

The Identification of Language Functions Based on Halliday's Framework on Buleleng Regency Tourism Office Social Media

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis fungsi bahasa dalam postingan Kantor Pariwisata Kabupaten Buleleng di Instagram @visit.northbali guna menentukan fungsi bahasa yang digunakan dalam promosi pariwisata digital. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik analisis konten pada postingan dari Januari hingga Juni 2025. Data dianalisis berdasarkan tujuh fungsi bahasa menurut M.A.K. Halliday, yaitu instrumental, regulatif, interaksional, personal, informatif, heuristik, dan imajinatif. Hasil menunjukkan bahwa semua fungsi bahasa ditemukan, dengan fungsi informatif, instrumental, dan imajinatif mendominasi, sementara fungsi regulatif, interaksional, personal, dan heuristik muncul lebih jarang. Fungsi informatif digunakan untuk menyampaikan informasi yang jelas tentang destinasi, fungsi instrumental dan regulatif untuk mendorong tindakan audiens, serta fungsi personal dan imajinatif untuk membangun kedekatan emosional dan citra positif. Temuan ini menunjukkan bahwa Dinas Pariwisata Kabupaten Buleleng secara strategis menggabungkan berbagai fungsi bahasa untuk meningkatkan efektivitas pesan dan keterlibatan audiens dalam promosi pariwisata digital.

Kata Kunci: Kantor Pariwisata Kabupaten Buleleng, Fungsi Bahasa, Media Sosial, Promosi Pariwisata

ABSTRACT

This study aims to analyze the language functions in the posts of the Buleleng Regency Tourism Office on Instagram @visit.northbali to determine the linguistic functions used in digital tourism promotion. This study uses a qualitative descriptive method with content analysis techniques on posts from January to June 2025. The data were analyzed based on the seven functions of language according to M.A.K. Halliday, namely instrumental, regulatory, interactional, personal, informative, heuristic, and imaginative. The results showed that all functions of language were found, with the informative, instrumental, and imaginative functions dominating, while the regulatory, interactional, personal, and heuristic functions appeared less frequently. The informative function was used to convey clear information about destinations, the instrumental and regulatory functions to encourage audience action, and the personal and imaginative functions to build emotional closeness and a positive image. These findings indicate that the Buleleng Regency Tourism Office strategically combines various language functions to increase the effectiveness of messages and audience engagement in digital tourism promotion.

Keywords: Buleleng Regency Tourism Office, Language Function, Social Media, Tourism Promotion

INTRODUCTION

Social media has become the primary communication tool in the tourism industry, influencing interactions and destination promotion. According to research conducted by Kavoura et al. (2020), tourist destinations can be promoted through the use of social media, thereby expanding the reach of local and international audiences. In addition, research by Julianti et al. (2024) shows that social media also serves as the main communication channel for tourists in planning their trips, as well as a promotional tool that can expand the audience reach globally. Platforms such as

Instagram and Facebook enable rapid interaction, making them important in destination marketing strategies, including Buleleng Regency.

Buleleng has many interesting natural and cultural tourist destinations, such as waterfalls and beaches. The Buleleng Regency Tourism Office needs to utilize social media to promote tourism and interact with tourists more effectively. Social media allows the Buleleng Regency Tourism Office to promote more widely and interact directly with tourists, provide necessary information, and answer questions or concerns from the audience. In managing social media, the Buleleng Regency Tourism Office pays special attention to the use of language on social media platforms. This is because language is very important for attracting the audience's attention and building an emotional bond with them. Alhaddar et al. (2025) conducted a study showing that the appropriate use of language on social media can create a positive image and attract audiences to participate in tourism experiences.

However, even though social media has a lot of potential, it's important to evaluate how language is used in this communication. According to Maysanjaya (2024), in the context of digital promotion, language isn't just a tool for conveying information, but also a strategy for building the image of a destination. Halliday proposes seven basic functions of language: instrumental (expressing needs), regulative (controlling behavior), interactional (building social relationships), personal (expressing identity and emotions), representational (conveying information), heuristic (seeking information), and imaginative (creating imaginary worlds). Language in digital tourism promotion not only functions as a means of conveying information, but also as a medium for building image and emotional connections with potential tourists.

However, most studies focus on promotional content without analyzing the function of language in conveying information used by local government agencies such as the Buleleng Regency Tourism Office on social media, which then generates responses as expressions from the audience. According to Wahyudi, G., Sudana, P. A. P., & Sari, R. A. (2025), "The use of language functions according to Halliday (1975), such as personal, regulatory, and interactional functions, is very clearly seen in effective digital tourism promotion, especially through social media. Therefore, this study aims to fill this gap by identifying the social media content of the Buleleng Regency Tourism Office.

