

Mood System in the Tourism Brochure of “Friendly Lombok”

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ABSTRACT

Mood system can be found in every clause. This research was conducted to investigate the types of mood and their speech functions in the tourism brochure of “Friendly Lombok”. Qualitative descriptive research design was employed in conducting this research. The findings show that the mood system found in the tourism brochure of “Friendly Lombok” are declarative mood, interrogative mood, and imperative mood. In the brochure, the information and encouragement given by the author is delivered to the readers through the declarative mood. The interrogative mood functions to demand questions and attract the readers’ attention. The author’s authority to command and persuade the readers to take an action are expressed through the imperative mood. Based on the analysis, the declarative mood is the most common mood in the tourism brochure of “Friendly Lombok”. It shows that the author of the brochure tends to state information and encouragement of tourism aspects in Lombok to the readers.

I. Introduction

Tourism has become widely popular in people’s life. It relates to people’s needs which are always dynamic from time to time. The tourism popularity is getting increased since people now live in the era of information explosion. This situation makes tourism promotion delivered to people massively. Tourism promotion can be spread through several marketing strategies, such as making advertisement, stating slogan, popularizing tourism hashtag on social media, and distributing brochure. Among such marketing strategies, brochure offers complete details about tourism. Therefore, tourism brochure contains a lot of words, clauses, and sentences to deliver detailed intention to people.

The contents of tourism brochure are definitely presented through language since language has functions and meanings. Systemic Functional Linguistics (SFL) is a linguistics field that focuses on the functions of language. Words, clauses, and sentences are parts of language that function as establishing meanings. According to Halliday & Matthiessen (2004), there are three functions of meaning, namely clause as message, clause as exchange, and clause as representation. The clause as message focuses on revealing the message spoken by the speaker, the clause as exchange focuses on the meaning transaction between speaker and listener, and the clause as representation focuses on representation of some process in ongoing human experience.

The clause as exchange relates to mood. Halliday & Matthiessen (2004) argue that mood carries the burden of the clause as an interactive event. The mood is therefore considered to be related to the interpersonal meaning. In interpersonal meaning, a clause is considered as a piece of interaction between the speaker and listener (Halliday & Matthiessen, 2004). Moreover, Sujatna (2013) states that the types of mood majorly are divided into indicative and imperative. The indicative consists of two types, namely declarative and interrogative. Thus, mood can be found in every clause.

In order to investigate the types of mood, the tourism brochure of “Friendly Lombok” was chosen as the research object which the mood types are applied. Lombok’s tourism popularity affects its tourism bureau to write complete details about Lombok through brochure. In the brochure, the author’s intention is written in variety of clauses. Thus, the mood types in the tourism brochure of “Friendly Lombok” have their functions.

Mood analysis has been applied in several research objects by various researchers. There are several previous studies related to this research. Several previous studies were collected to be a

reference and comparison between them and this study. Firstly, Bankole & Ayoola (2014) examined the interpersonal relationships in some columns in six editions of a Christian magazine. The selected texts were analysed for mood and modality. The analysis reveals that the declarative mood dominates the texts, and the use of modality is low in all the texts.

Sujatna (2013) investigated the mood and transitivity on the fourteen national airlines slogans and forty regional airlines slogans. Firstly, the findings show that the mood found in the national and regional airlines slogans are declarative and imperative mood. Secondly, referring to the study, it is reported that the transitivity in the national airline slogans found are material, mental, and relational processes while the regional airlines slogans found are material, mental, relational, and behavioural processes.

Noor, et al. (2015) conducted research using mood analysis in the Last Address of the Holy Prophet (PBUH). The study of the religious text discusses interpersonal metafunction of language. It highlights the power relations of the participants. The analysis of 56 clauses reveals that 32 are declarative, 22 are imperative whereas there is only one interrogative clause.

Based on the previous studies reviewed, it is concluded that mood analysis in tourism brochure has not been found. This study is therefore aimed to investigate the types of mood and their speech functions in the tourism brochure of “Friendly Lombok”.

II. Method

Descriptive analysis was employed in conducting this research. By using this method, the types of mood and their speech functions in the tourism brochure of “Friendly Lombok” were described. There were several steps done in conducting this research. The first step was downloading the brochure as the data from www.kemenpar.go.id. The second step was collecting the clauses from the brochure. The third step was identifying the clauses into the types of mood and their speech functions. The last step was making conclusion.

III. Results and Discussion

Mood can be found in every clause in the tourism brochure of “Friendly Lombok”. The clauses obtained from the brochure are 74 clauses. Based on the result of the research, the mood system found in the data are declarative mood, interrogative mood, and imperative mood. The details of the result are presented in the table below.

Table 1. Total and Percentage

Types of mood	Total of clause	Percentage
Declarative	66	88%
Imperative	5	6.6%
Interrogative	4	5.4%
Total	74	100%

Therefore, the discussion is presented into three categories. Those are declarative mood, interrogative mood, and imperative mood.

3.1 Declarative Mood

The first category is declarative mood. There are 66 clauses categorised as declarative mood. The declarative mood has subject and finite element (Egins, 2004). The declarative mood systems found in the brochure are presented in the following table 2.

