristotle had three main ingredients: the nature of the communicator (ethos), the emotional state of the audience (pathos), and the arguments of the message (logos) (Perloff, 2003). Furthermore, in communicating, speakers take steps of 'Invention', 'Arrangement', 'Style', and 'Delivery' (Ehninger et al., 1978).

Multimodality and Meaning-Making

Multimodality, as proposed by Kress (2010), refers to the use of multiple modes of communication in meaning-making. Rather than privileging linguistic modes alone, multimodality acknowledges that persuasion occurs through various channels, each contributing unique affordances. We have assumed the hypothetical idea of 'Multimodality' intended for this reason. The fifth modes which he posits covering the linguistics, the visual, the gestural and audio mode. The complete explanation about the fifth modes will be conversed underneath.

1. Linguistic mode which illustrates written and spoken language, including rhetorical structures, discourse strategies, and lexical choices.
2. Visual mode which illustrates Images, colour, typography, and spatial organization that guide perception and influence interpretation.
3. Gestural mode which illustrates Body language, facial expressions, and movement that reinforce or contradict verbal messages.
4. Audio mode which illustrates Sound, music, tone, and silence, which shape emotional and cognitive responses.
5. Spatial (sometimes included separately) illustrate proximity, layout, and physical arrangement of objects or text

Ways of Making Meaning

Kress (2010) defines mode as "a socially shaped and culturally given resource for making meaning. Image, writing, layout, music, gesture, speech, moving image, soundtrack are examples

of modes” (p. 54, emphasis original). Modes are the smallest parts of meaningful communication, analogous to morphemes in linguistics. Modes give shape to knowledge. Kress (2010) states that multimodality is not a theory but a “domain of inquiry” which unsettles “hitherto settled notions of language”. Multimodality provides a ‘frame’ to inspect diverse cultural inscriptions reified by social communication in different levels and arrangements. According to Kress, multimodality is the framework for multimedia and discursive representation and transcends the somewhat arbitrary label of ‘theory’ (Kress, 2010).

Multimodal research aims to disaggregate complex, implicit meaning into the smaller essential carriers of information before interpreting their social or educational uses. Kress (2010) work sutures together non-linguistic and language-based modes of representation, by exploring hybrid communication contexts including the grammar of color, designs for learning and the aesthetics of teaching. My interest in aesthetic phenomena is grounded in the lived experience of deaf education and students who learn primarily through vision, sight, and close analysis of images.

Previous research on persuasion and tourism communication has offered significant theoretical and empirical contributions. Studies such as Hu and Luo (2016), Ahmed (2022), and Albar and Hutajulu (2020) have effectively demonstrated how multimodal resources including visual, linguistic, and spatial modes enhance the persuasive impact of promotional materials. Their findings confirm the importance of semiotic integration in shaping audience perception and emotional engagement.

In particular, Hu and Luo’s (2016) semiotic analysis of Air France advertising reveals how imagery and text collaborate to build prestige and emotional appeal, reflecting the pathos and ethos elements of persuasion described by Ramage et al. (2016). Similarly, Ahmed’s (2022) analysis of Egypt’s tourism film during the COVID-19 pandemic shows how persuasive discourse adapts to crisis contexts by combining emotional reassurance (pathos) with rational clarity (logos).

Meanwhile, Albar and Hutajulu’s (2020) study on Lake Toba video promotions successfully demonstrated that audio-visual media can foster enthusiasm and interest among potential visitors through culturally rich and affective representations.

These studies provide valuable groundwork for understanding persuasion as both a rhetorical and multimodal phenomenon. They affirm that the effectiveness of tourism promotion depends not solely on linguistic text but on the integration of visual design, cultural symbols, and emotional tone.

