Genre analysis of textual strategies in the Mandalika tourism website

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ABSTRACT

Examining the text organization of the Mandalika Tourism Website provides valuable insights into the strategies used to present information in a coherent and appealing manner. The significance of this study lies in its potential to examine the textual organization of the tourism website. This study addresses a gap in the literature by focusing on the specific text organization strategies of Mandalika tourism website. This study aims to uncover the underlying textual structures and patterns that contribute to its promotional success. This analysis does not only shed light on the website's organization, but also offers insights into the genre conventions of tourism websites in general. This study uses a descriptive qualitative study focusing on text organization analysis of Mandalika tourism website. There are five steps in analyzing the data. The result shows that Mandalika Tourism Website fits within the advertisement genre, as its primary aim is to promote tourism destinations in Mandalika. However, it only employs seven of these moves, and their application is not strictly sequential. Each move structure employed in the website serves a distinct function and plays a critical role in the overall effectiveness of the tourism website as an advertisement medium. The move structures used can be categorized into three primary functions: informative, persuasive, and reminding. It can be said that conducting analysis of textual strategies in the website helps attracting and increasing tourism occupancy in Mandalika.

I. INTRODUCTION

The Mandalika tourism website is an example of promotional genre, portraying Mandalika's natural and cultural attractions as Lombok emerges as a prominent new tourism destination in Indonesia. Managed by Tourism Office of Mandalika, the website functions as a

communication media, offering complete information in its menus and sub-menus, such as destinations, experiences, travel tools, current news, and contributions. It is in line with the digital age transformation of tourism marketing where websites play a key role in engaging and informing audience (Chen & Tseng, 2019). Analyzing the Mandalika tourism website's text organization and strategies using Bhatia's theory highlights its promotional purpose, which covers the communicative goal of attracting potential tourists. Bhatia categorizes genres into some types, i.e., promotional, academic, and reporting, with the Mandalika website fits into the promotional category as it focuses on displaying tourism offering (Bhatia, 2014). Current research emphasizes the importance of understanding generic structure in tourism websites to increase the effectiveness in attracting audience (Lestari & Ekawati, 2023; Tawakkal et al., 2021). As the analysis is regarded as genre analysis, identifying the linguistic patterns and communicative strategies in the tourism promotional texts is crucial (Alali et al., 2023; Kurniawan, 2020; Yusuf et al., 2022).

The significance of this study lies in its potential to enhance our understanding of digital tourism marketing. As the tourism industry becomes increasingly competitive, destinations must effectively influence their online presence to capture the attention of potential travelers (Baiquni & Wiyatasari, 2023; Tussayadiah & Fesenmaier, 2009). The online presence can be utilized using digital platforms. Digital platforms have become essential tools for promoting tourism as they allow destinations and the providers to display their unique offerings and engage with broader audience (Xiang et al., 2015). By examining the text organization of the Mandalika Tourism Website, this study provides valuable insights into the strategies used to present information in a coherent and appealing manner.

The Mandalika tourism website serves as the data for understanding how digital interaction through website media can be utilized to attract potential tourists. Current research puts its highlight on the importance of user-friendly design, engaging content, and strategic use of visuals in effective tourism websites (Chung et al., 2021). These elements on website not only improve the user experience but also influence tourists' decision-making process. Furthermore, the findings of this study could inform the development of more effective digital marketing practices for other tourism destinations. For instance, Gretzel et al. emphasize the role of storytelling in tourism marketing (Gretzel et al., 2006), while another study explores the impact of social media integration and interactive features on use engagement (Sigala, 2020). In other word, understanding the structure and organization of tourism websites can reveal how language and design are used to achieve specific communicative purposes.

There are some scholars who also put their focus on analyzing tourism media. One study puts its focus on reviewing relationship between genre analysis and tourism promotional texts. The result of the study displays that Swales, Bhatia, and Kathpalia are the most used framework in analyzing tourism promotional genre. It suggests to compare and contrast the three frameworks to find new move and strategy in promotional media (Alali et al., 2021). Another scholar also focuses on analyzing tourism media in form of brochure. The result of

the study shows that the tourism brochure uses different move and strategy. Each move and strategy on the brochure can be used as the proposals to improve in making brochure (Luo & Huang, 2015). One scholar focuses on analyzing language used in tourism media. The study reveals tourism genre and its structure and linguistic features of tourism genre. By knowing the characteristics of language used in tourism media, pedagogical implication for English for specific purpose, in this case is tourism, is further discussed (Terauchi et al., 2017). From the previous studies, it can be concluded that all scholars focus on analyzing various tourism media using different framework. None of the scholars put tourism website as the object of their studies. The absence creates a gap that is going to be filled with this current study.