Table 2. Declarative Mood

With an altitude of 3726 masl,	this mountain	has	a thousand one enchanting natural charm including Segara Anak Lake and the exotic crater of Mount Barujari.
From the peak of Rinjani,	you	can	see the view of Mount Batur, Mount Agung, Mount Tambora, and the jaw dropping landscape of Lombok Island.
	You	will	also be presented the natural of its slope.

	Rinjani		has	low mountain rainforests, spacious savanna with beautiful Edelweiss and high mountain rainforests.
Therefore,	Rinjani		deserve	to be called a 5-star mountain
	this village		is	the right place that will make you know more closely the indigenous tribes of Lombok.
	this village	still	preserves	its traditional house and the culture of Sasak Lombok Tribe.
Not only that,	this village		is	still conserving its distinctive weaving tradition.
	One of the world class destinations that you must visit while in Lombok		is	Mandalika Lombok Tourism.
On this beach,	you		can	find the cultural icon that represents the Lombok community, Princess Mandalika Monument.
Located in Central Lombok,	the beach		is	believed to be
where	the Princess Mandalika		plunge	into the ocean and believed to be transformed into Nyale.
Even today,	the people of Lombok	regularly	hold	the Bau Nyale ritual that focuses on Seger Beach.
Commonly dubbed as “Gili T” by most visitors,	the island		has	an exotic and charming panoramic beach.
	Gili Trawangan		is	the largest of three gili (small island) located in the northwest of Lombok.
For diving aficionado,	the island		is	also known for its beautiful underwater scenery.
As far as the eyes can see in any direction,	you		will	be amazed by the blend of blue sky, shimmering turquoise waters, and unlimited white sandy beaches!
Not only that,	you		can	also enjoy the sunrise and the sunset at once in one day.
when	You		will	be dissolved in the joy with the local community
	you		participate	in this cultural event.
	The beautiful beach scenery		combines	with the marvellous phenomenon of marine life.
	Bau Nyale		is	a tradition of catching nyale or sea worms that are routinely done once a year by Lombok locals who live in the south area of the island, especially the Wetu Telu disciples.
	This tradition		is	associated with the story of Princess Mandalika supposedly contested by many princesses and often held in the period of February-March.
	The Topat War		is	a ceremony
where	participants of the event		is	throwing ketupat (a type of dumpling made from rice packed inside a diamond shaped container of woven palm leaf pouch) among each other as a gesture of gratitude to the Supreme Lord, for its prosperity in the form of soil fertility, rainwater, and abundant harvest.
	This ceremony		is	annually held at Taman Lingsar by the Hindus and the Muslims of Sasak Tribe.
	The Topat War		is	usually carried out after the completion of Pedande Mapuje, which was at the time of roroq kembang waru (the fall of the hibiscus flowers) at approximately around 17.00 PM.
	It		will	be the most challenging bike competition with each stage has diverse contours and stunning natural scenery.
	An international cycling event,		is	included in the 2.2 license category of Union Cycliste Internationale (UCI).

	Mandalika Tour D'Lombok		
	This cycling event	is	divided into four stages.
	Each stage	has	a challenge and also different nature scenery.
Famously known for its dominant spicy flavour,	this main dish	is	served in a variety of serving choices such as fried or baked.
Moreover,	the chicken used for this menu	are	three to five months old.
	This	is	what makes the feel so tender.
	Here	are	a few spots
where	you	can	try Taliwang Chicken.
	Plecing Kangkung	is	a common Lombok vegetable dish served side by side with Taliwang chicken.
	It	consists	of kale boiled with spices that have been blended from a mixture of cayenne pepper, terasi (shrimp paste), salt, and tomatoes.
	These spices	make	the kale taste more delicious, with a finishing touch of both spicy bean sprouts and fried peanuts.
	Kale used for this cuisine	is	a particular type of water kale.
	This type	is	usually grown in a river that flows by a certain method, which produces kale with a crisp large bar.
	Visiting Lombok	will not	trouble you as there are already several star hotels, resorts as well as guest houses to stay.
	Some of these hotels	are	scattered from downtown to the nearest famous touristy hot spots.
	Lombok	is	also more easily accessible either by sea and air.
For flights,	all flights	are	now capable of being accommodated at Lombok International Airport.
In addition to the aviation service,	Lombok	can	also be accessed by sea route with the entrance is Labuhan Lembar in West Lombok and Labuhan Harbor (Kayangan) on the East Lombok.
To Lombok,	you	can	go through Soekarno-Hatta International Airport Tangerang / Jakarta, Ngurah Rai International Airport Bali, Sultan Hasanuddin International Airport first then transit to Lombok International Airport.
In terms of topography,	Lombok	is	dominated by mountainous areas.
Interestingly, start from the island of Lombok to the east,	flora and fauna	show	more resemblance to the flora and fauna which found in Australia than Asia.
	Lombok	has	a diverse contour ranging from mountains and oceans.
For those who want to enjoy adventure tour in Mount Rinjani,	you	can	start the journey from Lombok Praya Airport.
From this airport,	there	are	many available car service to take tourists to Sembalun, a village that became the starting point for climbing Mount Rinjani.
	Lombok	also	has
so	tourist	can	public transportation with various purposes, easily reach their destinations throughout the island.
	Car and motorcycle rentals	are	widely available in the city centre with prices ranging from IDR 400.000- 600.000 per day depending on the type of the car.

