

An Analysis of the Language Styles Used in Discovery Kartika Plaza Hotel Advertisements

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Abstract

This research aims to analyze the language style used and the message conveyed in Discovery Kartika Plaza Hotel Advertisements. The research design used in this study is descriptive qualitative. The researcher, table, and notebook are instruments used in this research. Based on the findings and discussion, there are 7 types of language styles from 20 data points found. The language styles are 1) Hyperbole, 2) Metaphor, 3) Alliteration, 4) Personification, 5) Metonymy, 6) Prolepsis, 7) Synecdoche. Hyperbole is one of the most frequently used language styles in hotel advertisements, with a frequency of occurrence of 25% of all language styles analyzed. The message conveyed to the reader is that the language style used in Discovery Kartika Plaza Hotel advertisements is carefully designed to persuade and attract potential guests by evoking emotions, creating a sense of luxury or comfort, and highlighting unique experiences.

Keywords: *Advertisements, Hotel, Language Styles.*

INTRODUCTION

Language is a key tool for communication in fields like business, economics, society, tourism, and technology (Meisel, 2011; Russell-Rose, *et.al.*, 2012). Language plays an important role for learners and workers, as it effectively conveys ideas and intentions. In this digital era, the use of language is especially important in marketing. Language style is a way for writers to convey their thoughts, mainly through language, to reflect their inner essence and personality (Fadlilah *et al.*, 2021; Assingkily, *et.al.*, 2021; Shibata, 2020). The choice of language style depends on several aspects, which social factors may influence. Speaking style refers to how individuals, as participants in social and sociolinguistic contexts, navigate their roles and goals within a framework of difference and opportunity. According to (Inderasari *et al.*, 2021), stylistics is one of the linguistic studies that discuss the accuracy of using language, in this case, advertising language. Advertising language is one of the most important components in promoting products or services offered to customers.

Language style is a part of diction or word choice that considers the appropriateness of using certain words, phrases, or clauses in the linguistic hierarchy. This includes aspects of the selection of individual words, phrases, clauses, and sentences, as well as the entire discourse. Language style can be interpreted as a person's unique way of conveying ideas through language, which reflects the character and personality of the language user. According to (Keraf, 2010), language style is distinguished based on whether the meaning is conveyed directly or not, and is divided into two types, namely rhetorical language style and figurative language style.

Discovery Kartika Plaza Hotel is a 5-star beachfront hotel located in the heart of Kuta, Bali. Website and Instagram are the platforms used to market the hotel's products and

services. In terms of marketing the products and services owned by Discovery Kartika Plaza Hotel, these advertisements will be uploaded on social media owned by the hotel's management. Various promos and special offers made by the hotel are uploaded as much as possible on social media. The hotel uses advertising as one of the media in marketing hotel products and services, in making pamphlets or flyers (Sutanto et al., 2021). Advertising is a message about a product that is communicated through various media. Television, radio, and print advertisements are the various types of advertisements that will be distributed through social media and traditional media. Advertising as a means of promoting products or services often appears in everyday life, it can be in the form of online and offline advertising. Advertising, as a strategy to promote products and services through various media, is something that business people must be familiar with (Syuhada1 & Muthalib, 2020). Overall, the result of this research is how the use of language styles in Discovery Kartika Plaza Hotel advertisements, and the messages conveyed in these advertisements to readers.

METHOD

The research design used in this research is descriptive qualitative (Assingkily, 2021). According to (Nassaji, 2015) the purpose of descriptive qualitative research is to explain and describe a phenomenon. This type of descriptive qualitative research describes the results of the data in writing. The results of this study are in the form of descriptive descriptions regarding the identification of the language styles used and the messages conveyed in the Discovery Kartika Plaza Hotel advertisements. This research uses the theory of (Keraf, 2010) states that language style is divided into two types, namely rhetorical language style and figurative language style. The data subject was a hotel advertisement promoting Discovery Kartika Plaza Hotel. This research took data from the hotel's website, <https://www.discoverykartikaplaaza.com>, and Instagram account @discoverykartikaplaaza. This research collected data in the period from December 2024 to January 2025. The researcher, table, and notebook are the instruments used in this study.

In analyzing the data, this study applied the steps of Miles & Huberman (1994), stating that the data analysis process involves data collection, , data condensation, data display, and conclusion drawing. In the data collection, the researcher analyzed the promotional advertisements on Discovery Kartika Plaza Hotel's website and Instagram. This stage also involved note-taking because the researcher made notes to record observations when analyzing the advertisements. After that, the researcher separated the ads according to the data display table. The researcher used the table in the data collection tool to help distinguish each sequence. Based on the results of recording when analyzing advertisements. The data obtained is then analyzed to find out the types of language styles used, this is known as condensation data.