Importantly, this study addresses a notable gap in the literature by focusing on the specific text organization strategies of a tourism website within the Indonesian context. The Mandalika Tourism Website provides a unique case study for exploring the interplay between digital marketing and textual organization. The novelty of this study lies in its application of Bhatia's genre-based theory to a real-world digital marketing scenario, in this case the Mandalika tourism website, offering fresh perspectives on how genre strategies are utilized in the digital platform to achieve specific communicative purpose, i.e., to promote tourism destination (Bhatia, 2014). By applying this theoretical approach to the Mandalika Tourism Website, this study aims to uncover the underlying textual structures and patterns that contribute to its promotional success. This study only focuses and examines the text organization of the Mandalika tourism website using Bhatia's genre analysis theory. The study is going to uncover how the website communicates with and engages potential visitors. The findings are expected to reveal the strategic use of textual moves designed to captivate and inform readers, ultimately supporting the growth of tourism in Mandalika.

II. METHOD

This study adopted a descriptive qualitative approach, emphasizing the text organization analysis of the Mandalika tourism website. Descriptive qualitative research was particularly suitable for this study, as it primarily relied on text and image data, which required specific data analysis steps and flexible research designs (Creswell & Poth, 2018). It allows for a detailed examination of the website's content and structure, providing rich insights into its organizational patterns and communicative strategies. Descriptive qualitative research is widely recognized for its ability to explore complex phenomena in the natural settings, making it an ideal choice for analyzing website as the object (Merriam & Tisdell, 2016). By focusing on the interplay between textual and visual elements, this approach enables researchers to reveal the presented information to achieve specific communicative purposes (Riyandi, 2022; Silverman, 2020). The Mandalika tourism website worked as the data to understand the digital communication strategies utilized to attract potential tourists.

The population of this study consisted of the entire content of the Mandalika Tourism Website. To obtain a representative sample, this study utilized a purposive sampling technique, intentionally selecting specific sections of the website that were most relevant to

the study objectives. Purposive sampling is particularly effective in qualitative research, as it enables researchers to focus on information-rich cases that align closely with the research goal (Patton, 2015). Specifically, the analysis focused on the "Destination" menu of the website, as this section was crucial in conveying the primary purpose of the tourism website—promoting and providing information about tourist attractions in Mandalika. Other menus on the website are excluded from the analysis to narrow down the scope of the research and to avoid overgeneralization of the result. Moreover, analyzing specific sections of tourism websites is important to understand how they meet the users' needs and achieve their communicative goals (Ismail et al., 2022). The "Destination" menu was chosen as the focal point of the study because it contains the main information that potential tourists look for when visiting the website. This section focuses on important details about places to visit and activities to do in the area, making it a key part of the site. By studying this menu, the researchers can better understand how the website presents information to attract and help visitors. It also aims to reveal the strategies used to present information in a coherent, engaging, and persuasive manner.

The sample was qualitative audiovisual and digital material in the website menu, which offered distinct advantages in the context of tourism marketing. Audiovisual and digital materials are inherently dynamic and creative, capable of capturing and retaining the audience's attention effectively (Creswell & Creswell, 2018). In summary, the descriptive qualitative methodology, combined with purposive sampling of the "Destination" menu on the Mandalika Tourism Website, allowed for a comprehensive analysis of the text organization.

In the data collection process, the first step involved selecting the "Destination" menu on the Mandalika Tourism Website, which served as the primary source of data. This menu was chosen due to its relevance in providing detailed information about tourist attractions, making it a critical component for the analysis. Following the selection of the primary data, the next step was to systematically record the data using the framework of text organization analysis as proposed by Bhatia. This involved identifying the different "moves" or functional units within the text, which contribute to achieving the communicative purpose of the website. Each section and subsection of the "Destination" menu was thoroughly analyzed to understand its role and significance in the overall text organization. This process was essential for uncovering the underlying patterns and structures that characterize the genre of tourism websites. Once the data was recorded, it underwent a comprehensive analysis to extract meaningful insights. The analysis involved examining the textual features, such as headings, subheadings, and visual elements, and how they were strategically employed to convey information and engage the audience. Bhatia's genre-based theory provided a full framework for this analysis, enabling a detailed exploration of the communicative strategies used in the "Destination" menu.

The data analysis process for this study involved a five-step approach to ensure thorough results. It began with organizing and preparing the data, followed by reading all the data to familiarize the researchers with the content. The third step involved coding all the data to

identify key themes, patterns, and relationships, guided by Bhatia's theory. The coded data was then summarized and interpreted to provide a clear and coherent description of the findings. Finally, the findings were represented in a structured and accessible manner. The goal was to effectively communicate the results of the analysis, highlighting the key textual strategies and organizational patterns identified in the "Destination" menu.