2. Methodology

Research Design

This study applied descriptive qualitative research with multi case design, as proposed by Bogdan and Biklen (1998). By focusing on real-world tourism promotional materials, this research seeks to describe and interpret persuasive strategies within a multimodality, rather than relying on numerical or statistical data. The case referred to different promotional texts, such as tourism brochures, advertisements, websites, social media posts, and videos. This design enabled an analysis of how persuasion was structured across multiple forms of promotional content, highlighting similarities and differences in linguistic, visual, spatial, gestural, and audio modes.

Data and source of data

The data of this study consist of verbal and visual texts contained in the promotional materials of Lake Toba tourism. These include printed and digital media such as brochures, posters, tourism videos, social media campaigns, and official tourism websites produced by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. The selected data represent various multimodal elements language, image, color, sound, and layout which together construct persuasive meaning in promoting Lake Toba as a national and international tourist destination. The sources of data are drawn from authentic tourism promotional materials published in social media,

a period when Indonesia's tourism sector actively pursued post pandemic recovery and global rebranding. These materials were accessed through official government websites (e.g., indonesia.travel, kemenparekraf.go.id), Lake Toba Tourism Authority publications, and verified social media platforms such as YouTube, Instagram, and Facebook. These data sources were chosen purposively to ensure that the materials reflect both linguistic and multimodal persuasive strategies used in contemporary tourism communication.

Time and Location of Research

This research was conducted from January 2024 to August 2025. The period covered the stages of data collection, analysis, and interpretation. During this time, the researcher identified, selected, and analyzed various Lake Toba tourism promotional materials that were actively disseminated across digital and print platforms. The location of the research primarily focused on Lake Toba, North Sumatra, Indonesia, as the main contextual setting of the data. However, because most of the promotional materials were distributed through online and mass media channels, data collection took place both virtually and through official tourism offices connected to the Lake Toba Tourism Authority and the Ministry of Tourism and Creative Economy of the Republic of Indonesia.

Procedures of the Research

The research was conducted through a procedure to analyse the persuasive and multimodal communication in tourism promotion texts of Lake Toba, North Sumatra. First, the research focus was determined by defining the objectives and formulating research questions related to persuasive strategy and multimodal communication. A review of relevant theories, including Kress (2010) multimodal analysis and Ramage et al. (2016) persuasive theory will establish the theoretical foundation. Second, data collection was carried out by gathering tourism promotion texts such as brochures, advertisements, websites, social media posts, travel blogs, and promotional videos.

Additionally, interviews were conducted with key stakeholders, including tourism marketers, government officials, and tourists, to gain insights into the creation and reception of promotional materials. Furthermore, observations and documentation of tourism marketing events and campaigns provided a real-world perspective on promotional strategies. Third, data analysis was performed using Kress (2010) multimodal framework, examining the linguistic, visual, gestural, spatial, and audio modes in the promotional texts. The persuasive strategies (ethos, pathos, logos) were identified following Ramage et al. (2016) theory. The collected data were then be analyzed using Miles et al. (2014) interactive model, which involves data condensation (filtering and coding relevant information), data display (organizing findings into tables and thematic categories), and conclusion drawing and verification (interpreting results and validating them through triangulation by cross-checking multiple data sources). Fourth, the trustworthiness of the study was ensured using Lincoln and Guba (1985) framework, focusing on credibility, transferability, dependability, and confirmability. Expert reviews and member checking were conducted to validate the findings and ensure the accuracy of interpretations. Finally, the research findings were compiled into a comprehensive report that explains how persuasive structures and multimodal communication techniques were used in tourism promotion texts. The results were compared with existing theories to provide deeper insights into the role of multimodal persuasion in tourism promotion.

