The Analysis of Speech Act of Tourism Promotion in *Pesona* Indonesia and Malaysia Truly Asia: A Cross-Cultural Pragmatic Study

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ABSTRACT

This study aims to analyze the illocutionary speech act used in the promotion of rural tourism in high-altitude areas by the Indonesian and Malaysian Ministries of Tourism. Searle's taxonomy of illocutionary speech acts (1979) is used, namely assertive, directive, commissive, expressive and declarative to categorize rural tourism. The data in this study were taken from the YouTube platform which was published in 2022 with the theme of video content promoting of rural tourism in high-altitude. Data analysis through Searle's taxonomy which is interpreted through a qualitative descriptive method. The results of the study found that there were similarities found, namely the types of assertive, directive and expressive illocutionary acts in PI and MTA. Meanwhile, commissive and declarative types were not found in both. Overall, a total of 58 utterances were obtained, including illocutionary speech acts in PI found a total of 32 utterance frequencies and MTA a total of 26 utterance frequencies. Cross-culturally, MTA in promoting its tourism is accompanied by criticizing developments that have a negative impact on tourist villages. Meanwhile, PI in promoting its tourism prioritizes providing information and cultural knowledge to listeners.

1. Introduction

Tourism is an activity carried out by a person or group with the aim of visiting a place. Tourism has an impact on the economic, cultural, lifestyle, infrastructure and health sectors. Tourism creates an influence on progress in the realm of sea and air industry, health programs, environmental and cultural sustainability which directly has a positive impact on local communities and foreign tourists (Suwandi, 2002). According to Molokáč et al., (2023) tourism is one of the world's most dynamic and fastest growing economic sectors. It is considered an important tool for economic development, generating income and employment for developing countries.

To attract and increase tourist arrivals, the role of government is very important. The government provides various kinds of support and tourism promotion, such as infrastructure support, human resources, policies and tourism promotion strategies. In destination areas, governments often provide supportive and direct services for the tourism industry. Infrastructure, the basis for tourism development, is still mainly provided by government, as is much of the transport and police service (Lickorish & Jenkins, 2007). Human resource development is also needed to provide creative ideas related to tourism promotion. The development desired by the community is infrastructure development and human resource development (Idris et al., 2019).

Indonesia and Malaysia are examples of countries where the government, especially the tourism ministry, carries out various tourism promotions. Promotion is one of the ways used by the government or organizations to introduce and offer existing tours with the aim of attracting local and foreign tourists. Promotion is used by organizations to communicate with customers with respect to their product offerings (Rowley, 1998). Promotion means introducing (Dayanti et al., 2018). Through the ministry of tourism of each country trying to promote tourist destinations through social media.

The presence of various social media platforms such as Facebook, Twitter, Instagram and YouTube are used as communication media, places to find news information, online shops and entertainment media for their users. Apart from that, it is also used by the Indonesian and Malaysian tourism ministries in promoting their tourist destinations. Massive tourism promotion is carried out through social media and official tourism websites (Istianah & Suhandano, 2022).

According to Infante and Mardikaningsih (2022), social media in society varies, including YouTube, Facebook, Instagram, twitter and not only for entertainment purposes. However, it is also a business activity that provides profits. One platform that is quite popular and has a large number of active users is YouTube. As one of the most popular social media, YouTube has fascinated scholars from different perspectives (Yao et al., 2022). YouTube has become a platform for sharing educational, training, life hack-themed content and as a medium for strategies to promote tourist destinations. Using social media as a marketing place, especially through the YouTube platform, is the most strategic place to promote the results of products or services owned by the company (Maulinda & Riyanto, 2022).

Indonesian and Malaysian tourism ministries have carried out a lot of tourism promotional content using different promotional methods and styles. One of the tourism promotion content carried out is the promote of rural tourism in high-altitude in 2022. One way to ensure that the tourism promotion carried out can be carried out well is by using language to communicate or convey thoughts about tourism promotion. Language is the primary form through which messages (whether spoken or written) are expressed in communication (Ondondo, 2015). In this context, communication is carried out by speakers in promoting tourism through YouTube video content so that it can be conveyed and heard by listeners.

