GENERIC STRUCTURE OF TOURISM PROMOTION WEBSITE OF MADURA NATURAL WONDERS

Rosyida Ekawati[1]; Desi Puspitasari[2]

English Study Program, University of Trunojoyo Madura
Jl. Raya Telang, Bangkalan, Jawa Timur 69162, Indonesia
[1]rosyida.ekawati@trunojoyo.ac.id; [2]puspitasaridesi13@gmail.com

ABSTRACT

The research examined a genre-based analysis of a tourism promotion website of natural wonders on the official website of Sumenep regency. It used descriptive qualitative research. Source of the data was the Indonesian website of Sumenep regency on five natural wonders: they were tourism destinations in Gili Iyang, Gili Labak, Pantai Badur, Pantai Lombang, and Pantai Slopeng. Data collection was done by a classification of the move, step, and strategy that was proposed by Huang on sentence-based using Nvivo software. The findings yield from the proposed move and steps, and there are only four moves available compared to the proposed move and step. They comprise the move 1 headline, move 2 establishing credentials, move 3 directive information, move 4 soliciting response, and four steps in move 2 comprises step 1 introducing general situation, step 2 quoting literature, step 3 describing services or facilities, and step 4 describing critical attractions in the tourism promotion official website. The four moves found in official websites become obligatory because all moves are available in all contents of the tourism promotion website. The establishing credential move occupies the large portion of the website in giving information about the destination. Move 2 steps 2 quoting literature and move four could be categorized into non-obligatory moves because of those moves only available in one of the tourism promotions in the official website of Sumenep regency.

Keywords: tourism promotion, move analysis, promotion website, Madura island, natural wonders

INTRODUCTION

Tourism is an essential part of the economic sectors in Indonesia. According to the World Travel & Tourism Council (WTTC), in the past four years, this sector has experienced its rapid growth with an indicator of increasing tourist visits. This potential encourages each region to increase the promotion of tourism products and services in each region. There is also no exception to the promotion of tourism in Madura Island. Madura Island consists of four regencies, i.e., Bangkalan, Sampang, Pamekasan, and Sumenep. One of these four regencies, Sumenep, could be categorized as the most famous tourist destination based on its number of domestic and international tourists who have visited it.

Concerning to the tourism promotion, there are various modes to promote any products and services for this industry. The use of promotion media nowadays could be billboards, books, magazines, leaflets, brochures, and the internet. These media offer promotional materials and activities with its goal to inform, persuade, convince, and stimulate various target audiences. Conversely, in this global world, the internet becomes the most cost-effective and rapid way to promote tourism products and services all over the world (Yaemwannang & Pramoolsook, 2018).

Concerning the tourist attractions in each regency in Madura, the government as the prominent stakeholder of tourism should actively inform, persuade, and remind the people to tourist destinations worth to visit through online media. Tourism promotion is a prominent source of information for potential tourists (De Los Rios & Hernandes, 2016). One of the primary promotional media for tourism is the use of government websites. They should be built effectively in order to foster the interest of tourists to visit tourist destinations. Nowadays, websites of tourism destinations have been developed as an ideal communication medium for fast-delivering selected information; pervading tourism destination image; and promoting tourist destinations, attractions, products, and services.

From that, it is important for the government to actively promote the intangible values and experiences to the target. Besides the eye-catching and beautiful pictures, the contents posted on the websites need to include all information and features in an attractive and informative way. Government of Sumenep has its official website to inform any brief news, activities, and anything about

Sumenep. One of the contents of the website is about tourism in Sumenep. The official website is considered to provide accurate and brief information about tourism in Sumenep regency. It is in line with Fernandes-Cavia & Castro's (2015) statement that of¬ficial websites are essential tools for image dissemination, brand promotion, and marketing of destinations. The structure and language used in tourism website can assist in constructing the destination's image in the viewer or reader's mind.

To announce tourism destinations in Sumenep to the public, the content of the tourism promotion website should have the right structural information in order to urge and convince readers to come to visit. According to Bhatia (2005), a generic structure of advertisements usually consists of seven moves. They are: (1) establishing credentials, (2) introducing the offer with three steps i.e., offering the product or service, essential detailing of the offer, indicating value of the offer, (3) offering incentive, (4) enclosing documents, (5) soliciting response, (6) using pressure tactics, and (7) ending politely.