Analyzing how these language functions appear in the social media posts of the Buleleng Regency Tourism Office can provide insight into the strategies they use to inform, influence, and engage their audience. This study aims to identify and classify the language functions found in the social media content of the Buleleng Regency Tourism Office based on Halliday's functional categories. Through this research, it is hoped that a clear picture will emerge of how the use of language and expressions by the Buleleng Regency Tourism Office on social media influences local government promotional efforts and interactions with tourists. By conducting an in-depth analysis of the language and style used in the Buleleng Regency Tourism Office's social media posts, it is hoped that useful insights will be found to improve their communication plans.

In Buleleng Regency, the official tourism office actively uses social media platforms to communicate with local and international audiences. However, although the content appears visually appealing and informative, little is known about the communicative functions underlying the language used in these posts. Most existing studies on tourism communication tend to focus on content themes, visual elements, or marketing effectiveness, but few explore the linguistic functions that shape how messages are constructed and received. This gap leaves questions about the purposeful use of language in official social media communication unanswered.

The study focuses solely on analyzing the Instagram social media account belonging to the Buleleng Regency Tourism Office. This platform was chosen because it has strong visuals and is a popular platform for promoting tourism, making it possible to accurately identify the types of language frequently used in posts promoting tourist destinations. This study limits the analysis period to posts published from January to June 2025. This time limit allows us to see the latest communication trends used by the Buleleng Regency Tourism Office in promoting tourist attractions in Buleleng. This study only focuses on the use of language, such as the functions and expressions found in text, image, and video posts directly related to the promotion of tourist attractions in Buleleng Regency, such as natural and cultural tourist destinations and special events organized by the Buleleng Regency Tourism Office. Therefore, this study focuses only on identifying and analyzing the functions of language (informative, persuasive, and expressive) found in the posted texts and videos.

This study aims to contribute to the development of applied linguistic theory, particularly regarding language functions and expressions in digital media. By identifying various functions used by the Buleleng Regency Tourism Office on social media to convey information, this study enriches the study of the application of language functions in the context of internet-based mass communication. The results of this study can be useful for academics, students, and researchers in the fields of applied linguistics, digital communication, and tourism. This research may encourage further research examining the dynamics of digital communication in the context of local culture. Finally, this research is expected to increase the understanding of Buleleng tourism industry players, both individuals and tourism business groups, about the importance of strategic language use in promoting tourism products.

METHOD

This study uses a descriptive qualitative research approach and type. The source of this research is content published on the Instagram social media platform owned by the Buleleng Regency Tourism Office. This study covers the period January-June 2025, which has text or captions directly related to tourism promotion, dissemination of information about tourist destinations, and interaction with audiences. Various forms of posts, such as scrolls, photos, and videos, have written narratives or captions. This characteristic makes it possible to identify the function of language on social media comprehensively in accordance with the research objectives.

This research process was conducted in several main stages. The first stage was selecting captions, posts, and other forms of communication that used English when

conveying tourism information to the public. At this stage, data from social media posts that were not relevant to the research topic, such as images and administrative texts, were set aside. Only material containing linguistic elements that met the criteria for further investigation was used.

The second stage was to carefully read the content and mark the data. The marked data was then categorized based on the function of language in conveying information on social media. This was done to determine the role of language in personal, regulatory, interactive, informative, imaginative, heuristic, and instrumental functions. The use of language is also evident in the choice of language used in posts, such as formal language, promotional language, friendly greetings, invitations, and destination descriptions. Meanwhile, post content covering information about tourist destinations, local culture, tourist events, tourist services, and forms of tourism is also examined.

After the data was classified, the researchers analyzed language use and how language functions were linguistically realized in digital content. The main basis for this interpretation is the 7 functions of language as information proposed by Halliday. The final step is to explain the results of the analysis. The conclusion includes patterns of language use, the dominant types of information, and how social media uses language to portray Buleleng as an attractive tourist destination.

FINDINGS AND DISCUSSION

This study presents 27 findings as a sample based on the identification of analyzed content posted on the Instagram account @visit.northbali. These findings include language components and language functions used to convey information. This study has 2 main findings based on the previously formulated problem statement. The first finding is the identification of language functions used in the social media of the Buleleng Regency Tourism Office. This analysis was conducted to determine the most frequently used type of language function in the social media posts of the Buleleng Regency Tourism Office. The second finding is that the description of the language function is realized linguistically in digital content. In this study, the researcher analyzed the content on the Instagram account @visit.northbali from January to June 2025.

