



# THE IDENTIFICATION OF COMPONENTS, LANGUAGE FUNCTIONS, AND LANGUAGE EXPRESSIONS OF FIVE-STAR HOTEL WEBSITES IN SOUTH BALI

<sup>1</sup>Kadek Mastini Weda Safitri, <sup>2</sup>Putu Ayu Prabawati Sudana, <sup>3</sup>Rima Andriani Sari

<sup>1</sup>Fakultas Bahasa dan Seni/Bahasa Asing/Bahasa Inggris untuk Komunikasi Bisnis dan Profesional, Universitas Pendidikan Ganesha, Indonesia

[wedasafitri106@gmail.com](mailto:wedasafitri106@gmail.com)

## INFO ARTIKEL

### Riwayat Artikel:

Diterima: 20-06-2026

Disetujui: 22-06-2026

### Kata Kunci:

Website hotel

Fungsi bahasa

Ekspresi bahasa

Bali selatan

### Keywords:

Hotel websites

Language functions

Language expressions

South Bali

## ABSTRAK

**Abstrak:** Di era digital, website hotel menjadi media penting dalam komunikasi dan promosi industri perhotelan. Penelitian ini bertujuan untuk mengidentifikasi komponen website, fungsi bahasa, dan ekspresi bahasa yang digunakan pada website hotel bintang lima di Bali Selatan. Penelitian ini menggunakan metode deskriptif kualitatif dengan menganalisis lima website hotel, yaitu Bvlgari Resort Bali, The Mulia Bali, The St. Regis Bali Resort, Four Seasons Resort Bali at Jimbaran Bay, dan Ayana Resort Bali. Analisis dilakukan menggunakan teori 4As pariwisata dari Sugiama (2019), yang mencakup attraction, amenities, access, dan ancillary services, serta teori fungsi bahasa Roman Jakobson. Hasil penelitian menunjukkan bahwa seluruh website hotel memuat empat komponen 4As dengan total 20 temuan. Komponen amenities menjadi yang paling dominan karena website banyak menampilkan fasilitas akomodasi, kuliner, spa, kebugaran, dan layanan mewah. Selain itu, enam fungsi bahasa Jakobson ditemukan dengan total 30 temuan, dengan fungsi emotif, referensial, dan konatif sebagai fungsi yang paling dominan. Penelitian ini juga menemukan empat kategori ekspresi bahasa, yaitu welcoming, introducing, inviting, dan commanding expressions. Inviting expressions menjadi kategori yang paling dominan karena penggunaan bahasa persuasif untuk menarik pengunjung. Penelitian ini menunjukkan bahwa website hotel bintang lima di Bali Selatan mengombinasikan komunikasi informatif dan persuasif untuk membangun citra kemewahan dan menarik wisatawan potensial.

**Abstract:** In the digital era, hotel websites have become important media for communication and promotion in the hospitality industry. This study aims to identify website components, language functions, and language expressions used on five-star hotel websites in South Bali. This research employed a descriptive qualitative method by analyzing five selected hotel websites: Bvlgari Resort Bali, The Mulia Bali, The St. Regis Bali Resort, Four Seasons Resort Bali at Jimbaran Bay, and Ayana Resort Bali. The analysis was conducted based on Sugiama's (2019) 4As tourism theory, consisting of attraction, amenities, access, and ancillary services, along with Roman Jakobson's theory of language functions. The findings reveal that all hotel websites consistently contain the four 4As components with a total of 20 identified components. Among them, amenities is the most dominant component as the websites emphasize accommodation facilities, culinary experiences, spa services, fitness centers, and luxury services. Furthermore, all six language functions proposed by Jakobson were identified with 30 findings, where emotive, referential, and conative functions appeared as the most dominant. This study also found four categories of language expressions: welcoming, introducing, inviting, and commanding expressions. Inviting expressions were the most dominant due to the frequent use of persuasive language to encourage visitors to experience luxury hospitality services. Overall, this study demonstrates that five-star hotel websites in South Bali strategically combine informative and persuasive communication to strengthen luxury branding and attract potential tourists.



## A. INTRODUCTION

Bali has long been recognized as one of the world's leading tourist destinations because of its natural beauty, cultural richness, and tourism facilities. Among the tourism regions in Bali, South Bali has become the center of luxury tourism development, especially in areas such as Nusa Dua, Jimbaran, and Uluwatu. In recent years, the tourism and hospitality industries have increasingly relied on digital media, particularly websites, as strategic communication and marketing tools. Hotel websites no longer function merely as informational platforms. Instead, they have become important promotional media used to shape tourists' perceptions, establish luxury branding, and influence booking decisions. Through carefully designed content, hotels are able to present accommodation facilities, tourism experiences, and exclusive services while simultaneously creating emotional engagement with potential guests.