In more specific, Huang (2015) breakdowns and describes moves and steps of online tourism information texts in Table 1. There are five moves with seven steps to move 3, and three steps in move 5. The moves are: (1) headline, (2) background information, (3) establishing credentials by introducing general situation, stating honors, quoting literary works, indicating value, describing activities or events, describing services or facilities, (4) directive information, (5) soliciting response by soliciting actions, delivering welcome/wish/thanks, and providing contact details.

Table 1 Moves and Steps of Tourism Information Texts

Move and Step	Description
Move 1 Headline	A title that serves the functional purpose of attracting readers' attention and usually shows the name of the tourism destination.
Move 2 Background Information	This move type offers information about how long the destination has come into being, what it is used for, how it is developed to what it is, etc.
Move 3 Establishing Credentials	This move includes what the writer sees as an advantage for highlighting the uniqueness of the destination.
Step 1 Introducing the general situation	A sketchy description of the destination, mainly for such information as what the scenic beauty is like, what core attributes the place possesses, what the major attractions are, etc.
Step 2 Stating honors	A brief introduction of the honors or awards; the destination wins to convince readers of the worthiness of going to the place.
Step 3 Quoting literary works	A quotation of legends, anecdotes, and some other references related to the destination.

Table 1 Moves and Steps of Tourism Information Texts (Continued)

Move and Step	Description
Step 4 Indicating value	An explicit presentation of archaeological, historical, artistic, or religious values of a place.
Step 5 Describing activities or events	Information about activities or unusual happenings that are designed around various themes and that the tourists can participate to enhance interest of those potential active tourists.
Step 6 Describing services or facilities	Information about the conveniences travelers can enjoy, including food and accommodation options, sports, and entertainment facilities, etc.
Step 7 Describing key Attractions	Detailed knowledge about the important attractions the destination boasts, such as natural scenery, animals, plants, or buildings, sculptures, etc., to produce a specific profile in the reader's mind.
Move 4 Directive Information	Brief directions on how to reach the place and the factual information about opening time or special cautions
Move 5 Soliciting Response	Remarks that induce the reader to make a response or an action.
Step 1 Soliciting actions	Persuasion to motivate the reader to go to the place.
Step 2 Delivering welcome/ wish/ thanks	Welcome, appreciation, or good wish to the reader to establish a rapport with him/her.
Step 3 Providing contact details	The information includes address, telephone, or fax numbers or websites to encourage the reader to seek more about the place.

From Table 1, it can be deduced that in building content of a website of tourism promotion, the generic structure that is worth to follow includes all information refers to the holistic impression tourists have of a particular tourist destination. Writing strategies of tourism promotion are different based on the move and step. It can use strategy to attract the readers' attention by showing the name of the destination, offering information, describing the destination, giving brief direction, or inducing readers. From its purpose of each move and step, there will be a particular language choice used in the content of the website. A diversity of writing strategies in each move delivers a particular communicative purpose (Yaemwannang & Pramoolsook, 2018).

Researches on the genre of promotional texts or advertisements are various, including tourism promotions. Few researchers have studied a generic structure of promotional discourse. Bhatia (2005) has investigated the promotional generic structure; Labrador et al. (2014) have studied on online advertisements; Luo and Huang (2015)

have analyzed on American tourism brochure; Huang (2015) has studied on brief tourism texts. While Kristina, Hashima, and Hariharan (2017) have investigated promotional texts of Indonesian batik; Yaemwannang and Pramoolsook (2018) have conducted a genre analysis of international hotel homepages in Thailand; and Janice (2008) has studied in Hong Kong travel brochures. This research is concerning with the generic structure of the tourism promotion of Madura natural wonders, especially the content of the official website of Sumenep regency.

Therefore, it is worth exploring the information and organization of the textual elements presented in the content of the website and the writing strategies used in the official website of Sumenep Regency. This research aims to analyze the moves and their structures of the textual elements in the tourism promotional content of the government website of Sumenep regency. Besides, it aims to examine the writing strategies used in each move and how each move is arranged to realize its communicative purposes.

METHODS

This research applies a descriptive qualitative research. Source of the data is the Indonesian website of Sumenep regency on five natural wonders. They are tourism destinations in Gili Iyang, Gili Labak, Pantai Badur, Pantai Lombang, and Pantai Slopeng. It is available on the official website of Sumenep regency, which can be reached on http://sumenepkab.go.id/wisata/baca/alam. Data are sentences in Indonesian that refer to each move and step of the tourism promotion on the website. The English translation will be provided to ease non-Indonesian readers.