The analysis identified seven types of language functions used in Instagram posts published by @visit.northbali. The distribution of language functions is presented in Table 1.

Table 1. The Language Functions

No.	Classification	Number of Occurrences	Percentages
1.	Personal Function	3	11,11 %
2.	Regulatory Function	1	3,70 %
3.	Interactional Function	2	7,41 %
4.	Informative Function	6	22,22 %
5.	Imaginative Function	7	25,93 %
6.	Heuristic Function	2	7,41 %

7.	Instrumental Function	6	22,22 %
	Total	27	100,00 %

These functions are linguistically realized in digital content in posts on the @visit.northbali account through various linguistic forms that are clearly visible in word choice, sentence structure, and stylistic expressions. Each function indicates a different communicative purpose in accordance with the context of digital tourism promotion. Based on the data, the linguistic realization of Halliday's seven language functions appears consistent in the form of commands, invitations, factual descriptions, and emotional expressions.

1. Personal Function

The first type of language function in Halliday's theory is the personal function. The way language is used to convey feelings, emotions, and personal identity is what Halliday calls the personal function of language. This includes expressing oneself, forming social bonds, and conveying beliefs or perspectives through language. Personal functions involve subjective adjectives, expressive language, and statements of feeling (e.g., "I like this beach"). Data (1) through (3) are examples of captions that contain Personal Function functions according to Halliday's theory.

"Did you know you can see dolphins in Bali? ... (Data 1)

This line has a personal purpose since it conveys the speaker's own awe and respect for the existence of dolphins in Bali. In addition to seeking a response, the rhetorical inquiry "Did you know...?" is used to show respect for the speaker. Rather than providing objective facts, this sentence's personal aspect is demonstrated by the speaker's engagement and the tone of surprise and passion.

We were lucky to see around 30 dolphins ... (Data 2)

Because it conveys the speaker's joy and thankfulness at witnessing about thirty dolphins, this statement also serves a personal purpose. The adjective "lucky" is a clear sign that this statement is emotional and subjective rather than objectively informative. The use of the pronoun "we" and emotive terms, which share the speaker's own experience with the reader, make it clear that it is personal.

A huge thanks to @visit.northbali for this unforgettable experience! Would you wake up before sunrise for this?" (Data 3)

Because it conveys the speaker's own admiration and excitement for an event deemed exceptional, this line has a personal function. While the question "Would you...?" asks the reader to join the speaker's emotional engagement, the phrases "huge thanks" and "unforgettable experience" offer personal feelings and thoughts. Its subjective tone, emotional emotions, and expressive language that emphasizes the speaker's self-expression all reveal its personal qualities.

Personal functions can be seen from the use of first-person pronouns such as "I" and "we" and emotional expressions such as 'lucky' and "unforgettable experience." For example, in the sentence "We were lucky to see around 30 dolphins (data 2)," the speaker expresses feelings of awe and gratitude. The choice of the word "lucky" reflects a personal experience rather than an objective fact. This linguistic realization shows that language is used to express feelings and personal experiences, in line with Halliday's personal function, which emphasizes subjective expression and speaker identity.

2. Regulatory Function

The second type of language function in Halliday's theory is the Regulatory Function. Halliday defines the regulatory function as the use of language to regulate or control the behavior of others. Language is used in this situation to give directions, instructions, advice, or prohibitions with the aim of influencing the actions or behavior of the audience. The regulatory function uses commands, directives, and imperative clauses (e.g., "Visit now!", "Don't miss it!"). Data (4) is an example of a caption that contains a Regulatory Function in accordance with Halliday's theory

"Save this post & follow @Visit.northbali for more bucket list places in north Bali." (Data 4)

According to M.A.K. Halliday, the phrase has a regulatory function since it expressly seeks to govern or regulate the reader's conduct by giving them explicit instructions. Using the imperative verbs "Save" and "follow" makes it clear that the audience is being instructed to do certain tasks, such as saving the post and following the specified account. Its prescriptive and persuasive language, which emphasizes influencing or directing others' behavior above imparting knowledge, expressing feelings, or igniting the imagination, is a clear indication of the regulatory role. As a result, this statement controls the reader's behavior to ensure that their response aligns with the communicator's goals.