As for the motorcycle rentals,	the prices	may	vary from IDR 80.000-120.000.
if	You	will	find different prices for these services
	you	happen	to visit the popular Gili Islands.
	It	is not	only the alluring landscape from its peak.
In addition, after tired down from the mountain peak,	you	will	be greeted by some extraordinary waterfalls in Senaru area.
	Here	is	also often held Peresean which is a festive Sasak Tribe dance.
No wonder if	the background of Mount Rinjani	always	dominate
wherever	you	go	in each tourist destination.
	Mount Rinjani	is	the perfect place for you to fulfil your adventurous passion.
Because	the distance between one destination with other destinations	are	are far enough and takes a long time.
When	you	are	visiting Lombok in late February or early March.
Residue	Subject Mood	Residue	Finite Mood Residue

Halliday & Matthiessen (2004) say that declarative mood characterises the expression of a statement. Thus, the speech function of giving information is basically realised through the declarative mood (da Silva, 2016). The declarative mood also indicates that the author delivers some information to get the readers persuaded (Bankole & Ayoola, 2014). Moreover, according to Feng & Liu (2010), the declarative mood not only has the function to describe, explain, and confirm, but also the function to advise, suggest and encourage. In the tourism brochure of “Friendly Lombok”, the author gives the statements in the characteristics of informing and encouraging. Those characteristics of declarative mood is reasonable to appear in the brochure since it is the suitable media to inform and encourage the readers to be interested in the aspects of tourism in Lombok.

3.2 Imperative Mood

Besides the declarative mood, there are five clauses in the tourism brochure of Friendly Lombok found as imperative mood. According Sujatna (2013), the elements of imperative mood can be subject and finite, finite only, or no mood. The imperative mood systems found in the brochure are presented in the following table 3.

Table 3. Imperative Mood

Do not	hesitate to immediately add this event into your travel itinerary.
Finite Mood	Residue

Moreover, imperative mood can have no mood (subject and finite)/only residue. There are four imperative moods with only residue found. In the table 4, the imperative mood systems with no mood are presented.

Table 4. Imperative Mood with only Residue

Go	visit one of the region’s favorite beach, Seger Beach.
Believe	me.
Pay	a visit to Sasak Sade village which is a cultural estuary of the Sasak tribe and is located in Rembitan Hamlet, District Pujut, Central Lombok, West Nusa Tenggara.
Visit	every Lombok’s area.
Predicator	Complement Residue

According to Kamalu & Tamunobelega (2013), imperative mood involves the deletion of the subject/agent giving the order/command/request. Therefore, the imperative mood has the function to command or order which the speaker expects to be obeyed (Lock, 1996). Ayoola (2013) states that the imperative mood also has function to persuade the readers. In the other hand, the imperative mood provides evidence that the author of the brochure has a powerful authority. (Sugiarto, et al, 2015). The author’s authority is appropriate to command and persuade the readers to do an action since the author is the one who provides the ideas in the tourism brochure of “Friendly Lombok”.

3.3 Interrogative Mood

The last category is interrogative mood. There are four clauses categorised as interrogative mood. In terms of elements, the interrogative mood has also two main elements as those in the declarative mood, namely subject and finite element (Bloor & Bloor, 2004). Furthermore, the interrogative mood can be expressed by inverting the subject and finite (Fontaine, 2013). The following table is the presentation of four interrogative mood systems.

Table 4. Interrogative Mood

Do	you guys	know that Mount Rinjani is the third highest mountain in rank of “Seven Summits Indonesia”?
(Are	you)	interested to dissolve in the culture and modesty from native society of Lombok?
Are	you	looking forward for a day in the sun and unwind from you bustling routine?
Are	you	into cultural and customary experiences?
<i>Finite</i>	<i>Subject</i>	
Mood		Residue

Halliday & Matthiessen (2004) state that interrogative mood contains polar questions (yes/no interrogative) and content question (WH interrogative). Consequently, the speaker deploys the interrogative to demand information from the audience (Dalamu, 2019). Moreover, the interrogative mood in the brochure has function to deliver a more spoken style and a face-to-face interaction (Yu, 2017). Thus, those characteristics of interrogative mood can raise the readers’ interest and attention to the aspect of tourism in Lombok, and make an intimate distance between the author and the readers.

IV. CONCLUSION

The mood system found in the tourism brochure of Friendly Lombok are declarative mood, interrogative mood, and imperative mood. The declarative mood is the major mood found in the brochure. In the brochure, the information and encouragement given by the author is delivered to the readers through the declarative mood. The interrogative mood functions to demand questions and attract the readers’ attention. The author’s authority to command and persuade the readers to take an action are expressed through the imperative mood. Based on the analysis, the declarative mood is the most common mood in the brochure. It shows that the author of the tourism brochure of “Friendly Lombok” tends to state information and encouragement of tourism aspects in Lombok to the readers.

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