Data collection is done by a classification of the move, step, and strategy on sentence-based using Nvivo software with its predetermined tree-nodes. Data of generic structure are obtained by identifying the structure of the promotion genre. Then the data coding is used to facilitate the analysis. Sources of data are coded by GI (Gili Iyang), GL (Gili Labak), Pantai Badur (PB), Pantai Lombang (PL), Pantai Slopeng (PL), M (move), S (step), Ref.no (a reference number of each node), a cardinal number for the sequence number. For example is the use of code GI/M2/S1/Ref.1 refers to Gili Iyang, move 2, step 1, reference number 1.

The analysis begins with the structure of Sumenep tourism promotion to find its generic structure. Data from each classification is identified based on moves and steps and then will be displayed. Furthermore, to understand the generic structure and the writing strategies used in the content of the website, genre theory proposed by Huang (2015) is necessarily used to confirm the move, step, and writing strategies in tourism promotion.

RESULTS AND DISCUSSIONS

There are five tourism destinations in Sumenep regency categorized as natural wonders that are explained by the official website. This research is based on genre analysis and uses Huang's (2015) moves and steps for tourism promotion texts. There are five moves with seven steps in move 3, and three steps in move 5 for tourism promotion text.

The finding of this research shows that all the contents of the website in five destinations of Sumenep natural wonders have only four moves; from the headline, establishing credentials, directive information, and soliciting a response. Move 2 background information proposed by Huang is absent in this promotion website that usually provides information to let the reader knows the history of the destination. In move 3, there are none for step 2 stating honors, step 4 indicating value, step 5 describing activities

Table 2 A Summary of Moves and Steps Found in Tourism Website

Move and Step	Examples	Frequency
Move 1 Headline	Gili Iyang (GI/M1/Ref.1)	5 (100%)
Move 2 Background Information		None
Move 3 Establishing credentials	*Kandungan oksigen jelas menjadi daya tarik utama dari pulau yang berjuluk pulau awet muda tersebut, namun bila wisatawan berkunjung ke pulau tesebut juga akan disajikan keindahan pulau yang khas seperti hamparan pantai yang masih alami, dan pesona bawah lautnya dengan berbagai biota laut yang sangat indah.* (GI/M3/S1/Ref.3) (Oxygen is clearly the main attraction of the island that is famous as the ageless island. If the tourists visit the island, it will also be presented with the beauty of a unique island such as a pristine stretch of beach, and dazzling underwater with a variety of very beautiful marine life.)	5 (100%)
Step 1 Introducing general situation	*Kandungan oksigen jelas menjadi daya tarik utama dari pulau yang berjuluk pulau awet muda tersebut, namun bila wisatawan berkunjung ke pulau tesebut juga akan disajikan keindahan pulau yang khas seperti hamparan pantai yang masih alami, pesona bawah lautnya dengan berbagai biota laut yang sangat indah.* (GI/M3/S1/Ref.3) (Oxygen is clearly the main attraction of the island which is famous as the ageless island. If the tourists visit the island, it will also be presented with the beauty of a unique island such as a pristine stretch of beach, dazzling underwater with a variety of very beautiful marine life.)	5 (100%)
Step 2 Stating honors		None

Table 2 A Summary of Moves and Steps Found in Tourism Website (Continued)