Communication is a process of transferring information that is understood by speakers and listeners. According to Lunenburg (2010), citing Keyton (2011) statement, communication can be defined as the process of transmitting information and common understanding from one person to another. However, the process of transferring information in communication received by listeners in some cases experiences obstacles resulting in misunderstanding of the meaning conveyed by the speaker. In a communication process like this, one of the branches of linguistics studied by pragmatics is speech act. In the study of pragmatics, communication can only succeed if both the speaker and the hearer have the same prospect. A case in point where a listener has difficulty understanding the meaning of speech delivered by a speaker; one of the linguistic branches that pragmatics examines is speech acts (Hisham & Hashim, 2022).

Speech act was first introduced by Austin (1962) and his most famous work is entitled How to Do Things with Words. When someone says something, it means he also performs an action called a speech act. Speech acts are generally actions that a person takes through his speech (Yule, 1996). Speech acts are divided into three classifications, namely locutionary speech acts, illocutionary speech acts and perlocutionary speech acts. According to Wardhaugh & Fuller (2014) the utterances we use are locutions. The intent of a locution is called an illocutionary act and illocution also often causes listeners to do things. To that extent they are perlocutions. In this study the focus is on illocutionary speech acts. Searle (1979) divides illocutionary speech acts into five taxonomies, namely representative or assertive, directive, commissive, expressive, and declarative. Table 1 is Searle (1979) taxonomy of illocutionary speech acts with their explanation and examples.

Table 1. Searle's Taxonomy of Illocutionary Speech Acts

No	Types of illocutionary act	Explanation	Examples
1	Representative or Assertive	We tell people how things are	He is a liar
2	Directive	We try to get them to do things	I warn you to stay away from my wife!
3	Commissive	We commit ourselves to doing things	I promise to you will bring lunch
4	Expressive	We express our feelings and attitudes	I thank you for paying me the money
5	Declarative	We bring about changes in the world through our utterances	I declare: your employment is (hereby) terminated

Based on the explanation above, several previous studies were found relating to speech acts, namely illocutionary speech acts in American and Asian competitions pragmatically across cultures. It was found that from a cross cultural pragmatic point of view, Asians are more expressive than Americans, assertive and declarative functions are more widely used in America's Next Top Model. Meanwhile, the expressive function is more dominant in Asia's Next Top Model (Putri et al., 2020). Another difference was found in the research of Alghazo et al., (2021), the study found slight differences in the use of congratulating strategies between Kabyle-speaking and Jordanian Arabic-speaking students.

Besides that, other pragmatic research, namely the study examines the pragmatic features of war apologies and explores their diachronic development. The analysis shows major differences between public war apologies and interpersonal apologies, as well as significant differences between the realizations of Japanese and German war apologies over time (House & Kádár, 2021). Political figures and speechwriters can use certain speech acts or illocutionary types to deliver persuasive political speeches to successfully persuade their targets (Hisham & Hashim, 2022). The culture of tourism promotion on social media differs between country cultures (Mele et al., 2021).

Therefore, this study aims to explore the types and functions of limited speech acts by focusing on illocutionary speech acts in tourism promotion in content videos about rural tourism in high-altitude areas conducted by Indonesia and Malaysia. This research provides significance to the literature in the field of pragmatics research, especially speech acts. Besides that, it also provides knowledge about cross-cultural comparisons, especially Indonesia and Malaysia.

2. Methodology

This study uses a qualitative approach. Qualitative research seeks to understand phenomena that occur in social or human problems with clear interpretations and formed by words. According to Creswell and Poth (2016) qualitative research begins with assumptions and the use of interpretive or theoretical frameworks that inform the study of research problems addressing the meaning individuals or groups ascribe to a social or human problem. Qualitative research aims to understand and describe the phenomenon of social problems that occur in depth. The purpose of qualitative research is to obtain a complete description and in-depth understanding of social phenomena, rather than numerical analysis of data (Putri et al., 2020). This is in line with and in accordance with the objectives of the research conducted, namely trying to describe in depth illocutionary speech acts in tourism promotion carried out by Indonesia and Malaysia.