III. RESULTS AND DISCUSSION

This study aimed to analyze the text organization that characterized the Mandalika Tourism Website. The Mandalika Tourism Website served as the primary data source for this study. The website was analyzed based on its text organization using Bhatia's genre analysis framework, which provided a comprehensive approach to understanding the structure and communicative purposes of texts within specific genres. Given that the website functions as an advertisement for tourism destinations in Mandalika, the analysis focused on the structure commonly found in advertisements. Bhatia's framework for analyzing advertisements includes nine distinct move structures, each serving a different function within the text. Each move structure serves a different function and can be flexible in order depending on the discourse. By examining the presence and arrangement of these moves, the study aimed to uncover the strategies used to engage potential tourists and achieve the website's communicative goals.

The first move in Bhatia's genre analysis framework is the use of headlines. Headlines play a critical role in grabbing the reader's attention and providing a brief overview of the content that follows. This move is particularly important on websites, as it helps meet readers' expectations and aids in navigating through the text. Effective headlines are designed to be eye-catching and informative, giving readers a clear idea of what to expect from the content. On the Mandalika Tourism Website, the headline move was prominently featured at the top of each page. The headlines were characterized by their large font size and bold formatting. This visual emphasis on headlines ensured that they stood out from the rest of the content, making it easy for visitors to identify the main topics or sections of the website. The strategic placement and design of headlines were essential for maintaining the reader's interest and guiding them through the site's information. The purpose of using large font sizes and bold headlines was varied. Firstly, it captured the readers' attention, ensuring that they noticed the most important information as soon as they were on the page. Secondly, it highlighted the names of the tourism destinations, making them easily recognizable and memorable. Finally, the headlines provided a summary of the content that followed, allowing readers to quickly grasp the main points without having to read through the entire text.
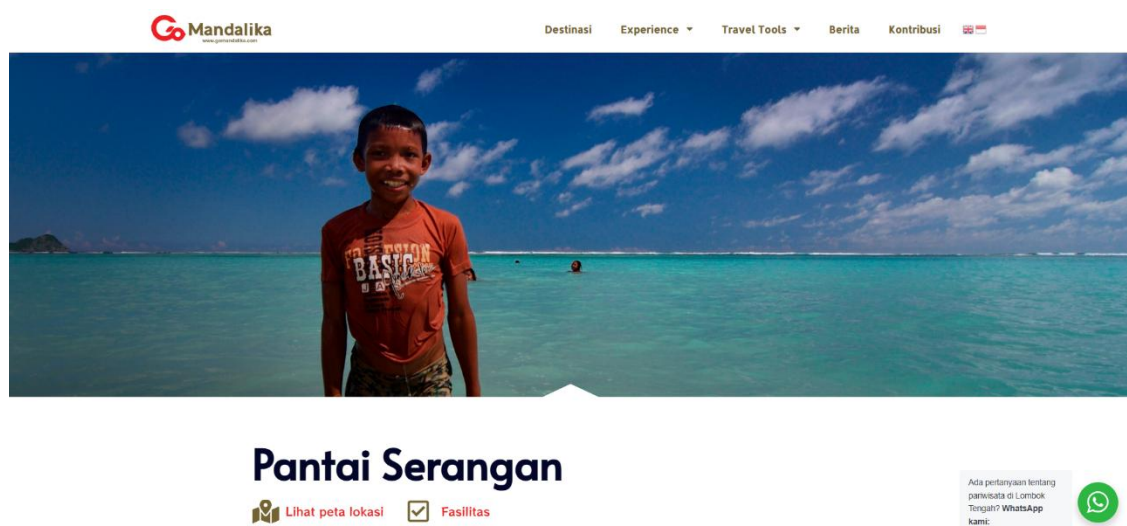
Picture 1. Example of Headlines

In the context of the Mandalika Tourism Website, the headline move serves as a key element in the site's overall text organization. By effectively utilizing headlines, the website ensures that its content is accessible, engaging, and easy to navigate for potential tourists. This move not only enhances the user experience, but also contributes to the website's communicative goals by clearly presenting the attractions and offerings of Mandalika.

The second move in Bhatia's genre analysis framework is targeting the market. This move focuses on identifying and addressing the specific audience that the website aims to engage. Several components are involved in this move, including audience identification, consumer preferences, tailored messaging, cultural relevance, and the problem-solution approach. These components work together to create content that is suitable with the target audience and increases engagement. Audience identification involves determining the characteristics and lifestyle of the intended audience. For example, the sentence "So, if you are looking for a vacation destination that is not too crowded and full of natural beauty, don't miss the opportunity to visit Serangan Beach" effectively identified the target audience by addressing those seeking a serene and beautiful vacation spot. This identification helped in crafting messages that appealed directly to the desired readers. Consumer preferences and cultural relevance are crucial for making the content appealing and relatable. In the same sentence, the phrases "not too crowded" and "full of natural beauty" addressed common preferences of travelers who prioritized tranquility and scenic beauty. Additionally, cultural relevance ensures that the content aligns with the values and interests of the audience. This alignment makes the website's content more relatable and effective in capturing the readers' interest.