Move and Step	Examples	Frequency
Step 3 Quoting literary works	*Hasil penelitian Balai Besar Teknis Kesehatan Lingkungan dan Pengendalian Penyakit (BBTKLPP) Jawa Timur pada 2001 menye-butkan, kadar oksigen di Pulau Gili Labak 21,5 persen.* (GI/M3/S3/Ref.1) (The results of research conducted by East Java Center for Environmental Health and Disease Control (BBTKLPP) in 2001 stated that oxygen levels in Gili Labak Island were 21,5 percent.)	1 (20%)
Step 4 Indicating value		None
Step 5 Describing activities or events		None
Step 6 Describing services or facilities	*Fasilitas:* kamar bilas, kantin/resto/warung, gazebo/tempat peristi-rahatan, tempat ibadah (Masjid/musholla). (GI/M3/S6/Ref.1) Facilities: bathroom, canteen/restaurant/mini shop, gazebo/rest area, place of worship (mosque/musholla).	5 (100%)
Step 7 Describing key attractions	*Pantai badur ini juga memiliki poin plus dimana terdapat sungai air tawar yang bermuara di pantai, sehingga kita akan menjumpai hal yang unik yaitu pertemuan air asin dan air tawar di pantai ini. Selain itu terdapat spot menarik lainnya yang tidak ada di tempat lain adalah barisan batu karang dengan ornamen gua karst diselah-selah hamparan pasir putih.* (PB/M3/S7/Ref.1) (Badur beach also has an extra point where there are freshwater rivers that lead to the beach, so the tourists will find unique experience where there is a meeting point of salt water and fresh water on the beach. Besides, another interesting spot that is not found elsewhere is a rock line with karst cave ornaments splitting into a stretch of white sand.)	2 (40%)
Move 4 Directive information	*Gili Labak dapat di tempuh melalui tiga dermaga yaitu pelabuhan kalianget, Tanjung di Kecamatan Saronggi, dan Pelabuhan Rakyat di Desa Kombang Talango.* (GL/M4/Ref.1) (Gili Labak can be reached through three piers, namely Kalianget port, Tanjung Port in Saronggi district, and Rakyat Port in Kombang village, Talango.)	5 (100%)
Move 5 Soliciting response		1 (20%)
Step 1 Soliciting actions	*Pengalaman berbeda yang ditawarkan oleh pantai ini akan benar-benar membuat anda melupakan rutinitas keseharian yang menjen-uhkan, cocok bagi anda yang hendak mengisi mood dan semangat agar kembali siap beraktifirtas sehari-hari.* (PB/M5/S1/Ref.1) The beach offers different experiences that really make you feel free from the saturating daily routine. It is perfect for those who want to fill a good mood and get enthusiastic to be ready to go back to daily activities.	1 (20%)
Step 2 Delivering welcome/wish/thanks		None
Step 3 Providing contact details		None

or events, and in move 5, there are also none for step 2 delivering welcome/wish/thanks, and step 3 providing contact details. It can be seen in Table 2.

Based on the examples in Table 2, it can be further explained the moves, steps, and strategies used in each of the tourism promotion of Sumenep natural wonders. Meanwhile, Table 3 shows the contrast between the proposed move and step and realization of move and step in the website.

Move 1 is the headline. All the contents in the headline in a simple way have functions to attract readers' attention (Sitthanakul & Dhanesschaiyakupta, 2017). Headlines of all the tourism promotions are the direct headline. They show only the names of the tourism destinations which are direct and go straight to the heart of the matter. There is one headline of the name of the place with a simple description

of the place: *Pantai Badur; Alasan untuk mencari suasana tenang nan eksotis* (Badur Beach; Reasons to find exotic and calm atmosphere). It is reasonable to put the headline in the form of the name of the place in order the readers easily recognize the intended destination. One of the headlines with its specialty can provide unique properties and destination brands.

Move 2 is establishing credentials with step 1 is introducing the general situation. This move and step aim to urge potential tourists and provide them with some positive description and information regarding the credentials of the destination. It generally touches upon the location, scenic beauty, main attributes the place has, specialty, uniqueness, or major attractions. Bhatia (2004) has explained that image-building of promotion relies on establishing credentials as the primary source of persuasion.

In the website, it is also explained the description of each destination. What the place has can be the primary resourceful information to targeted readers. It can be seen in the example of step 1.

Data 1
Pantai Slopeng memiliki hamparan pasir yang membentang sepanjang 6 km dengan luas lahan 3 Ha. (PS/M3/S1/Ref. 1)
(Slopeng beach has a stretch of white sand, stretches for 6 km with an area of 3Ha.)

Data 2
Gili Labak merupakan sebuah pulau kecil yang menyimpan sejuta pesona, hamparan pasir putih yang mengelilingi pulau dengan luas tidak lebih dari 5 Ha. (GL/M3/S1/Ref.1)
(Gili Labak is a small island that holds a million wonders, white sand stretches along the island with an area of not more than 5 Ha.)