The data of this research is the content of a tourism promotion video with the theme of rural tourism in high-altitude. The amount of data to be analyzed is two videos of data. Video data taken in 2022 from the YouTube platform sourced from two accounts. The first, Pesona Indonesia (PI) account (@PesonaIndonesiaofficial) which is the official Indonesian tourism promotion account managed by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency Republic of Indonesia. The second, Malaysia Truly Asia (MTA) account (@MalaysiaTrulyAsia) which is the official account of the tourism promotion of the Ministry of Tourism, Arts and Culture Malaysia. PI and MTA were chosen because they have similarities in developing tourism promotion on YouTube social media and also have similarities in the context of rural promotion in high-altitude areas. After the data is collected, transcription is then performed to obtain the text of the utterance and entered into the Microsoft Office Excel 2016 table to categorize data based on the type and function of illocutionary speech acts. To understand the categorization included in the types of illocutionary speech acts, watching video content data is done to understand the context of the data. After that, an interpretation is made to make comparisons and also conclusions.

Table 2 provides information related to research data, including the names of the ministries that manage official accounts on the YouTube platform with the context of promoting tourism through published video content in 2022.

Table 2. Data Information

Ministry of Tourism	Official Account	Platform	Title	Publish	Context
Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency Republic of Indonesia	Pesona Indonesia (@PesonaIndonesiaofficial)	Youtube	Desa Wisata Wae Rebo, Surga Diatas Awan #diindonesiaaja	August 16, 2022	Promotion of rural tourism in high-altitude
Ministry of Tourism, Arts and Culture Malaysia	Malaysia Truly Asia (@MalaysiaTrulyAsia)		Undrowned Sting Village - A Land Above the Clouds	September 27, 2022	

Source: Primary Data Processed, 2023.

3.1. Illocutionary Act on Tourism Promotion in Pesona Indonesia

Based on the data analysis, it was found that the types and functions of illocutionary speech acts in tourism promotion at Pesona Indonesia were assertive with the functions of affirming, informing and stating. Directive with speech act functions of asking, commanding, recommending, and suggesting. Expressive with the functions of encouraging, praising and thanking speech acts. While commisisve and declarative are not found in the data. The function of illocutionary speech acts in the promotion of rural tourism in high-altitude in Pesona Indonesia is a total of 32 speech functions.

The types and functions of illocutionary speech acts where the assertive type is most widely used with a total of 18 utterances and the informing function dominates the most with a frequency of 13 or 40.64%. Then, followed by expressive types which totaled 8 utterances with the most functions namely praising totaling 6 or 18.75%. Meanwhile, there are the fewest types of directives, namely a total of 6 utterances with a total of 3 asking functions and making this function the most in the directive function.

1) Assertive

a) Affirming

> **Data 1**
>
> *Kopi dan tenun wajib dimiliki jika berkunjung ke desa peraih juara satu kategori daya tarik wisata Anugerah desa wisata Kementerian Pariwisata dan Ekonomi kreatif dengan membeli produk kreatif lokal anda turut membantu ekonomi warga sekaligus bangga buatan Indonesia.*
>
> (Coffee and weaving are a must-have if you visit a village that won first place in the tourist attraction category of Tourism Village Award from the Ministry of Tourism and Creative Economy by buying local creative products, you are helping the local people's economy and at the same time being proud of being made in Indonesia).

In this context the speaker gives an affirmation sentence for the previous sentence. The speaker said that related to coffee and weaving that must be owned. Then, to emphasize the sentence, the speaker utters the consequences arising from owning coffee and weaving. The speaker said "by buying local creative products, you are helping the local people's economy and at the same time being proud of being made in Indonesia" this shows that this is included in the affirming function.

b) Informing

> **Data 2**
>
> *Berada di ketinggian 1200 meter diatas permukaan laut, desa wisata Wae Rebo yang terpencil jauh dari hiruk pikuk kota.*
>
> (Located at an altitude of 1200 meters above sea level, the remote tourist village of Wae Rebo is far from the hustle and bustle of the city).

In providing tourism promotion, speakers give a speech that aims to provide information to listeners. This can be seen based on data 2, where the speaker informs the listener that the location of the village is high-altitude, namely the tourist village of Wae Rebo, which is at an altitude of 1200 meters above sea level. The essence and meaning that the speaker wants to convey to the listener is that the tourist village of Wae Rebo has a location which is in an altitude area. So, this sentence is included in the sentence informing or information.

> **Data 3**
>
> *Desa denge merupakan desa terakhir yang bisa diakses kendaraan, selanjutnya anda harus mendaki jalan setapak yang cukup terjal selama kurang lebih tiga jam, selama pendakian terdapat tiga pos pemberhentian untuk anda beristirahat sejenak*
>
> (Denge village is the last village that can be accessed by vehicles, then you have to climb a fairly steep path for about three hours, during the climb there are three stopping points for you to rest for a while).