This research uses data display in the form of tables as one method of analyzing data. This data display records data in a systematic and structured way, helping to collect relevant and more accurate data.

Table 1. Data Display Sheet

No	Sentences	Language Styles	Purposes (The Message Conveyed)	Remarks

The last is conclusion drawing is the process of drawing conclusions from the data obtained that can answer research questions. The data obtained is analyzed through a content analysis process. Conclusions can be made if the results have been categorized as maximum.

FINDINGS AND DISCUSSION

Based on the research findings in this chapter, the study presents the language styles used in Discovery Kartika Plaza Hotel advertisements and the messages conveyed in the advertisements in the period from December 2024 to January 2025. There are 7 types of language styles from 20 data points found. The language styles are 1) Hyperbole, 2) Metaphor, 3) Alliteration, 4) Personification, 5) Metonymy, 6) Prolepsis, 7) Synecdoche. Hyperbole is one of the most frequently used language styles in hotel advertisements, with a frequency of occurrence of 25% of all language styles analyzed. The messages conveyed to the reader are that the language style used in Discovery Kartika Plaza Hotel advertisements is carefully designed to persuade and attract potential guests by evoking emotions, creating a sense of luxury or comfort, and highlighting a unique experience. Meanwhile, the language styles used, and the messages conveyed can be seen in the table below.

Table 2. The used of Language Styles and the Message
Conveyed in Discovery Kartika Plaza Hotel Advertisements.

No	Sentences	Language Styles	Purposes (The Message Conveyed)	Remarks
1	Balinese Night (Appendix 01, first line)	Metaphor	The advertisement promotes one of the products offered by Discovery Kartika Plaza Hotel, offers a dinner with the beauty of the night that combines tradition, culture, and the natural beauty of Bali at Discovery Kartika Plaza Hotel.	The goal is to emphasize Balinese culture at Discovery Kartika Plaza Hotel.
2	Love Under the Stars (Appendix 02, second line)	Metaphor	The advertisement recommends enjoying a romantic dinner under the stars with your lover	Gives the impression of a warm, cozy, and romantic atmosphere.
3	Best Aging	Hyperbole	The advertisement claims	Attract consumers

	Steakhouse in Kuta (Appendix 03, second line)		that the steak at Discovery Kartika Plaza Hotel's restaurant provides high quality and perfect flavor.	to try the steak at this place.
4	Blend & Bond Frappuccino (Appendix 04, first line)	Alliteration	The advertisement suggests buying a frappuccino drink with your loved ones to bring people together while enjoying a delicious mixed drink.	The target is to get consumers interested in trying drinks at the Lobby Bar, Discovery Kartika Plaza Hotel.
5	Perfect for Coffee Lovers (Appendix 05, third line)	Hyperbole	The ad conveys that the experience of enjoying Balinese coffee cream is a moment that provides comfort, freedom, and relaxation.	The target is to get consumers interested in trying coffee at the Lobby Bar, Discovery Kartika Plaza Hotel.
6	Chill Remedy, Cool Down in Style (Appendix 06, first line)	Alliteration	The advertisement implies that the drink is not only effective in relieving thirst or heat, but it is also presented in a fashionable and trendy way, with a unique flavor and an elegant way of serving.	The target is to get consumers interested in trying drinks at the Sunset Bar, Discovery Kartika Plaza Hotel.
7	Wine O'clock (Appendix 07, first line)	Metaphor	The advertisement recommends enjoying a specific time to relax with a glass of wine, accompanied by a margherita pizza.	To promote the wines at Discovery Kartika Plaza Hotel.
8	Happy Hour (Appendix 08, first line)	Personification	The advertisement recommends enjoying a 30% discount on a selection of cocktails or mocktails at Kul Kul Bar.	The target is to get consumers interested in trying cocktails or mocktails at Kul Kul Bar in Discovery Kartika Plaza Hotel.
9	Beer Bucket (Appendix 09, second line)	Metonymy	The advertisement suggested that it would be cheaper to buy 3 beers than just 1.	To promote beer at Kul Kul Bar.