Data 3
Kandungan oksigen jelas menjadi daya tarik utama dari pulau yang berjuluk pulau awet muda tersebut, keindahan pulau yang khas seperti hamparan pantai yang masih alami, pesona bawah lautnya dengan berbagai biota laut yang sangat indah. (GI/M3/S1/Ref.3)
(Oxygen is the main attraction of the island, which is famous as the ageless island, the beauty of a unique island such as a pristine stretch of beach, dazzling underwater with a variety of wonderful marine life.)

Data 4
Pesona bawah lautnya yang masih cukup terjaga dengan baik, sehingga pengunjung dapat dengan mudah menikmati hamparan terumbu karang dengan hanya menggunakan alat snokeling yang dapat disewa disekitar pantai, tanpa harus membawa alat diving. (GL/M3/S1/Ref.1)
(The dazzling underwater is still quite well maintained, so the tourists can easily enjoy the expanse of coral reefs by just using snorkeling equipment that can be rented around the beach, without having to carry diving equipment.)

From Data 1 to Data 4, all information in move 2 step 1 is similar. The strategy used in this step is by describing the uniqueness and the natural wonders of the destination using a particular vocabulary, which portrays positive images of destination. This step is accepted to ease the reader shapes an impression of its nature and unique characteristics of the factual content with flowering description.

Table 3 The Contrast of Move and Step in Website

Proposed Move and Step	Realization of Move and Step
Move 1 Headline	**Move 1 Headline**
Move 2 Background Information	**Move 2 Establishing Credentials**
Move 3 Establishing Credentials	Step 1 Introducing the general situation
Step 1 Introducing general situation	Step 2 Quoting literature
Step 2 Stating honors	Step 3 Describing services or facilities

Table 3 The Contrast of Move and Step in Website (Continued)

Proposed Move and Step	Realization of Move and Step
Step 3 Quoting literary works	Step 4 Describing key attractions
Step 4 Indicating the value	**Move 3 Directive Information**
Step 5 Describing activities or events	**Move 4 Soliciting Response**
Step 6 Describing services or facilities	
Step 7 Describing key attractions	
Move 4 Directive Information	
Move 5 Soliciting Response	
Step 1 Soliciting actions	
Step 2 Delivering welcome/wish/ thanks	
Step 3 Providing contact details	

Move 2 is establishing credentials with Step 2 is quoting literary works. There is one data in this step. It cites the result of academic research to strengthen the description of the destination.

Data 5
Hasil penelitian Balai Besar Teknis Kesehatan Lingkungan dan Pengendalian Penyakit (BBTKLPP) Jawa Timur pada 2001 menyebutkan, kadar oksigen di Pulau Gili Labak 21,5 persen. (GL/M3/S3/Ref.1)
(The results of research conducted by East Java Center for Environmental Health and Disease Control (BBTKLPP) in 2001 stated that oxygen levels in Gili Labak Island were 21.5 percent).

Data 5 shows the citation of the results of research that is aimed at strengthening claims about the oxygen level in the tourist destination. Result of research is generally trusted. The strategy used in this step is by bringing credible institutions related to research on environmental health and disease Control.

Next is move 2; establishing credentials with step 3; describing services and facilities. Move 2 step 3 refers to detailed information about any comfortable facilities tourists can enjoy, including food and accommodation choices, sports, and entertainment facilities. It can be seen in Data 6.

Data 6
Fasilitas: kamar bilas, kantin/resto/warung, gazebo/tempat peristirahatan, tempat ibadah (Masjid/ musholla.) (GI/M3/ S6/Ref.1)
Facilities: bathroom, canteen/restaurant/mini shop, gazebo/ rest area, place of worship (mosque/*musholla*).

From the tourism promotion of the official website of Sumenep regency, another way to build the credential is providing resourceful information about facilities available in those places as in Data 6 of move 2 step 3. It is available in all tourism promotions for natural wonders. Public facilities that are available in those places mostly comprise simple descriptions, without any adjectival expressions of the image, for a bathroom, canteen/ restaurant, gazebo, and praying area such as a mosque. There is no further information about accommodation to stay overnight, sports, entertainment completed the facilities in the destination.

The strategies used in the website are conducted by giving information about basic facilities that are usually needed by tourists. It is related to the basic need of human such as eating or drinking, worship, and also a toilet that all tourists needed. All related to tourist experiences, which can be significantly influenced by the type and quality of products and services available at the destination.

Next is move 2; establishing credentials with step 4; describing key attractions. This step gives a way to describe the detail and famous attractions the destinations boast, in this context about natural scenery to produce a unique feature in the reader's mind. Although it is considered to be essential to arouse the reader's mind, there is only one tourism promotion that provides such descriptions. It can be seen in data 7 and 8.