The sentence above is a sentence that includes informing. The speaker explains the access or route to Wae Rebo village to the listeners. The speaker also provided detailed information regarding access and the route by informing them that one of the last villages accessible by vehicles was Denge Village. The speaker further added that after passing through the village of Denge, it takes approximately three hours of hiking to get to their destination. The speaker also informs the listener that there are three stopping points that can be used as a place to rest on the way up to the destination.

Data 4

Terdapat tujuh rumah Mbaru Niang yang dibuat nenek moyang mereka yang memiliki arti menghormati 7 arah mata angin dari puncak-puncak gunung yang mengelilingi desa Wae Rebo, Mbaru Niang berdiri di tanah datar dan dibangun mengelilingi altar yang disebut Compang.

(There are seven Mbaru Niang houses made by their ancestors which have the meaning of respecting the 7 cardinal directions from the mountain peaks that surround the village of Wae Rebo, Mbaru Niang stands on flat ground and is built around an altar called Compang).

Data 4 shows that informing sentences. The context spoken by the speaker in the sentence is that the speaker imparts knowledge with the aim of informing the listener about the meaning and symbols of the Mbaru Niang house. The speaker also provided information about the geographical location and architecture of the Mbaru Niang house. The purpose of the speaker providing this information is related of rural tourism in high-altitude, namely the Wae Rebo tourist village which introduces and informs the speaker about the traditional house inhabited by the people of Wae Rebo called Mbaru Niang

c) Stating

Data 5

Kabut tipis berarak beradu menyelimuti puncak atap rumah adat nan eksotis.

(A thin mist drifted over the roof tops of exotic traditional houses).

The context of this sentence is a description of a village located in a high altitude area that has a number of local traditional houses which are shrouded in fog, so that sometimes it covers the local traditional houses. However, this actually makes the traditional houses of the village look beautiful and beautiful. Based on the context and sentences spoken by the speaker, the sentences in data 5 include stating. Statements or stating sentences are sentences that contain information, either fact or opinion.

Data 6

Mentari menyembul dari ufuk timur memberi kehangatan di tengah udara segar surga Wae Rebo.

(The sun rising from the eastern horizon gives warmth amidst the fresh air of Wae Rebo heaven).

The sentences in data 6 includes a stating. In this sentence, the speaker gives his statement about the sun that gives warmth to the village of Wae Rebo. The context of this sentence is the presenter welcoming the morning atmosphere in Wae Rebo village. The atmosphere in the morning is described as a bright atmosphere starting with the sunrises emerging from the east, making the cold air warm and fresh. Based on this context, the speaker makes a statement based on the perceived truth.

2) Directive

a) Asking

Data 7

Kita coba lihat lantai dua seperti apa?

(Let's take a look at the 2nd floor. What's it like?)

As in Searle's taxonomy (1979) that one of the illocutionary speech acts is the directive which has the function of asking. The context of the sentence in data 7 above is in the promotion of rural tourism in high-altitude of Wae Rebo, the speaker gives a question before starting to explore the second which is in the traditional house of the Wae Rebo people.

In accordance with the concept of Searle's taxonomy (1979) this shows that this sentence is included in the question or asking sentence.

Data 8

Suasana kebersamaan seperti ini yang ingin dibangun di Wae Rebo, betul begitu bang Timul?

(This kind of togetherness is what we want to build in Wae Rebo, is that right, Timul?)

Data 8 shows an utterance that aims to question the certainty of the previous sentence. In this speech there is a context, namely someone who asked the source about the habits he wanted to build in Wae Rebo. Someone who says this has the goal of getting a definite answer like a sentence "…is that right, Timul?". The context of this question sentence is when the presenter explains a local wisdom from the people of Wae Rebo village, namely eating together, both local people and visitors sitting together to enjoy dinner. This culture was described by the presenter and raised a clarifying question which was answered by the local community.

Data 9

Kopi di sini diolah secara tradisional, seperti itu ya?
(The coffee here is processed traditionally, like that, right?)