According to Sugiama (2019), tourism promotion generally includes four main components known as the 4As tourism framework, namely attraction, amenities, access, and ancillary services. Attraction refers to unique tourism appeal and experiences, amenities refer to facilities and services provided by hotels, access relates to transportation and reservation systems, while ancillary services include supporting services such as customer care and promotional assistance. These components are important in presenting tourism products systematically and effectively. In addition, language also plays an essential role in tourism communication. Jakobson (1960) proposed six language functions consisting of referential, emotive, conative, phatic, metalingual, and poetic functions. These language functions are frequently used in tourism discourse to provide information, build emotional attraction, persuade audiences, and strengthen branding.

Furthermore, hotel websites use various language expressions to establish relationships with audiences and create hospitality impressions. According to Bestiana and Achyani (2017), language expressions may include welcoming expressions, introducing expressions, inviting expressions, and commanding expressions. These expressions help tourism industries create persuasive and engaging communication strategies.

Several previous studies mainly focused on spoken communication in hospitality industries, such as receptionist interactions and customer service communication. However, limited studies have analyzed website components, language functions, and language expressions used on five-star hotel websites in South Bali. Therefore, this study aims to identify the website components, language functions, and language expressions used on five-star hotel websites in South Bali.

## B. RESEARCH METHOD

This study employed a descriptive qualitative research design because the data were in the form of words, phrases, and sentences collected from hotel websites. A qualitative approach was considered appropriate because this study focused on describing and interpreting website components, language functions, and language expressions rather than measuring numerical data.

The data for this study were obtained from five selected five-star hotel websites located in South Bali, namely Bvlgari Resort Bali, The Mulia Bali, The St. Regis Bali Resort, Four Seasons Resort Jimbaran Bay, and Ayana Resort Bali. These hotels were purposively selected because they are internationally recognized five-star hotels that provide comprehensive information through English-language official websites. In addition, the websites actively promote luxury hospitality services, accommodation facilities, tourism experiences, and reservation systems, making them relevant for analyzing website components, language functions, and language expressions. The focus on South Bali was chosen because the area represents one of the most competitive tourism destinations in Bali, particularly in the luxury hospitality industry.

The data collection process was conducted through observation and documentation of textual content found on the selected hotel websites. The researcher carefully explored each website and identified relevant sections related to the 4As tourism framework.

The collected data included:

- Attraction
- Amenities
- Access
- Ancillary services

In addition, the researcher identified language functions and language expressions found on the websites. Representative excerpts were documented and categorized according to Jakobson's language functions and language expression categories.

The data were analyzed using qualitative content analysis. The analysis was conducted in three stages:

1. Identifying website components based on Sugiama's 4As tourism framework.
2. Identifying language functions based on Jakobson's theory.
3. Identifying language expressions used on the hotel websites.

The findings were then classified and presented systematically in tables. All relevant textual data from these sections were documented and compiled for analysis. The researcher focused on descriptive and promotional texts, excluding purely technical elements such as booking engines or system-generated content.

To ensure data validity, the researcher selected representative excerpts that clearly reflect the language used in each section. These excerpts were then categorized and coded based on their communicative functions.

## C. RESULT AND DISCUSSION

### 1. Results

**Table 1.** Findings of Website Components Based on Sugiama's 4As

Hotel Websites	Attraction	Amenities	Access	Ancillary
Bvlgari Resort Bali	Exist	Exist	Exist	Exist
The Mulia Bali	Exist	Exist	Exist	Exist
The St. Regis Bali Resort	Exist	Exist	Exist	Exist
Four Seasons Resort	Exist	Exist	Exist	Exist
AYANA Resort Bali	Exist	Exist	Exist	Exist

**Table 2.** Frequency of Website Components

Website Components	Frequency
Attraction	5
Amenities	5
Access	5
Ancillary	5
<b>Total</b>	<b>20</b>

The findings show that all five hotel websites consistently contained the four components of Sugiama's (2019) 4As tourism framework, namely attraction, amenities, access, and ancillary services, resulting in a total of 20 component identifications. Among the four components, amenities appeared as the most dominant component because all hotel websites extensively presented accommodation facilities, restaurants, spas, wellness centers, swimming pools, and luxury services.

The attraction component also appeared frequently through descriptions of beaches, tropical scenery, cultural experiences, and exclusive atmospheres. Meanwhile, access and ancillary services appeared less dominantly because they mainly functioned as supporting information such as reservation systems, maps, transportation details, customer service, and sustainability programs.