10	Toast to Elegance in a Glass (Appendix 10, fourth line)	Hyperbole	The advertisement conveys that the drink can bring people closer together.	The target is to get consumers interested in trying drinks at the Kul Kul Bar, Discovery Kartika Plaza Hotel.
11	Perfectly Balanced for a Refreshing Escape (Appendix 11, fourth line)	Hyperbole	The advertisement highlights that this drink has a perfectly balanced flavor that everyone would desire to savor.	The target is to get consumers interested in trying drinks at the Eljardin in Discovery Kartika Plaza Hotel.
12	Love is in the Air (Appendix 12, first line)	Metaphor	The advertisement suggests getting a massage with your partner at Discovery Spa.	The moment or situation where there are many feelings of love or romance around the couple doing the massage together.
13	Santa's gift awaits you after your first spa treatment! (Appendix 13, third line)	Personification	The advertisement implies that there will be fun and unexpected rewards, such as discounts, gifts, or special promos, after the guest's first spa treatment on Christmas Eve.	Give the impression of a warm and cozy atmosphere, as if Santa were greeting hotel guests. The goal is for consumers to imagine a pleasant experience during their stay.
14	Kids Holiday (Appendix 14, first line)	Metonymy	The advertisement highlights that kids' holidays will be more memorable with this nail art experience.	To promote kids' activities that can be joined on their holiday at Discovery Kartika Plaza Hotel.
15	Celebrate moms with 10% off all spa treatments! (Appendix 15, first line)	Synecdoche	The advertisement implies that all spa treatments are given a 10% off discount that can be accessed and enjoyed by moms specifically on Mother's Day.	To give a discounted treatment as a commemoration of Mother's Day.

	15, third line)			
16	Heavenly Foot Ritual Combination (Appendix 16, first line)	Hyperbole	The advertisement claims that this treatment will provide a great sense of relaxation from foot care.	Aims to highlight the advantages of hotel services to make it more attractive and memorable for the audience.
17	Afternoon Spa Break (Appendix 17, second line)	Personification	The advertisement conveys taking a break and enjoying the spa at a special price.	To promote spa treatments in Discovery Spa.
18	Soothe & Shine (Appendix 18, first line)	Alliteration	The advertisement claims that having a reflexology and hair spa treatment can leave you feeling refreshed from head to toe.	To promote the Spa product in Discovery Spa.
19	Flash Sale 1.1 (Appendix 19, first line)	Prolepsis	The advertisement implies a big discount offer valid for a limited time on January 1	The goal is to promote discounted hotel rooms on special dates.
20	Flash Sale 12.12 (Appendix 20, first line)	Prolepsis	The advertisement implies a big discount offer valid for a limited time on December 12	The goal is to promote discounted hotel rooms on special dates.

Table 3. Frequency of language styles used in percent

No	Type of language style used	Frequency in percent
1	Hyperbole	25%
2	Metaphor	20%
3	Alliteration	15%
4	Personification	15%
5	Metonymy	10%
6	Prolepsis	10%
7	Synecdoche	5%
Total		100%

The types of advertisements used can be categorized into 4 promotional sections: food, beverage, spa, and room. Each of these categories allows hotels to target specific guest

needs and preferences, whether by highlighting culinary experiences, unique beverage offerings, Spa and wellness services, or comfortable and attractive accommodations. By segmenting their promotional strategies in this way, hotels can reach diverse audiences more effectively and showcase the range of services they provide to increase guest satisfaction and boost reservations.

CONCLUSION

This research analyzes the language style used in the Discovery Kartika Plaza Hotel Advertisement. Based on the findings and discussion, from 20 data points found in the period December 2024 to January 2025, there are 7 language styles used in the advertisements of Hotel Discovery Kartika Plaza. The language styles are 1) Hyperbole, 2) Metaphor, 3) Alliteration, 4) Personification, 5) Metonymy, 6) Prolepsis, 7) Synecdoche. The results of this study support the theory by (Keraf, 2010), who states that language style is distinguished based on whether or not the meaning is conveyed directly, and is divided into two types, namely rhetorical language style and figurative language style. Hyperbole is one of the most frequently used language styles in hotel advertisements, with a frequency of occurrence of 25% of all language styles analyzed.

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In addition, there are also several messages conveyed from those sentences and language styles. The messages conveyed to the reader are that the language style used in Discovery Kartika Plaza Hotel advertisements is carefully designed to persuade and attract potential guests by evoking emotions, creating a sense of luxury or comfort, and highlighting a unique experience. Through the use of descriptive adjectives, persuasive phrases, and appealing imagery, these advertisements aim to build a positive image of the hotel and influence the reader's decision-making process. Ultimately, the message conveyed is not only about the facilities offered, but also about the lifestyle and unforgettable experience promised by the hotel.

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