The context of this sentence is a video showing a coffee plantation in a tourist village and a local resident taking coffee beans to process them into a drink. The video also shows two people consisting of local residents who explain about coffee in the area and residents who are visitors or local tourists who ask about coffee processing. The sentence in data 9 is asking, because the context in this spoken sentence is when someone explains about the tourist village of Wae Rebo which has its own processed coffee. The coffee process is traditionally processed by the people of Wae Rebo. To ensure the truth, the speaker gives a question with the aim of convincing.

b) Commanding

Data 10

Sampai juga akhirnya dan setiap wisatawan diwajibkan untuk memukul alat tabu ini, namanya kentong sebagai penanda datangnya tamu.

(Until finally and every tourist is required to hit this taboo tool, the name is kentong as a sign of the arrival of guests).

In the context of tourism promotion in the tourism village of Wae Rebo, a speaker explained about a tool that has the name kentong. Furthermore, the speaker explains to the listener that the function of the tool is to signal the arrival of guests. The sentence spoken by the speaker is "...and every tourist is required to hit this taboo tool, the name is kentong as a sign of the arrival of guests." Indirectly, the speaker instructs listeners, especially tourists, to hit the instrument. The word required indicates an order that cannot be refused.

c) Recommending

Data 11

Bila anda mendarat di Labuan Bajo, anda harus melanjutkan perjalanan selama tiga jam menuju desa Denge.

(If you land in Labuan Bajo, you have to continue the journey for three hours to Denge village).

The context of the sentence above is when tourists want to travel to the Wae Rebo tourist village. The speaker provides steps on the way to the Wae Rebo tourist village, especially for tourists who go through Labuan Bajo. One of the preferred access to Wae Rebo village is via Labuan Bajo and continue to Denge village. The word if spoken by the speaker indicates that the speaker wants to try to give a travel recommendation.

d) Suggesting

Data 12

Bagi anda yang ingin menyapa desa Wae Rebo dapat mengunjungi laman instagram waerebo.official atau melalui sejumlah agen travel daring yang membuka trip baik secara privat ataupun rombongan.

(For those of you who want to say hello to the village of Wae Rebo, you can visit the waerebo.official Instagram page or through a number of online travel agents who open trips, both privately and in groups).

The speaker provides a tourism promotion strategy so that the village above the clouds of Wae Rebo can be known and visited by local and foreign tourists. One of the strategies that speakers use is to suggest using social media as a source of information about the village of Wae Rebo. The speaker also advised about accessing trips to the village through online travel agents. This can be seen from the sentence in data 12 "… visit the waerebo.official Instagram page or through a number of online travel agents…" This shows that data 12 is a suggesting sentence.

3) Expressive

a) Encouraging

Data 13

Kunjungan ini memberi angin segar kebangkitan pariwisata di Wae Rebo, warga semakin siap menyambut kedatangan wisatawan dan memperlihatkan kembali ekonomi masyarakat lewat pariwisata.

(This visit gave a breath of fresh air to the revival of tourism in Wae Rebo, residents were increasingly ready to welcome the arrival of tourists and revitalize the community's economy through tourism).

The sentence above is an encouraging sentence. Indirectly, the speakers provided motivation and encouragement to the people of Wae Rebo village regarding the visit by the minister of tourism. In this context the minister of tourism came to visit the village of Wae Rebo to help promote tourism. Therefore, the speaker in his sentence in data 13 gives encouragement to the people of Wae Rebo village and also to the Indonesian people that they are ready to welcome tourists. One of the encouraging sentences uttered by the speaker is "...and revitalize the community's economy through tourism" This sentence conveys the meaning that the economy of the village of Wae Rebo can increase again with the presence of tourists.

b) Praising

Data 14

Wae Rebo desa diatas awan ini menyimpan segudang kekayaan budaya dan panorama begitu agung selaras dengan kearifan lokal yang lestari lingkungan.

(Wae Rebo, the village above the clouds, has a myriad of cultural treasures and a view that is so majestic in harmony with local wisdom that is environmentally sustainable).

The sentence above is a sentence that indirectly gives a compliment. The speaker in introducing the village above the clouds Wae Rebo also gave a compliment because it has a rich culture and panorama. The word majestic that is spoken shows a beauty and privilege that only the village of Wae Rebo has. The sentence above has the context of describing what happened in Wae Rebo village by the speaker, namely the existence of cultural riches such as cloth and sarongs woven using traditional equipment. The materials and tools used for daily activities come from nature. This sentence is also shown in the promotional video showing several adult men bringing natural materials and a girl carrying out an activity of hitting something using wood. Apart from that, local wisdom in Wae Rebo is still maintained, such as traditional games played by local children. This is similar to natural beauty that is still preserved. Based on the context of data 14 uttered praise related to culture and panoramas.