The tailored messaging component involves creating content that speaks directly to the needs and desires of the audience. The sentence mentioned earlier tailored the message by highlighting specific features that potential tourists might be looking for in a vacation destination. This targeted approach enhances the connection between the website and its audience. The problem-solution approach is another important aspect of targeting the market.

It involves presenting the audience with a problem or need and then offering a solution. For instance, the sentence "So, if you are looking for a vacation destination that is not too crowded and full of natural beauty, don't miss the opportunity to visit Serangan Beach" identified the problem (finding a peaceful and beautiful vacation spot) and offered a solution (visiting Serangan Beach). This approach is effective in persuading the audience by addressing their concerns and providing practical solutions. Another example of targeting the market could be seen in the sentence "You can learn about the life and culture of the Sasak Tribe which is still preserved today." This sentence included components of audience identification and cultural relevance. It identified the target market interested in cultural experiences and ensures that the content aligns with their interests and values. By highlighting the preservation of the Sasak Tribe's culture, the website made the content more relatable and engaging for readers interested in cultural heritage.

Overall, the targeting the market move structure is essential for identifying and addressing the specific needs and preferences of the website's audience. By incorporating audience identification, consumer preferences, tailored messaging, cultural relevance, and the problem-solution approach, the website can effectively engage its readers and achieve its communicative goals.

Justifying the product or service as the third move can be accomplished in two primary ways: by indicating the importance or need for the product or service, and by establishing a niche. This move structure aimed to emphasize the significance of visiting tourism destinations in Mandalika. The process of justification involves showcasing unique features and providing evidence to build credibility and trust. One example of justifying the product was illustrated in the sentence, "One of the most prominent features of Sade Village is the architecture of its traditional houses." This sentence highlighted a special feature of Sade Village, specifically the traditional architecture, to attract readers. By drawing attention to this unique aspect, the website promised readers a distinctive and enriching experience. The emphasis on traditional houses suggested that visitors would gain insight into the cultural heritage of the area, thus enhancing their overall travel experience. This form of justification appealed to readers' interest in cultural tourism and the desire for authentic experiences.

Another example of justifying the product or service involves providing evidence and proof of the destination's value. This could be seen in the sentence, "The circuit has hosted a variety of world-class motorcycle and car racing competitions." This statement provided concrete evidence of the significance of the Pertamina Mandalika International Circuit, one of the key tourism destinations in Mandalika. By mentioning that the circuit has hosted prestigious events like MotoGP, the website underscored the international recognition and high standards associated with the destination. This evidence served to enhance the credibility of the circuit and highlighted its unique selling points, making it more attractive to potential visitors. Highlighting special features and providing evidence as part of justifying the product helps the website build trust with readers. By showcasing the distinctive attributes of each tourism

destination and backing up claims with actual proof, the website can effectively convince readers of the value of visiting Mandalika.

In summary, the move structure of justifying the product or service is crucial for turning readers' interest into action. By indicating the importance of the destinations and establishing a niche through unique features and evidence, the website can persuade potential tourists to choose Mandalika as their next travel destination. This move plays a key role in the overall text organization, ensuring that the website effectively communicates the value and appeal of its offerings.

Detailing the product or service or the fourth move can be achieved in three primary ways: by identifying the product or service, by describing the product or service, and by indicating the value of the product or service. This move structure aims to provide a comprehensive description and highlight the value of the tourism destinations featured on the website. The appearance of this move structure typically occurs in the middle of the content, where detailed information is presented to keep readers engaged and informed.

An example of this move could be observed on the Pertamina Mandalika International Circuit page. This page offered crucial information about the destination by detailing the visual appearance of the circuit and its various features. The detailed description included aspects, such as the location and accessibility of the circuit, the current facilities available, the integration of tourism-related services, and the supporting events held at the circuit. By providing such detailed information, the page helped readers visualize the circuit and understand what they can expect during their visit. This level of detail ensured that potential visitors have a clear and informed perspective on the destination, enhancing their interest and confidence in visiting. Another example of detailing the product or service is found on the Selong Belanak Beach page. This page elaborated on various enjoyable activities available at the beach, such as playing and swimming in the sea, surfing, sunbathing, and taking pictures with breath-taking views and buffaloes. The page also provided detailed information about the location of the beach and the facilities available for visitors. By highlighting these activities and providing comprehensive details, the website effectively showcased the unique features and benefits of Selong Belanak Beach. This detailed description not only attracted potential visitors, but also reassured them about the quality and variety of experiences they can enjoy at the beach.