**Table 3.** Findings of Language Functions on Hotel Websites

Hotel Websites	Emotive	Referential	Conative	Phatic	Metalingual	Poetic
Bvlgari Resort Bali	✓	✓	✓	✓	✓	✓
The Mulia Bali	✓	✓	✓	✓	✓	✓
The St. Regis Bali Resort	✓	✓	✓	✓	✓	✓
Four Seasons Resort	✓	✓	✓	✓	✓	✓
AYANA Resort Bali	✓	✓	✓	✓	✓	✓

**Table 4.** Frequency of Language Functions

Language Functions	Frequency
Emotive	5
Referential	5
Conative	5
Phatic	5
Metalingual	5
Poetic	5
<b>Total</b>	<b>30</b>

The analysis based on Jakobson’s theory revealed that all six language functions were identified on the hotel websites, resulting in a total of 30 language function findings. However, emotive, referential, and conative functions appeared most frequently. The emotive function dominated because the websites frequently used luxurious and emotional language to create exclusivity and emotional engagement. Expressions such as “Island Paradise Awaits” and “Welcome to the Finest Beachfront Living” were used to create emotional attraction and strengthen luxury branding. The referential function also appeared frequently because hotel websites continuously provided factual information regarding accommodation facilities, restaurants, wellness centers, reservation details, and hotel services. Meanwhile, the conative function was commonly found through persuasive expressions such as “Book Directly,” “Discover,” and “View Rates,” which encouraged visitors to take action. In contrast, phatic, metalingual, and poetic functions appeared less frequently because they mainly functioned as supporting communication elements.

**Table 5.** Findings of Language Expressions

Hotel Website	Welcoming	Introducing	Inviting	Commanding
Bvlgari Resort Bali	✓	✓	✓	✓
The Mulia Bali	✓	✓	✓	✓
The St. Regis Bali Resort	✓	✓	✓	✓
Four Seasons Resort	✓	✓	✓	✓
AYANA Resort Bali	✓	✓	✓	✓

**Table 6.** Frequency of Language Expressions

Language Expressions	Frequency
Welcoming Expressions	5
Introducing Expressions	5
Inviting Expressions	5
Commanding Expressions	5
<b>Total</b>	<b>20</b>

The findings identified four categories of language expressions, namely welcoming expressions, introducing expressions, inviting expressions, and commanding expressions. Among these categories, inviting expressions appeared most frequently because the websites mainly used persuasive language to encourage visitors to experience luxury hospitality services. Expressions such as “Immerse yourself,” “Explore our luxury villas,” and “Experience the beauty of Bali” were commonly found across the websites. Welcoming expressions also appeared frequently because hospitality industries prioritize friendliness and positive first impressions in communication with potential guests. Meanwhile, introducing expressions and commanding expressions appeared less

frequently because they mainly functioned to introduce facilities and encourage direct actions such as booking and reservations. The findings demonstrate that five-star hotel websites in South Bali combine informative and persuasive communication strategies through the dominant use of amenities components, emotive and referential language functions, and inviting expressions.

Furthermore, four categories of language expressions were identified: welcoming expressions, introducing expressions, inviting expressions, and commanding expressions. Welcoming expressions include statements such as "Welcome to The St. Regis Bali Resort," which create a friendly first impression. Introducing expressions were found in sections such as "Rooms & Suites" and "Dining Experiences," which present hotel facilities and services. Inviting expressions include phrases such as "Discover," "Experience the beauty of Bali," and "Immerse yourself," which encourage visitors to explore the destination. Commanding expressions include direct calls to action such as "Book Directly" and "View Rates." These expressions demonstrate how luxury hotel websites combine hospitality-oriented language with promotional communication strategies.

## 2. Discussions

The findings of this study demonstrate that five-star hotel websites in South Bali are strategically designed to promote luxury hospitality experiences through the integration of website components, language functions, and language expressions. Based on Sugiama's (2019) 4As tourism framework, all hotel websites consistently contained attraction, amenities, access, and ancillary services. However, amenities appeared as the most dominant component because all websites heavily emphasized accommodation facilities, luxury services, spas, wellness centers, dining experiences, and exclusive amenities. This finding indicates that luxury hospitality branding strongly depends on presenting comfort, exclusivity, and premium services.

The attraction component also appeared frequently because the websites consistently highlighted tropical landscapes, beaches, ocean views, cultural experiences, and natural beauty to strengthen emotional attraction toward Bali as a tourism destination. This finding supports tourism promotion theories stating that destination imagery and visual attraction play important roles in influencing tourists' perceptions and travel motivation. Meanwhile, access and ancillary services appeared less dominantly because they mainly functioned as supporting information, including

reservation systems, maps, transportation information, customer support, wedding services, and sustainability programs.

Furthermore, all six language functions proposed by Jakobson were identified on the hotel websites. However, emotive, referential, and conative functions appeared most frequently throughout the websites.

The dominance of the emotive function indicates that hotel websites strongly rely on emotional and luxurious language to create feelings of exclusivity, elegance, relaxation, and prestige. Expressions such as "Island Paradise Awaits" and "timeless luxury" demonstrate how emotional language is strategically used to strengthen luxury branding and attract tourists emotionally.