Data 15

Rasa penat seolah sirna kala kaki saya menapaki desa yang dikelilingi hutan tropis manggarai barat yang lebat, ibarat permadani rumput yang membentang begitu asri dan alami seolah tak terjamah.

(The feeling of fatigue seemed to disappear when my feet stepped on the village which is surrounded by the dense tropical forest of West Manggarai, like a carpet of grass that stretches so beautiful and natural as if it was untouched).

The sentence above gives a compliment or praise, namely the context is when the speaker feels tired after traveling, but it can be paid off by the beauty and nature that is still maintained. The speaker gives his praise by using a supposition metaphor, namely the word like.

Data 16

Sebagai situs warisan budaya dunia yang ditetapkan UNESCO pada 2012 lalu rasa bangga muncul semakin menegaskan betapa indahnya pesona kearifan yang wajib didatangi sepadan dengan perjuangan untuk menjajakinya.

(As a world cultural heritage site designated by UNESCO in 2012, a sense of pride appears to emphasize how beautiful the charm of wisdom that must be visited is worth the struggle to explore it).

The context of this sentence is when the Minister of Tourism came to give a prize for being the champion of a tourist village and was welcomed by the village traditional leader for increasing tourist visits. Therefore, the speaker gives praise because apart from being a champion, this village is also a UNESCO cultural heritage site. The word pride and beautiful in the sentence above is included in the sentence praising. Furthermore, the speaker gives a compliment or praise about the beautiful local wisdom.

c) Thanking

Data 17

Terima kasih anda telah menyaksikan special segment di Indonesia aja in Association with.

(Thank you for watching the special segment in Indonesia, in Association with).

The context of the sentence above is the end of the village promotional video promoted by the speaker. Before ending the promotional video the speaker gives a sentence of thanks for watching the promotional video. The context of this sentence is a form of appreciation and is a closing sentence. The sentence above is included in the thanking. The speaker gave his appreciation in the form of a thank you to the listeners for witnessing the village content above the clouds of Wae Rebo.

3.2. Illocutionary Act on Tourism Promotion in Malaysia Truly Asia

This study found a total of 26 utterances after the data was analyzed on rural tourism promotion in high-altitude. The data found consists of assertive illocutionary speech acts with the informing function which has the highest frequency of utterances, followed by affirming, stating, claiming and boasting functions which have the least frequency in non-illocutionary speech acts. Then, the researcher also found directive and expressive types. While commissive and declarative types of illocutionary speech acts were not found.

The types and functions of assertive are most pronounced by speakers, namely 21 utterances. The researcher also found the types and functions of directives with a total of 1 utterance. Then finally the researcher found expressive types and functions totaling 4 utterances.

1) Assertive

a) Affirming

Data 18

But every action has its consequences.

The sentence above is a sentence of affirming, the context of the utterance is that one of the developments being carried out is a dam. However, the construction of the dam does not only provide positive things but also has a negative impact on the surrounding community. The word consequences gives confirmation of the actions that have been taken.

Data 19

Nevertheless, resilience will always arise in hope of survival.

The context of this sentence is that people in tourist villages experience shortages of both food and infrastructure. In the midst of feeling this shortage, the community will continue to survive to fulfill their lives by utilizing the nature around the village. In this case, the speaker indirectly gives an affirmation to the listener that society will survive because they have the toughness to always survive. The word always that is spoken by the speaker strengthens and emphasizes that in that context the community has the ability and resilience.

Data 20

Even when most of his family members moved out. He still took care of what he calls a legacy, a home Above the Clouds.

The sentence above is an example of an affirmation sentence. In the context of promoting village tourism above the clouds, speakers provide information regarding someone whose most of their family members have moved because of the consequences of building a dam. However, by surviving for the reason that this place is a hometown that cannot be left behind. So, keep the house above the cloud. The word even shows that the speaker emphasized that there was a strong reason that made a resident stay in the area.

b) Informing

Data 21

This is the "undrowned" Sting village, a land above the Clouds.

The context of the sentence above is that in promoting the village video, the village is introduced to a location far from the city center and in the heart of the forest. Based on the context, data above is a sentence that provides informing because in promoting a village above the clouds called sting village. The speaker provides information regarding the name of the village and the nickname of the village above the cloud. The speaker says "this is the "underowned" Sting village…" with the aim of informing the listener.