Aktivitas Seru di Pantai Selong Belanak

Bermain dan berenang di pantai

Pasirnya yang halus dan areal yang luas, membuat pantai ini sangat nyaman dijadikan tempat bermain anak. Ombaknya yang relatif tenang juga menjadikan pantai ini sangat nyaman sebagai tempat bermain air.

Surfing dan Belajar Surfing

Ombak di pantai ini tidak terlalu besar, dan hampir selalu ada tanpa menunggu musim, sehingga banyak peselancar pemula bermain selancar di pantai ini. Di sekitar pantai juga tersedia penyewaan papan surfing sekaligus penyedia jasa belajar surfing.

Berjemur di Pantai

Suasananya yang tenang dan akses sinar matahari yang sangat banyak, membuat banyak turis mancanegara berjemur dan bersantai di pantai ini. Di sekitar pantai banyak tersedia kedai-kedai yang menyediakan kursi malas.

Berfoto di Panorama yang Indah, dan…. Kerbau.

Ya! Selain panoramanya yang sangat indah, yang cocok untuk latar berfoto, di Pantai Selong Belanak juga sering kali dilintasi oleh kerbau-kerbau yang digembalakan oleh penduduk setempat. Sekumpulan kerbau ini dapat pula menjadi 'aksesoris' fotomu agar lebih eksotis. Silakan minta izin kepada penggembala kerbaunya untuk berfoto.

Lokasi Pantai Selong Belanak

Pantai Selong Belanak terletak di Desa Selong Belanak, Kecamatan Praya Barat, Kabupaten Lombok Tengah. Pantai ini berjarak sekitar 60 kilometer dari Kota Mataram.

Pantai Selong Belanak merupakan destinasi wisata yang wajib dikunjungi jika Anda sedang berlibur ke Lombok.

Ada pertanyaan tentang pariwisata di Lombok Tengah? **WhatsApp kami:**

Picture 2. Example of Detailing the Product or Service

The use of the detailing move structure on the website helps readers visualize the detailed and specific features and benefits of each tourism destination. By offering thorough and vivid descriptions, the website can build trust and confidence among potential tourists. Readers are more likely to feel assured about their travel decisions when they have access to detailed and accurate information about the destinations. This move structure is essential for enhancing the credibility of the website and convincing readers to take action, such as planning a visit to Mandalika. In summary, detailing the product or service involves identifying, describing, and indicating the value of the tourism destinations. This move structure is crucial for providing comprehensive information that helps readers make informed decisions. By incorporating detailed descriptions and highlighting the unique features of each destination, the website can effectively engage potential tourists and build their trust and confidence.

Establishing credentials as the fifth move is a crucial move in Bhatia's genre analysis framework, aiming to build trust and credibility with the audience. This move can be effectively achieved through media coverage and testimonials, which serve to validate the information provided on the website. On the Mandalika Tourism Website, establishing credentials is prominently featured through various forms of media coverage and tourist testimonials. One prominent example of establishing credentials on the website was the extensive media coverage of the tourism destinations in Mandalika. The media not only reported on these destinations through videos, but also displayed a list of photos to enhance the website's credibility. The involvement of both local and national media added significant weight to the website's claims, as reputable sources endorsed the destinations. Furthermore, testimonials from tourists who have visited Mandalika were used to establish credentials. These

testimonials could be seen across several destinations, where tourists' footage was displayed on the website page. For example, Bile Sayak Beach featured promotional videos from tourists. These videos provided first-hand accounts of the visitors' experiences, adding a personal touch and enhancing the credibility of the information presented. By showcasing the positive experiences of previous visitors, the website builds trust and reassures potential tourists about the quality and authenticity of the destinations.


Picture 3. Example of Establishing Credentials

The use of media coverage from reputable local and national media, combined with testimonials and footage from tourists, ensures that the readers perceive the information on the website as reliable and accurate. This various approach to establishing credentials is essential for convincing potential tourists of the value and appeal of Mandalika's tourism destinations. By effectively utilizing this move structure, the website can turn readers' interest into action, encouraging them to visit Mandalika. In summary, establishing credentials through media coverage and testimonials is a vital component of the website's text organization. This move not only builds trust with the audience, but also validates the promotional content, making it more convincing and compelling.