The regulatory function is evident through the use of imperative structures that directly direct the reader's actions. For example, in the sentence "Save this post & follow @visit.northbali for more bucket list places in north Bali (data 4)." The imperative verbs 'save' and "follow" indicate an attempt to control the audience's behavior so that they take certain actions. Linguistically, sentences with this short imperative form realize a regulatory function because they aim to regulate the reader's behavior, not just provide information.

3. Interactional Function

The third type of language function in Halliday's theory is the Interactional Function. According to Halliday's language theory, the use of language to create, preserve, and end social interactions is known as the interactional function. Social exchanges including welcomes, short chat, expressing compassion, and providing assistance are all part of this. Establishing and maintaining social contact and fostering wholesome connections amongst people are the goals of this function.

Halliday claims that when language is employed to establish and preserve social relationships, it is performing interactional functions. This is demonstrated on social media by asking audience members questions, inviting comments or discussion, and using direct addresses that establish a feeling of familiarity. Data (5) to (6) are examples of statements that contain interactive functions according to Halliday's theory.

"Every coral planted helps restore the reef." (Data 5)

Because it emphasizes that every individual activity (planting coral) has a beneficial group influence, this line falls under the interactional function. Its goal is to foster a sense of community and social connection between the writer and the reader. The use of language to create social ties, a sense of community, and a sense of connectivity among individuals is the primary feature of the interactional function. The author fosters a sense of group involvement by highlighting the fact that each coral

planted "helps restore the reef," making readers feel like they are a member of an environmentally conscious community.

"Every dive supports Metamorfosa's mission." (Data 6)

Because it connects the reader's activity (diving) with the organization's shared objective of advancing Metamorfosa's purpose, this statement also serves an interactional role. This statement fosters social interaction and a sense of solidarity by demonstrating that each diver is a member of a team with a shared goal. The attempt to link readers to groups or social networks that share similar objectives and beliefs demonstrates the interactional function's trait.

The interactional function is realized through the use of language that builds social relationships and a sense of togetherness. For example, in the sentence "Every coral planted helps restore the reef (data 5)." The use of the universal sentence structure "every coral" and the present tense verb "helps" indicates collective involvement between the writer and the reader. Linguistically, the choice of words that emphasize joint contribution creates positive social relationships, reflecting the interactional function of strengthening the relationship between account managers and their followers.

4. Informative Function

According to Halliday's theory, the Informative Function is the fourth category of language function. The ideational function, often referred to as the informative function, is the language function that conveys knowledge or information, according to Halliday. This feature enables speakers to use words to build reality, explain ideas, and recount personal experiences. Data (7) and (12) are examples of captions that contain the Informative Function according to Halliday's theory.

"Experience tranquility in this stunning 1-bedroom villa, perfect for couples or families..." (Data 7)

This sentence conveys factual information about the condition and target users of the villa. It has 1 bedroom, suitable for couples or families. There is a clear descriptive presentation of the object (villa) and who is suitable to use it. The focus is on providing knowledge to potential guests, not just inviting or commanding them.

"Enjoy your private 10x4 meter infinity pool, a gazebo for lounging, and incredible sunsets over the volcanoes..." (Data 12)

This line gives specific information on the amenities (gazebo), view (sunset with a volcanic mountain backdrop), and swimming pool size (10x4 meters). Readers can comprehend and visualize all of this accurate information. The use of specific measurements ("10x4 meters") and a list of facilities (pool, gazebo, sunset view) emphasizes that the main function of the sentence in this caption is to provide objective information.

"The villa features a fully equipped kitchen, open lounge with AC, and a peaceful TV corner for quiet relaxation."

This phrase sums up the villa's real amenities, which include a fully furnished kitchen, a cool living room, and a peaceful television room. The verb features indicates a descriptive explanation of the property, which provides readers with additional knowledge about what they can enjoy at the villa.

The informative function is realized through the use of descriptive words and objective facts that convey concrete information. For example, in the sentence "The villa features a fully equipped kitchen, open lounge with AC, and a peaceful TV corner for quiet relaxation (data 9)." The declarative sentence structure with the verb "features" and details of the facilities indicates a focus on conveying factual information. The choice of technical and specific words such as "fully equipped kitchen" is characteristic of the informative function, as it serves to expand the reader's knowledge objectively.