Data 22

With 63 meters height and 267 meters, length then our dam is located within the District of Padawan, 40 kilometers from Kuching City. Major purpose is to secure water supply of the state's capital, for the foreseeable future.

The context of this sentence is that there is a dam near the village. This dam is explained as one of the factors that makes people move to higher areas. On the one hand, it makes it a water source for the future and on the other hand, it makes the village community move to a higher area, which ultimately makes the village a tourist attraction. Based on the context, data 22 is an informing sentence because the speaker provides information regarding the truth of the size of a dam and the location of the dam. The speakers further state the purpose of the dam as a reserve supply for the future. The word purpose has the meaning to inform listeners about the cause of the dam.

c) Stating

Data 23

What nature provides is what the people utilize.

The context of this sentence is a promotional video that shows people using natural materials to carry out their daily activities, such as using bamboo for food and drink purposes. Apart from that, it was also shown that there were leaves from nature that were used as a food base. This gives an idea of how to use something from nature. Based on the sentence of data 23 above, the sentence is included in the declarative stating. The speaker provides an opinion related to the context of tourism promotion, where the village community above utilizes resources that already exist in nature.

d) Boasting

Data 24

The feeling is surreal as if you are in another realm, and that is the breathtaking hidden Jurassic Park of Sarawak.

The context of this sentence is that the speaker in the video promoting the tourist village shows that it has several amazing waterfalls where the road to the waterfall is still difficult to access. This indicates a lack of human activity in the area. The speaker also, in the context of promoting a tourist village, tries to equate it with the nature in a film. The sentence "the feeling is surreal as..." is a sentence that shows that the speaker wants to say a sentence that is proud of something. In the context of tourism promotion, speakers describe a metaphor to describe a tourist spot, namely Jurassic Park.

e) Claiming

Data 25

But deep within the shrouded greens are yet more exciting.

The context of the sentence above is a promotional video which shows a dense forest that is dominated by greenery and is described as a forest that has not been touched by human activity because the location of the forest is far from urban areas. The sentence above is included in the claiming sentence because the speaker provides an explanation to claim that deep in the green of the forest, there is something more interesting, namely a village that is above the clouds. In this context the speaker tries to introduce something related to the promotion of village tourism above the clouds.

2) Directive

a) Suggesting

Data 26

Appreciating beauty also may come in various forms, and one of it is to travel responsibly.

The context of this sentence is the closing sentence of the promotional video for the tourist village. Before ending the promotional video, the speaker wants to give the listener some advice when traveling. The sentence of data 29 above is a sentence that is included in suggesting because the speaker utters various forms of appreciation. The meaning that the speaker wants to convey is that there is a choice in appreciating beauty. Therefore, the speaker further provides a choice of suggestions, one of which is responsibility.

3) Expressive

a) Praising

Data 27

Cocooned away from the push and pull of people, contains a wondrous untouched Riches of the bengo range. Curtain Falls, Pe'an falls.

The context of the data in the sentence above is that the promotion of tourist villages shows the extent of green forests and has tourist villages in the middle of the forest. Apart from the village, several waterfalls are also shown which are still natural. This indicates a lack of human activity in the area. The speaker tries to provide promotion by giving praise related to the natural nature of the tourist village.In the sentence spoken by the speaker above, the speaker openly gives a praise to an unspoiled waterfall near the village above the clouds.

Data 28

The most alluring feature, Susung Falls. Transcend from your usual sight and be in awe of the majestic sight of Susung waterfall.

The context of the sentence above is that the speaker shows through a promotional video that there are several beautiful and sustainable waterfalls. However, of the many waterfalls shown, the speaker chose one that according to the waterfall had its own beauty. The sentence above includes a sentence of praising because according to the speaker's point of view, one of the most attractive waterfalls for tourists is the Susung waterfall. The word majestic uttered by the speaker is a word that has the meaning of majesty or grandeur. This shows that the speaker wants to give a compliment to one of the tourist objects which is near the village above the clouds.

3.3. Illocutionary Act on Tourism Promotion in Pesona Indonesia and Malaysia Truly Asia

Table 3 shows the results of the types and functions of illocutionary speech acts for the promotion of rural tourism in high-altitude by PI and MTA. In terms of frequency, type and function of illocutionary speech acts between PI and MTA there is no significant difference. PI and MTA have in common that they use assertive, directive and expressive types and functions. Meanwhile, commissive and declarative types and functions are not found in PI and MTA.