Data 7
Kecilnya pulau tersebut membuat (luasnya hanya tidak lebih 5 Ha) pengunjung berasa berada di pulau pribadi. (GL/M3/S7/Ref.1)
(Due to its size, which is not more than 5 Ha, it makes the tourists feel like at a private island.)

Data 8
Pantai Badur ini juga memiliki poin plus dimana terdapat sungai air tawar yang bermuara di pantai, sehingga kita akan menjumpai hal yang unik yaitu pertemuan air asin dan air tawar di pantai ini. Selain itu terdapat spot menarik lainnya yang tidak ada di tempat lain adalah barisan batu karang dengan ornamen gua karst diselah-selah hamparan pasir putih. (PB/M3/S7/Ref.1)
(Badur beach also has an extra point where there are freshwater rivers that lead to the beach, so the tourists will find a unique experience where there is a meeting point of saltwater and freshwater on the beach. Besides, other interesting spots that are not found elsewhere are rock lines with karst and cave ornaments splitting into a stretch of white sand.)

From Data 7 and Data 8, the boast of the destination is described. The expressions, such as "*pengunjung berasa di pulau pribadi*" (it feels like in a private island), give a vibrant of how the readers imagine having their island without any disturbance. For this, it is the right place to have a vacation. This strategy uses the expressions of "*menjumpai hal yang unik*" (find unique experiences), "*spot menarik lainnya*" (other interesting spots), "*tidak ada di tempat lain*" (not found elsewhere) are examples how to boast the destination. Those are presenting the beautiful and unique scenery before the readers visit the place and thus builds the evaluative image of the destination.

In move 3 (directive information); this step is to give brief directions on how to reach the place, and factual information about opening times or special warnings is sometimes given. The direction as a guide for the potential tourist to reach the destination is essential. By providing a clear direction, it could provide a good visualization of how to arrive at. The direction could be the distance of the destination, how to go there, any alternatives, must-prepared things, seasons, what should do and do not, and any available schedule.

From the five tourism destinations of natural wonders that are promoted on the official website, all have this kind of move, directive information. It can be seen in Data 9 and Data 10.

Data 9
Gili Labak dapat ditempuh melalui tiga dermaga yaitu pelabuhan Kalianget, Tanjung di kecamatan Saronggi, dan pelabuhan Rakyat di desa Kombang Talango. (GL/M4/Ref.1)
(Gili Labak can be reached through three piers namely Kalianget port, Tanjung port in Saronggi district, and Rakyat port in Kombang village, Talango.)

Data 10
Untuk pulau Gili Iyang, pengunjung dapat menggunakan ojek menuju pelabuhan Dungkek yang berjalak 28 km dari pusat kota. Bila dari terminal Arya Wiraraja, pengujung bisa memanfaatkan jasa ojek dengan tarif sekitar Rp. 50.000. Setelah sampai ke pelabuhan Dungkek, pengunjung bisa memanfaatkan transportasi perahu penyebrangan menuju pulau Gili Iyang dengan tarif Rp. 10.000 - Rp 20.000 yang beroprasi mulai jam 10.00 wib hingga jam 14.00 wib saja. (GI/M4/ref.1)
(To visit Gili Iyang, you can take a motorcycle ojek services to the port of Dungkek, which runs 28 km from the city center. If you start from Arya Wiraraja bus terminal, you can use ojek services at a rate of around Rp. 50,000. Arrived at the port of Dungkek, visitors can take advantage of crossing boat transportation to Gili Iyang Island for Rp. 10,000 up to Rp. 20,000 which operates from 10.00 am until 02.00pm.)

Those two examples provide the proposed tourists' information to reach the destination and to consider the alternatives that are suitable and comfortable for them. This move seems to be an obligation for tourism promotion on the website as these directions and instructions will easily guide the tourists without them getting lost or experiencing unpleasant things.

For the instruction and direction to reach the destination, it usually discusses information about transportation. This move-in Sumenep official website of the tourism promotion is intended for tourists who will travel by public transportation. The information about the kind of transportation they can use completed with the cost of each transportation mode. Only one destination that is better to be reached by private car due to the lack of available transportation. As the move suggested, the directions include the most proper time to visit, schedule of transportation, the warning, and various tips regarding the travel to the tourism destination.