5. Imaginative Function

The Imaginative Function is the fifth category of language function in Halliday's theory. According to Halliday's idea, the imaginative function is the use of language to produce artistic experiences, fictitious worlds, or creative expressions. This is in line with the research by Putri & Yuliasri (2020) which states that "*Persuasive and imaginative language in digital promotion builds a more attractive destination narrative for tourists*". Activities like storytelling, poetry writing, playwriting, and even game-based imagination are included in this. Data (13) to (19) are examples of captions that contain the Imaginative Function according to Halliday's theory.

"Morning magic at Lake Tamblingan! Witness the stunning hues of soft red skies"... (Data 13)

This line is creative because it describes the morning air in a lyrical way that has a "magical" quality. In addition to describing the sky's color, the phrase "stunning hues of soft red skies" conjures up a lovely and imaginative visual image that lets readers picture the splendor of the morning atmosphere there. The use of expressive and metaphorical language to pique the imagination rather than provide factual knowledge is a characteristic that distinguishes the imaginative function.

"A perfect escape into nature's embrace, where every sunrise tells a story". (Data 19)

Given that the sunrise is portrayed as "telling a story" and that nature appears to be embracing, this line is creative since it uses metaphor. This is a clever use of words to arouse the reader's feelings and imagination rather than reality. The use of personification and metaphor, which enables readers to envision an artistically stunning experience, is what makes its creative function unique.

"Come experience the serenity and beauty of this hidden gem!" (Data X)

This statement is creative since it invites readers to see the peace and beauty of a location known as a "hidden gem" by using persuasive language that is full of originality. The term is a creative statement that highlights a unique impression and piques curiosity rather than an objective description. The creative function is demonstrated here by the use of language that evokes feelings and the imagination rather than only delivering facts.

Imaginative functions can be seen in the use of metaphors and poetic language that evoke aesthetic images. For example, in the sentence "Morning magic at Lake Tamblingan! Witness the stunning hues of soft red skies (data 10)." The use of the word "magic" and the metaphorical phrase "stunning hues of soft red skies" demonstrates an imaginative linguistic realization, as it constructs an artistic and emotional world

in the reader's mind. By using poetic diction and rich descriptive style, language no longer merely conveys facts, but brings visual experiences and feelings to life.

6. Heuristic Function

According to Halliday, the heuristic function is the sixth function of language. The heuristic function is one of the seven functions of language that are employed in Halliday's linguistic theory to explore and learn about the outside world. This feature makes it possible for someone to "learn by doing" and utilize language to solve difficulties.

Data (20) to (21) is an example of a caption that contains a Heuristic Function according to Halliday's theory. Halliday (1975) asserts that language used to convey feelings, individual experiences, subjective beliefs, and personal values is an example of personal functions. In a laid-back and sincere manner, this caption unmistakably conveys an emotive and thoughtful account of personal events.

"Do you know that this isn't the famous one on Lake Beratan, but her quiet, underrated sister: Pura Ulun Danu Tamblingan?" (Data 20)

M.A.K. Halliday claims that it is used to look for and investigate information from the other person. According to Halliday's theory, the heuristic function is employed when the speaker wants to learn something new or get an insightful answer from the audience. The speaker challenges the audience to consider, investigate, or share their expertise about the tourist destination using this statement. In keeping with the primary feature of the heuristic function, which stresses the process of information discovery, the speaker piques interest and encourages more investigation by highlighting the comparison between well-known and lesser-known locations.

"Do you know the name of this temple tucked in the jungle near Munduk that looks like something out of a dream?" (Data 21)

According to M.A.K. Halliday, this sentence's primary goal is to find and gather information from the audience, making it a heuristic function. According to Halliday's theory, the heuristic function is employed when the speaker wishes to utilize inquiries to learn new information or investigate the surroundings. The speaker in this line invites readers to reply with information or based on their knowledge by posing a question on the name of the temple being depicted. This line exemplifies the primary feature of the heuristic function, which is to use language to uncover or explore information, by stimulating curiosity and generating an informative response.

Because the author investigates and offers fresh information about a location that might not be well-known, these phrases have a heuristic effect. The heuristic function, according to Halliday, is used to find, uncover, or provide new knowledge. Its feature is the inclusion of descriptive explanations that enlighten readers about novel concepts.

Heuristic function arises through the use of interrogative forms that invite exploration and information seeking. For example, in the sentence "Do you know that this isn't the famous one on Lake Beratan, but her quiet, underrated sister: Pura Ulun Danu Tamblingan? (data 13)." Linguistically, this interrogative sentence encourages readers to think and find out more. The interrogative structure "Do you know" serves to arouse curiosity, in line with the characteristics of the heuristic function, which aims to discover new knowledge through language interaction.