Celebrity or typical user endorsement is another important move in Bhatia's genre analysis framework, which appears prominently on the Mandalika Tourism Website. This move structure aimed to persuade readers to visit tourism destinations in Mandalika by using testimonials from celebrities or typical users. The use of endorsements showcases different characteristics depending on whether the endorser is a celebrity or an ordinary user. In the case of celebrity endorsement, well-known personalities or celebrities endorse the destinations, thereby boosting the occupancy value and bringing a positive image to the tourism sites. Celebrities have a significant influence on their followers, and their endorsements can build trust and appeal, as well as align the brand of the tourism destinations

with the celebrity's image. This kind of endorsement uses the credibility and popularity of the celebrity to attract potential visitors. For instance, when a popular actor or social media influencer praises a destination, their fans are more likely to consider visiting that place due to the positive association with the celebrity. On the other hand, typical user endorsement includes testimonials from ordinary people who have visited the destinations and had positive experiences. This type of endorsement enhances the credibility and perspectives of the tourism destinations by providing authentic and relatable accounts of the visitors' experiences. Ordinary users often share detailed and genuine feedback, which can be more convincing to potential tourists who value real-life experiences over promotional content. These endorsements help build a trustworthy image of the destinations and reassure potential visitors about the quality and enjoyment of the experience.
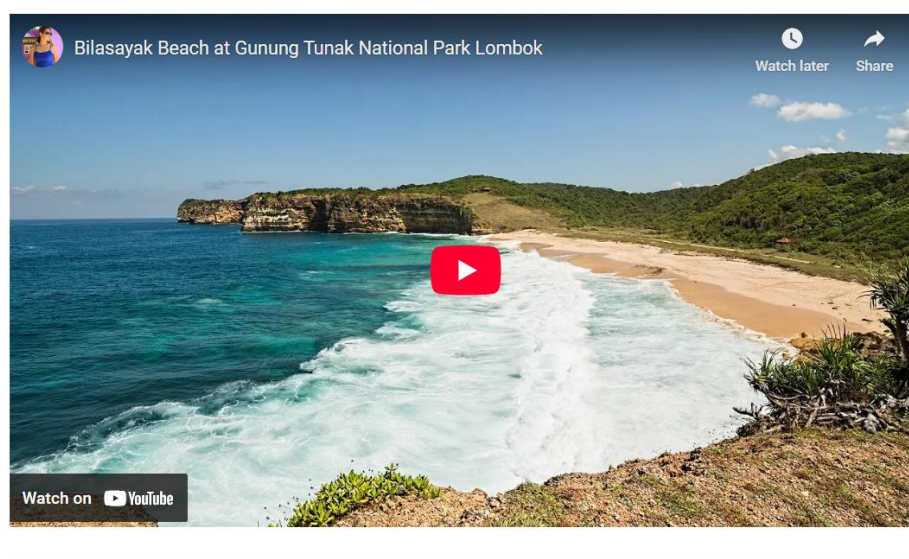
Picture 4. Example of Celebrity or Typical User Endorsement

Almost all destinations on the Mandalika Tourism Website utilized both types of endorsements. Content creators, acting as celebrities, and ordinary people who are passionate about sharing their travel experiences, promoted tourism destinations in Mandalika through their endorsements. These endorsements were often showcased through various media formats, such as videos, photos, and written testimonials, to maximize their impact and reach a broader audience. Celebrity or typical user endorsements were effective in building trust while persuading readers to visit tourism destinations in Mandalika. By highlighting the beauty and unique features of the destinations through these endorsements, the website could shape readers' perceptions and encourage them to take action. The personal and relatable nature of the endorsements makes them a powerful tool for influencing potential tourists' decisions and enhancing the overall appeal of the destinations. In summary, the move structure of celebrity or typical user endorsement plays a crucial role in the text organization of the Mandalika Tourism Website. By utilizing the credibility and influence of celebrities and the authenticity of

typical users, the website can effectively persuade readers to visit Mandalika and experience its attractions.

The seventh move structure in Bhatia's genre analysis framework is the offering incentive move. This move is considered beneficial for increasing occupancy and promotion by providing potential visitors with additional motivation to choose the destination. Offering incentives can include various strategies, such as giving discounts, free trials and samples, and implementing loyalty programs. These incentives are designed to attract and retain customers by making the offer more appealing and providing added value. However, the Mandalika Tourism Website did not utilize the offering incentive move structure. There were several possible reasons for this decision. One reason could be the desire to maintain brand consistency and clear pricing offers. By avoiding the use of incentives, the website prevented potential confusion among readers regarding prices and ensured that the value of the tourism destinations remain consistent and transparent. This approach helped to maintain the perceived value of the destinations without relying on discounts or special offers. Another reason for not employing the offering incentive move might be the website's focus on highlighting the unique features and attractions of Mandalika's tourism destinations. The website emphasized the natural beauty, cultural heritage, and distinctive experiences available in Mandalika, which can be compelling enough to attract visitors without the need for additional incentives. By concentrating on the inherent qualities of the destinations, the website aimed to draw in tourists who are genuinely interested in the unique offerings of Mandalika.