Table 3. Types and Functions of Illocutionary Speech Acts for Rural Tourism Promotion in Pesona Indonesia and Malaysia Truly Asia.

No	Types of Illocutionary Acts	Function of Speech Act	Frequency		Percentage (%)		Total		Total
			PI	MTA	PI	MTA	PI	MTA	
1	Assertive	Affirming	3	4	9.38%	15.38%			
		Informing	13	10	40.63%	38.46%			
		Stating	2	4	6.25%	15.38%	18	21	39
		Boasting	0	1	0.00%	3.85%			
		Claiming	0	2	0.00%	7.69%			
2	Directive	Asking	3	0	9.38%	0.00%			
		Commanding	1	0	3.13%	0.00%			
		Recommending	1	0	3.13%	0.00%	6	1	7
		Suggesting	1	1	3.13%	3.85%			
3	Commissive		0	0	0.00%	0.00%	0	0	0
4	Expressive	Encouraging	1	0	3.13%	0.00%			
		Praising	6	4	18.75%	15.38%	8	4	12
		Thanking	1	0	3.13%	0.00%			
5	Declarative		0	0	0.00%	0.00%	0	0	0
Total			32	26	100%	100%	32	26	58

Source: Primary Data Processed, 2023.

Table 4 also shows comparisons and similarities between PI and MTA in percentage terms. It can be seen that PI and MTA do not use declarative types and functions. In the MTA context, this result strengthens and is in line with previous research, namely research conducted by Krishnan et al., (2021) in his research did not find the types and functions of declarative speech acts. This also shows and reinforces that Asian people often use indirect meaningful speech. In a study conducted by Putri et al., (2020) did not find any types and functions of declarative speech acts. PI and MTA also use the informing function more to promote their tourism than other functions. The results of the informing function are in line with research conducted by Ulum et al., (2016) which shows that universities in Indonesia and Malaysia tend to disclose more information.

In cross-culturally, MTA in promoting its tourism prefers to use its assertive function to promote as well as criticize the impact of the development carried out by its government around rural tourism. This can be seen in data 18, 19 and 20. In addition, at the end of the promotional video used the expression of giving advice to listeners, this is related to the criticism that has occurred over the tourist village Meanwhile, PI is not found to have a critical context and uses its assertive function to simply promote its tourism and at the end of the promotional video used the expression of thanking the listener in his sentence.

Table 4. Comparison of Rural Tourism Promotion Illocutioary Speech Acts in Pesona Indonesia and Malayasia Truly Asia.

Types of Illocutionary Acts	PI	MTA
Assertive	56.26%	80.77%
Directive	18.75%	3.85%
Commissive	0.00%	0.00%
Expressive	25.00%	15.38%
Declarative	0.00%	0.00%
Total	100%	100%

Source: Primary Data Processed, 2023.

4. Conclusion

Based on Searle taxonomy (1979) illocutionary speech acts in the promotion of rural tourism in high-altitude in Pesona Indonesia (PI), it was found that there were 18 assertive illocutionary speech acts, 6 directive utterances or 18.75% and 8 expressive utterances or 25.00%. Overall, a total of 32 utterances were obtained on PI. Meanwhile, Malaysia Truly Asia (MTA) found 21 assertive utterances or 80.77%, 1 directive or 3.85% and 4 expressive utterances or 15.38%. In promoting their tourism, PI and MTA also use the informing function more to promote their tourism than other functions. The results of this study also did not find commissive and declarative types in the promotion of rural tourism in high-altitude in PI and MTA. The results showed that there was no significant difference between PI and MTA in using the types and functions of illocutionary speech acts.

In Cross-culturally, MTA in promoting its tourism is accompanied by the context of criticizing the development carried out around the rural tourism in high-altitude. Meanwhile, PI in promoting its tourism prioritizes providing information and cultural knowledge to listeners. The differences between PI and MTA can also be seen in the ending of the promotional video for the rural tourism. PI used the expression of thanking the listener in his sentence. While MTA used the expression of giving advice to listeners, this is related to the criticism that has occurred over the tourist village.

Researchers are aware that the data in this study depend on one context. So, this research opens up opportunities for further and future research related to cross-cultural tourism promotion by using larger data.

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