7. Instrumental Function

According to Halliday, the instrumental function is the final category of language function. The use of language to satisfy wants and desires is referred to as the instrumental function of language in Halliday's linguistic theory. To accomplish practical objectives, like acquiring something or controlling the behavior of others, language is employed as a tool.

When language is employed to satisfy demands, make requests, or encourage someone to act, it serves an instrumental role, according to Halliday. These captions contain explicit demands and invites for readers to do particular activities, such as getting in touch, sending emails, or making reservations for villas. According to Halliday, the instrumental function occurs when language is used to entice, influence, or express wants in the reader. The offer to "Visit metamorfosa.org and join the movement" in this caption specifically invites the reader to take part in the coral reef art project, meeting the requirements for participation and marketing.

Data (22) to (27) are examples of descriptions that contain instrumental functions according to Halliday's theory.

"I want to stay at Villa Semadhi and dive into its serene beauty." (Data X)

According to Halliday's theory, the instrumental function is the use of language to convey wishes for an experience or object, to satisfy needs, or to make requests. The speaker expresses clearly in this line their wish to remain at Villa Semadhi and take in its splendor. The statement "I want" demonstrates the instrumental use of language by providing a clear indication that it is being used to communicate personal wishes rather than to impart knowledge or foster social engagement.

"I want to experience extraordinary moments." (Data X)

According to M.A.K. Halliday, this statement expresses the speaker's need or desire for what they wish to get, hence it comes under the instrumental function. According to Halliday's theory, the instrumental function is concerned with using language as a means of achieving goals or meeting requirements. In this sentence, the speaker clearly expresses their desire to experience extraordinary moments. This line is an excellent illustration of the instrumental function since the term "I want" makes it clear that the goal of communication is to have that experience rather than to impart knowledge or develop social bonds.

"I want to reach out to you to start my Bali adventure." (Data X)

The speaker uses this statement to express a need or desire in order to get what they want. According to Halliday's theory, the instrumental function highlights the use of language as a means of obtaining desired experiences, products, or services. In this sentence, the speaker explicitly expresses their desire to contact a certain party in order to begin their adventure in Bali. The statement "I want" is an obvious illustration of the instrumental function as it shows that language is being used to satisfy a personal need rather than to impart knowledge or foster social connections.

Instrumental function can be seen in the use of expressions that invite readers to take certain actions. For example, in the caption "I want to reach out to you to start my Bali adventure (data 17)." This sentence uses a declarative construction with the verb "want," which indicates a desire or practical goal. Linguistically, this form of expressing desire realizes the instrumental function because language is used to fulfill

needs or achieve specific goals, such as encouraging readers to engage in tourism activities.

CONCLUSIONS

This study examines how linguistic functions are used to transmit information in posts on the Buleleng Regency Tourism Office's Instagram account, @visit.northbali. Every post had many linguistic purposes, with a preponderance of informational, regulatory, personal, and creative functions, according to the examination of all the data. The most dominant function of language is the informative function. To provide comprehensive understanding to the public, posts on the @visit.northbali account consistently provide accurate information about tourist attractions, facilities, characteristics, and accessibility. Direct invites or subtly suggested activities to persuade the audience to do something, such visit tourist destinations or reserve trip packages, are examples of the regulatory role.

In addition, interactive and personal functions also play a prominent role in creating closeness between account managers and their followers. Inviting expressions and the use of pronouns such as "we" or "you" foster a sense of togetherness and active participation. On the other hand, personal expressions such as sharing experiences and feelings reinforce the authenticity of promotional messages. Meanwhile, instrumental and regulatory functions appear in the form of direct calls to action, such as ordering, saving, or sharing posts, which demonstrate a communication strategy oriented towards concrete audience actions.

The heuristic function plays a role in arousing curiosity through rhetorical questions that invite the audience to think and find out more about the promoted destination. Overall, the combination of all these language functions shows that the use of language on the @visit.northbali account is not only informative but also persuasive and emotional. This strategy makes digital tourism promotion more communicative, attractive, and able to connect the audience with the travel experiences offered.

The @visit.northbali account has concurrently incorporated Halliday's language functions in its message delivery. Combining several language functions, this communication technique not only improves the quality of tourist advertising but also creates a favorable perception of the area and fosters a stronger emotional bond with the audience. Additionally, these results enhance the research on the use of Systemic Functional Linguistics theory in digital tourist marketing, particularly in local government organizations.

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