Moreover, choosing not to offer incentives aligned with the website's strategy to support local travel agents and their pricing structures. By maintaining consistent pricing, the website avoided undercutting local businesses and fostered a cooperative relationship with travel agents. This approach ensured that local stakeholders benefit from tourism, contributing to the sustainable development of the region. In conclusion, while offering incentives is a common strategy in advertising to boost promotion and occupancy, the Mandalika Tourism Website opts not to use this move. This decision helps maintain brand consistency, avoid pricing confusion, and emphasize the unique qualities of Mandalika's tourism destinations. By doing so, the website supports local travel agents and enhances the overall appeal of the destinations through their inherent value rather than relying on promotional offers.

Pressure tactics are often employed by advertisement creators to convince readers to take immediate action and feel an urgent need to visit tourism destinations. These tactics can include strategies, such as limited-time offers, exclusive deals, and countdown timers, all designed to create a sense of urgency and cause the audience to make quick decisions. However, the Mandalika Tourism Website intentionally avoided using this move structure. There were several reasons for the absence of pressure tactics on the Mandalika Tourism Website. Firstly, the website aimed to avoid any manipulative usage that could potentially mislead or make readers under pressure. The creators of the website prioritized maintaining

a transparent and trustworthy relationship with their audience. By not displaying limited offers or exclusive deals, the website ensured that readers from various backgrounds and countries have equal access to information without feeling pressured to make hurried decisions. Another reason for not employing pressure tactics was to foster trust among readers. The website creators believed that visitors should make their travel decisions based on their genuine interest and enthusiasm for the destinations, rather than feeling urged by artificial urgency. This approach was intended to empower readers to choose Mandalika as their travel destination of their own choice, based on the appealing and authentic information presented.

The website creators held a responsibility to promote tourism destinations in Mandalika without putting much pressure on potential visitors. Instead of resorting to pressure tactics, the website focused on creating positive engagement with its readers. This was achieved by highlighting the positive experiences of tourists who have previously visited Mandalika. By showcasing testimonials, photos, and videos from satisfied visitors, the website aimed to inspire and motivate potential tourists through genuine and relatable content. In conclusion, by avoiding the use of pressure tactics, the Mandalika Tourism Website fosters a positive and trusting relationship with its readers. This approach ensures that readers feel free to make their own decisions about visiting Mandalika, based on the information provided. The absence of pressure tactics helps create a more positive and engaging user experience, ultimately contributing to the credibility and appeal of the tourism destinations in Mandalika.

Soliciting response is the final move structure in Bhatia's genre analysis framework for advertisements. This move is crucial as it calls for a response from the readers, encouraging them to take action or comprehend the content presented. In the context of the Mandalika Tourism Website, the soliciting response move aimed to convert readers' interest into actual actions, such as visiting the tourism destinations. The Mandalika Tourism Website effectively employed this move structure to gain real engagement from its readers. This move was predominantly found at the end of the website pages, strategically placed to guide readers towards making a decision. By positioning the call-to-action statements at the conclusion of the content, the website ensured that readers were prompted to act after absorbing all the relevant information about the destinations.

One example of the soliciting response move was the sentence, "Do you want to spend quality time and have fun with close friends? Serangan Beach is the perfect place." This interrogative sentence directly engaged the readers by addressing a common desire— spending quality time with friends. The question format encouraged an instant mental response from the readers, making them consider Serangan Beach as a potential destination. By highlighting the specific appeal of the beach, the website effectively touched readers towards taking action. Another example can be seen in the sentence, "Interested in learning weaving directly in Sukarara Village?" This interrogative sentence served as a clear call-to-action statement, inviting readers to explore the cultural experience of weaving in Sukarara Village. The use of the word "Interested" directly appealed to the readers' curiosity and desire

for unique experiences, prompting them to think about visiting the village. These interrogative sentences were powerful tools in creating engagement, as they invited readers to visualize themselves participating in the activities and experiences described.

By incorporating interrogative sentences and clear call-to-action statements, the website effectively solicits responses from its readers. These cues encourage readers to move from passive consumption of information to active decision-making, increasing the likelihood of them visiting the tourism destinations in Mandalika. The strategic use of the soliciting response move helps build a connection between the website content and the readers, fostering a sense of involvement and engagement. In conclusion, the soliciting response move structure is vital for converting readers' interest into action. By using interrogative sentences and clear call-to-action prompts, the Mandalika Tourism Website guides readers towards making decisions and taking steps to visit the destinations. This move not only enhances engagement, but also contributes to increasing occupancy at the tourism destinations by encouraging readers to act on their interest.