Techniques of Data Collection

The data in this research consisted of tourism promotion materials related to Lake Toba, North Sumatra, including brochures, advertisements, websites, travel blogs, social media posts, and promotional videos. To collect this data, the research used the following data collection techniques:

Documentation

In this research, documentation referred to the process of collecting data that are readily used by the researcher and the readily used data are written, printed, and digital materials related to Lake Toba's tourism promotion. This study used researchers found data, which includes a variety of promotional documents that had already been created for tourism marketing purposes. The documentation process involved gathering printed and digital tourism promotion materials, such as brochures, advertisements, official tourism websites, social media campaigns, travel blogs, and promotional videos. These materials were examined to identify persuasive structures and multimodal communication techniques, focusing on linguistic, visual, gestural, spatial, and audio elements used in the texts.

Interviews

The interview was needed in order to get and analyse the data more complete. Seidman (2006) emphasized that in-depth interviews were a key method in qualitative research, used to explore participants' experiences, perceptions, and meanings in great detail. This study conducted in-depth interviews with two key groups namely tourism marketers and promoters as well as tourists and potential visitors. The first group consisted of professionals working in government tourism agencies, private travel companies, and digital marketing firms involved in promoting Lake Toba. These individuals, including content creators, social media strategists, tourism officers, and branding experts, played a crucial role in designing and executing persuasive tourism campaigns. Their insights helped uncover the strategic decision-making processes behind promotional materials, including the selection of linguistic, visual, gestural, spatial, and audio modes to craft compelling messages. Additionally, their perspectives revealed how ethos, pathos, and logos are used to influence potential tourists, as well as the challenges they faced in effectively representing Lake Toba's cultural and natural attractions. The second group of interviews included tourists and potential visitors, both

domestic and international, who had either visited Lake Toba or were considering it as a destination. Their perspectives were essential for analysing how they interpreted, engaged with, and responded to multimodal promotional content, including images, text, and sound elements.

Techniques of Data Analysis

This research adopted Miles et al. (2014) interactive model of qualitative data analysis, which consisted of three key stages: data condensation, data display, and conclusion drawing/verification. Each stage was systematically applied to analyse the persuasive strategies and multimodal elements in the tourism promotion of Lake Toba.

Data Condensation

In this stage, the collected data from brochures, advertisements, websites, social media posts, and promotional videos were carefully reviewed and selected based on their relevance to persuasive strategies and multimodal analysis. This process involved coding and categorizing different modes (linguistic, visual, gestural, spatial, and audio) to identify patterns of persuasion (ethos, pathos, logos). Unnecessary or redundant data were filtered out, ensuring a focused and meaningful analysis.

Data Display

Once the data were condensed, they were organized into charts, matrices, and thematic categories to visually represent the findings. This step allowed for a clear comparison of how multimodal elements interacted in different promotional texts. For example, a table was created to show how different advertisements used linguistic features (e.g., descriptive words, slogans), visual aspects (e.g., images, colors), and spatial arrangements to enhance persuasion. This stage facilitated interpretation by making patterns, relationships, and contradictions in the data more visible.

Conclusion Drawing and Verification

In the final stage, patterns and themes identified from the data display were interpreted to generate

conclusions about the role of multimodal persuasion in the tourism promotion of Lake Toba. These conclusions were continuously verified by cross-checking with theoretical frameworks Kress (2010) multimodal analysis and Ramage et al. (2016) persuasive theory) and interview findings. The research ensured credibility and reliability by revisiting the data, seeking alternative explanations, and validating interpretations through expert reviews and triangulation with multiple data sources.

3. Results

1. Types of Persuasion in Lake Toba Tourism Promotion Texts

The analysis identified three major persuasive appeals in the tourism promotion texts, namely ethos, pathos, and logos. Among these, pathos appeared most frequently, followed by ethos and logos.

Table 1. Distribution of Persuasive Appeals in Tourism Promotion Texts

Persuasive Appeal	Frequency	Percentage (%)
Pathos	45	50.0
Ethos	27	30.0
Logos	18	20.0
Total	90	100

The findings indicate that emotional appeals were the most dominant persuasive strategy found in the promotional materials.

2. Meaning Construction Through Multimodal Resources

Five multimodal resources were identified in the tourism promotion texts, including linguistic, visual, gestural, audio, and spatial modes.