The next move is move 4; soliciting response. This move could be the last in the official website. It is the remarks that induce the readers to make a response or act. Meanwhile, the step involves persuasion to motivate the reader to go to the place. From the promotion on the website, there is only one example in move 4 that can be seen in Data 11.

Data 11
Pengalaman berbeda yang ditawarkan oleh pantai ini akan benar-benar membuat anda melupakan rutinitas keseharian yang menjenuhkan, cocok bagi anda yang hendak mengisi

mood dan semangat agar kembali siap beraktifitas sehari-hari. (PB/M5/S1/Ref.1)
(The beach offers different experiences that really make you feel free from the saturating daily routine. It is perfect for those who want to fill a good mood and get enthusiastic about being ready to go back to daily activities.)

To achieve persuasiveness and entice the reader to go to the promoted tourism destination, the use of the specific expression is focused on generating evaluating an image that the destination is worth to visit. From the findings, it can be understood that the main focus of move 2; establishing credentials is on presenting positive images of the tourism destination by giving adequate information about what resources the destination has and evaluation for the available resources.

The generic structure of tourism promotion involves four moves in the official website of Sumenep regency in particular for its natural wonders. Meanwhile, Huang (2015) has proposed the generic structure of tourism information consists of five moves with various steps in move 3 and move 5. In the official website, move 1 headline consists of the name of the place. It is an obligatory move because all promotions of natural wonders in Sumenep regency merely provide the name of the destination in short and brief. It can be one of the strategies to facilitate readers easily memorize the destination.

The absence of move of background information that should contain the history of the destination and the duration of development can engage readers to attach to the destination. History can be a competitive boundary, characters, and culture of a destination because the history told gives a colorful past in which a sense of place can be sensed. As a tourism resource, history tends to be an attraction for some tourists. Therefore, this move also shows a slightly attractive color for a tourism destination. A long history can be offered through the background information of destinations.

As the information on the website is in Indonesian, it is evident that the intended readers are also Indonesian or whoever knows Indonesian. It is a common assumption that Indonesian people do not keen on visiting a historical destination so that the move on historical information does not require an obligation in tourism promotion website.

Due to the absence of information background, all promotions straight to establishing credential by its various forms of expressions such as introducing a general situation, quoting literature, describing facilities, and describing key attractions. The move becomes the most prominent component because it appears in all tourism promotions on the website. Move to establish credential is the large portion of the promotion, which is presented by highlighting various positive features of the destination described and the services offered. The frequent uses of favorable adjectives are common in establishing credential (Huang, 2015).

Another obligatory move is move 3 directive information. In all promotions, information about the direction to reach the place is clearly explained. It is also an essential part of the promotion to build readers' imagination about the place. Move 4 soliciting response is the last move where it is kind of remarks to convince readers to visit the destination. It is an optional move because only one promotion text has its move. From the move and step in the website, it can be understood that the positive images of the tourism destinations are built by establishing credential, directive information, and soliciting a response.

CONCLUSIONS

Sufficient and correct information needs to be offered about what the tourism destination is, where the location is, special features the destination has, and others. These elements are the primary knowledge of tourism destinations that are most of concern to potential tourists. The available information is to attract the reader's consideration. Being attractive depends on the way the message is conveyed and the elegance of the language. When potential tourists read tourism promotion on the official website, they are reading what they are interested in and generates their emotional appreciation of the destination.

The establishing credentials move that acquire the most of the tourism promotion website has a significant role in promoting and establishing the intended tourism destinations and becomes the obligatory move in tourism promotion website. It means that giving information is the prominent function of tourism promotion website, although the information is sometimes considered as 'one-sided' with any positive evaluations. Therefore, it is the establishing credentials move that mainly builds the imagination of the destination character in the readers' mind.

Since this research is discussing on tourism promotions of natural wonders on the official website of Sumenep regency which are available only in the Indonesian language so that the promotions have only limited readers, who are familiar with the Indonesian language. Meanwhile, it is suggested that the future researches will be possibly conducted for other tourism promotions such as attractions, culture, culinary, and others which are available in Sumenep. It is also possible to conduct promotions in the English language that reach international readers. The forms of travelogues, travel narratives, or travel guides written by tourists, travel agents, travel blogs, or others can be sources of data to find their generic structures.

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