From the analysis of the Mandalika Tourism Website using Bhatia's genre analysis framework, it can be concluded that the website fits within the advertisement genre, as its primary aim is to promote tourism destinations in Mandalika. According to Bhatia's framework, there are nine move structures typically found in advertisements. However, the Mandalika Tourism Website employs only seven of these moves, and their application is not strictly sequential. Move 1: Headlines and Move 2: Targeting the market are prominently featured on the website, fulfilling its informative function. Headlines are used to capture the reader's attention and provide an overview of the content, while targeting the market involves identifying the audience and tailoring messages to meet their preferences and cultural relevance. These moves ensure that the information is engaging and relevant to potential tourists. Moves 3 through 6—Justifying the product or service, Detailing the product or service, Establishing credentials, and Celebrity or typical user endorsement—are also applied on the website. These moves serve a persuasive function by providing detailed descriptions of the tourism destinations, showcasing special features, and including testimonials and media coverage. For instance, justifying the product involves highlighting unique aspects of the destinations and providing evidence of their value, while detailing the product offers comprehensive descriptions and benefits. Establishing credentials through media coverage and tourist testimonials enhances the credibility and appeal of the destinations. Celebrity and typical user endorsements add further persuasion by using the influence of well-known personalities and relatable user experiences. Move 9: Soliciting response is another move structure present on the website. This move functions as a reminder to readers, urging them to take action and visit the tourism destinations. It often appears at the end of the website pages in the form of clear call-to-action statements, such as questions or prompts that encourage immediate response and decision-making. Each of these move structures serves distinct functions that are crucial for the website as an advertisement media. The informative

moves attract and engage readers, while the persuasive moves build credibility, highlight unique features, and encourage action.

The Mandalika tourism website could enhance inclusivity by offering content in bilingual. It also uses clear and accessible language in both languages to give comprehensive understandable information. The use of English and Indonesian on the website aims to reach various audiences, including various age groups and travel preferences. The website also elaborates accessibility-friendly facilities in each tourism destination to ensure the destination inclusive for travelers with disabilities. It shows that tourism destinations in Mandalika gives their best commitment to welcoming vast visitors while working on its bilingual approach.

The results of this analysis align with findings from other scholars, emphasizing the critical role of move structures in promotional genres. Huang (2015) emphasizes the importance of the establishing credentials move structure in promoting tourism destinations, as it shapes the character of the destination in the readers' minds (Huang, 2015). Similarly, Rahman and Sari (2024) reveals the relationship of visual and textual elements in tourism website, showing how they complement move structures to increase audience engagement (Rahman & Sari, 2024). Another study by Luo and Huang (2015) focuses on analyzing tourism brochures as an advertisement genre. Their findings show that brochures typically apply eight move structures in order, with Moves 1, 5, 7, and 8 being essential (Luo & Huang, 2015). This highlights some differences with the current study, which found that the Mandalika Tourism Website omits certain moves, like offering incentives and using pressure tactics. These findings underscore the dynamic nature of promotional genres and the importance of adjusting move structures to specific communicative contexts.

In conclusion, the application of Bhatia's genre analysis framework, which includes nine move structures, can be effectively applied to all promotional genres, including websites. Each move structure serves different functions and is essential for attracting and increasing tourism occupancy. This move structure can also be applied to other tourism websites as it shows positive impact in audiences' engagement and tourism occupancy. The Mandalika Tourism Website's strategic use of these moves ensures that it effectively engages, persuades, and motivates potential tourists to visit Mandalika.

IV. CONCLUSION

Genre analysis can be effectively conducted by examining the text organization of a given medium. The Mandalika Tourism Website, classified within the advertisement genre, showcases a specific text organization that aims to promote tourism destinations in Mandalika. Analyzing the text organization on this website proves to be highly beneficial for understanding the strategies employed to engage and persuade potential tourists. Using Bhatia's genre analysis framework, which encompasses nine distinct move structures, the website employs seven of these moves in a non-sequential manner. The Mandalika Tourism Website does not utilize the move structure of offering incentives or rewards to readers. This

decision could be attributed to the website's focus on maintaining brand consistency, clear pricing, and emphasizing the unique features of Mandalika's tourism destinations without relying on promotional offers.

Each move structure employed in the website serves a distinct function and plays a critical role in the overall effectiveness of the tourism website as an advertisement media. The move structures can be categorized into three primary functions: informative, persuasive, and reminding. Informative moves, such as Headlines and Targeting the market, provide essential information to readers. Persuasive moves include Justifying the product or service, Detailing the product or service, Establishing credentials, and Celebrity or typical user endorsement. All of which build credibility and attract readers. The reminding move, Soliciting response, prompts readers to take action. By employing these move structures, the Mandalika Tourism Website effectively engages potential tourists, builds trust, and encourages them to visit Mandalika. This analysis highlights the significance of text organization in promotional genres and its role in attracting and increasing tourism occupancy.

To refine its strategy, the Mandalika tourism website could optimize its bilingual content by ensuring accurate and acceptable translations. Increasing users' experience can be done by providing friendly navigation and responsive design to make the website more engaging and accessible on all devices. Integrating visual and interactive features on the website can expose tourism destinations in Mandalika and attract them to potential visitors. Lastly, it is advised to regularly update content and tailor it to seasonal events to make the website more dynamic and up-to-date.

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