Table 2. Multimodal Resources Identified in Tourism Promotion Texts

Mode	Elements Identified
Linguistic	Vocabulary, slogans, descriptive phrases
Visual	Images, colors, typography
Gestural	Human poses, facial expressions
Audio	Music and narration (video promotions)
Spatial	Layout, positioning, information hierarchy

The linguistic and visual modes were present in all analyzed promotional texts, while gestural, audio, and spatial modes appeared in varying combinations.

3. Persuasive Structures in Tourism Promotion Texts

The analysis revealed a recurring persuasive structure across the promotional materials.

Table 3. Persuasive structure in tourism Promotion Text

No.	Stage	Purpose	Linguistic Example	Visual Example	Typical Elements
1	Attention (Attract attention)	To grab readers' attention and make them notice the message.	"Discover the Beauty of Lake Toba!"		- Catchy headline - Bold typography - Striking image - Bright colors
2	Interest (Build interest)	To create curiosity and encourage readers to want to know more.	"A majestic lake, rich culture, and unforgettable experiences await you."		- Intriguing sentence - Questions - Invitation to explore
3	Destination Description (Provide information)	To inform readers about the destination's attractions, facilities, and accessibility.	"Enjoy stunning natural landscapes, traditional villages, local cuisine, and various exciting activities."		- Descriptive text - Detailed information - Highlight of attractions - Supporting images
4	Emotional Appeal (Arouse emotions)	To evoke positive feelings and emotional connection with the destination.	"Feel the peace, embrace the culture, and create memories that last a lifetime."		- Emotional words - Imagery of happiness, relaxation, adventure - Personal experience expression
5	Call to Action (Encourage action)	To invite readers to take action and visit the destination.	"Plan your trip now and experience the magic of Lake Toba!"		- Direct invitation - Imperative verbs - Contact information - Hashtags/website link

The sequence was identified in the majority of promotional texts examined in the study.

4. Effectiveness of Tourism Promotion Advertisements

The effectiveness of the advertisements was measured based on the presence of persuasive appeals and multimodal integration.

Table 4. Effectiveness Indicators in Tourism Promotion Advertisements

Indicator	Presence
Emotional Appeal (Pathos)	High
Credibility Appeal (Ethos)	Moderate
Logical Appeal (Logos)	Moderate
Visual Attractiveness	High
Multimodal Integration	High
Call-to-Action Statement	High

Most promotional texts contained visual attractions, emotional language, and destination descriptions accompanied by explicit invitations to visit Lake Toba.

4. Discussion

Interpretation of Findings

This study aimed to identify the types of persuasion used in Lake Toba tourism promotion texts, analyze the meanings constructed through persuasive elements, explain the organization of persuasive structures, and evaluate the effectiveness of tourism advertisements. The findings indicate that tourism promotion texts employ a combination of persuasive appeals and multimodal resources to influence potential tourists.

First, the analysis revealed that pathos (emotional appeal) was the most dominant persuasive strategy. Emotional expressions such as beauty, adventure, relaxation, cultural pride, and memorable experiences frequently appeared in the promotional texts. This finding supports the rhetorical theory of Aristotle, which emphasizes that emotional engagement is a powerful means of influencing audiences. It also aligns with the work of James C. Ramage et al. (2016), who argue that effective persuasive communication often relies on emotional appeals to strengthen audience involvement and motivation.

Second, the findings demonstrate that persuasive meanings are constructed through the interaction

of multiple semiotic modes. Linguistic descriptions were combined with visual images, layout designs, colors, and spatial arrangements to create attractive destination representations. These results are consistent with the multimodality framework proposed by Gunther Kress (2010), which argues that meaning is produced through the integration of different semiotic resources rather than language alone. The study confirms that tourism promotion is inherently multimodal, with each mode contributing to the overall persuasive effect.

Third, the recurring persuasive structure identified in the promotional materials Attention, Interest, Destination Description, Emotional Appeal, and Call to Action suggests a systematic organization of persuasive discourse. This structure reflects established advertising principles in which communicators first attract audience attention, build interest, provide information, create emotional engagement, and finally encourage action. The consistency of this sequence across texts indicates that tourism marketers strategically organize information to maximize persuasive effectiveness.

Finally, the effectiveness of tourism advertisements appears to be enhanced by the integration of persuasive appeals and multimodal resources. Advertisements that combined emotional language, credible information, attractive visuals, and explicit invitations to visit Lake Toba were more likely to present a coherent and compelling tourism message. This finding supports previous studies suggesting that multimodal communication strengthens audience engagement and improves promotional outcomes.

Implications of the Study

The study contributes to persuasion and multimodal discourse research by demonstrating how Aristotelian rhetorical appeals operate within contemporary tourism promotion texts. The findings extend persuasion theory by showing that ethos, pathos, and logos are not realized solely through language but are also expressed through visual and spatial resources.

Furthermore, the study supports Kress's multimodality theory by illustrating how multiple semiotic modes interact to construct persuasive meanings in tourism discourse.

For tourism marketers, destination management organizations, and content creators, the findings provide practical guidance for designing more effective promotional materials. Tourism advertisements should combine persuasive language with high-quality visual representations, clear destination information, and emotionally engaging content. Promotional campaigns that strategically integrate multimodal resources may increase audience attention, improve destination image, and strengthen tourists' intentions to visit.

Limitations of the Study

Several limitations should be acknowledged. First, the study focuses exclusively on tourism promotion texts related to Lake Toba, which may limit the generalizability of the findings to other tourism destinations. Second, the research employs a qualitative approach and does not measure audience responses directly; therefore, conclusions regarding advertising effectiveness are based on textual and multimodal analysis rather than empirical visitor behavior. Third, the data were limited to selected promotional materials, which may not represent all forms of tourism communication used across different media platforms.

Future research could expand the scope by examining tourism promotion texts from multiple destinations, incorporating quantitative methods, and investigating audience perceptions to provide a more comprehensive understanding of persuasion in tourism promotion discourse.

5. Conclusion

This study examined persuasion in tourism promotion texts related to Lake Toba, North Sumatra, by focusing on the types of persuasion employed, the meanings constructed through persuasive elements, the organization of persuasive structures, and the effectiveness of tourism advertisements. The findings revealed

that tourism promotion texts predominantly utilize the three classical rhetorical appeals ethos, pathos, and logos with emotional appeal (pathos) emerging as the most frequently used persuasive strategy. The analysis also demonstrated that persuasive meanings are constructed through the integration of multiple semiotic modes, including linguistic, visual, spatial, gestural, and audio resources.

Furthermore, the study identified a recurring persuasive structure consisting of Attention, Interest, Destination Description, Emotional Appeal, and Call to Action. This structure enables tourism promotional texts to attract audience attention, provide destination information, create emotional engagement, and encourage travel intentions. The findings also indicate that the combination of persuasive appeals and multimodal resources contributes significantly to the effectiveness of tourism promotion by enhancing destination attractiveness and strengthening persuasive impact.

Based on these findings, it is recommended that tourism stakeholders, marketers, and destination management organizations develop promotional materials that strategically integrate persuasive language with visual and multimodal elements. Greater emphasis should be placed on emotional engagement while maintaining credibility and informative content to create more effective tourism communication.

For future research, scholars may expand the scope of investigation by examining tourism promotion texts from different destinations and cultural contexts. Future studies could also employ quantitative or mixed-method approaches to measure audience responses and evaluate the actual impact of persuasive strategies on tourists' attitudes, intentions, and travel decisions. Additionally, further research may explore the role of emerging digital platforms, social media, and artificial intelligence in shaping persuasive tourism discourse and destination branding.

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