The referential function also appeared frequently because hotel websites continuously provided factual information regarding room categories, facilities, reservation details, restaurants, wellness services, and accommodation features. Clear information is important because tourists require detailed descriptions before making booking decisions. Meanwhile, the conative function appeared through persuasive expressions such as "Book Now," "Reserve," and "Discover," which directly encouraged website visitors to take action. These findings indicate that hotel websites combine informative and persuasive communication strategies simultaneously.

In terms of language expressions, inviting expressions appeared most frequently because the websites preferred soft persuasive communication rather than aggressive promotional language. Expressions such as "Immerse yourself" and "Experience luxury living" were commonly used to create emotional engagement and personalized tourism experiences. Welcoming expressions also appeared frequently because hospitality industries prioritize friendliness and positive first impressions in communication with potential guests. Meanwhile, introducing expressions functioned to introduce facilities, promotions, and exclusive experiences offered by the hotels. Commanding expressions appeared less frequently because luxury hotel communication tends to avoid overly direct marketing strategies in order to maintain premium brand identity. Overall, the findings demonstrate that five-star hotel websites in South Bali do not function merely as informational platforms, but also as strategic digital communication tools that combine informative, emotional, persuasive, and aesthetic communication strategies.

## D. CONCLUSSIONS AND SUGGESTIONS

This study aimed to identify the website components, language functions, and language expressions used on five-star hotel websites in South Bali. Based on the findings, all hotel websites consistently contained the four components of Sugiama's (2019) 4As tourism framework, namely attraction, amenities, access, and ancillary services. Among these components, amenities appeared as the most dominant because all websites extensively emphasized accommodation facilities, dining experiences, spas, wellness centers, swimming pools, and luxury services. Furthermore, all six language functions proposed by Jakobson were identified on the hotel websites, namely referential, emotive, conative, phatic, metalingual, and poetic functions. However, emotive, referential, and conative functions appeared most frequently because hotel websites heavily relied on emotional attraction, factual information, and persuasive communication.

In addition, four categories of language expressions were identified, namely welcoming expressions, introducing expressions, inviting expressions, and commanding expressions. Among these categories, inviting expressions appeared most dominantly because the websites mainly used persuasive language to encourage visitors to experience luxury hospitality services. This study demonstrates that five-star hotel websites in South Bali strategically combine informative and persuasive communication to strengthen luxury branding and attract potential tourists. The findings are expected to contribute to tourism communication studies and provide practical insights for hospitality industries in developing effective digital marketing strategies.

## REFERENCE

- [1] Apriani, K. D., Adnyani, N. L. P. S., & Marsakawati, N. P. E. (2022). An identification of language functions and expressions used at Bali Ketut tourism website. *International Journal of Language and Literature*, 6(2), 112-123.
- [2] Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97-116. [https://doi.org/10.1016/S0261-5177\(99\)00095-3](https://doi.org/10.1016/S0261-5177(99)00095-3)
- [3] Dann, G. M. S. (1996). *The language of tourism: A sociolinguistic perspective*. CAB International.
- [4] Hall, C. M. (2008). *Tourism planning: Policies, processes and relationships* (2nd ed.). Pearson Education.
- [5] Jakobson, R. (1960). Closing statement: Linguistics and poetics. In T. A. Sebeok (Ed.), *Style in language* (pp. 350-377). MIT Press.
- [6] Kotler, P., Bowen, J. T., & Baloglu, S. (2022). *Marketing for hospitality and tourism* (8th ed.). Pearson.
- [7] Mahardika, I. G. W., Adnyani, N. L. P. S., & Marsakawati, N. P. E. (2019). The use of verbal and non-verbal communication by front office staff to guests at Double-Six Luxury Hotel Seminyak. *Journal of English Language Education*, 7(2), 95-104.
- [8] Morrison, A. M. (2022). *Marketing and managing tourism destinations* (3rd ed.). Routledge.
- [9] Neuendorf, K. A. (2017). *The content analysis guidebook* (2nd ed.). SAGE Publications.
- [10] Saputra, I. G. N. A., Adnyani, N. L. P. S., & Sudana, P. A. P. (2021). The identification of language functions, language expressions, and the information provided on Bali tourism website "Pedawa: A Unique Ancient Village in Bali." *Journal of English Language Teaching and Linguistics*, 6(3), 421-435.
- [11] Sugiama, A. G. (2019). *Tourism and hospitality marketing*. Guardaya Intimarta.
- [12] Sumariyanthi, N. L. P. L., Suarnajaya, I. W., & Ramendra, D. P. (2016). An analysis of lexicogrammatical features used in five-star hotel website advertisements in Bali. *Jurnal Pendidikan Bahasa Inggris Undiksha*, 4(2). <https://doi.org/10.23887/jpbi.v4i2.8715>
- [13] UNWTO. (2023). *Global tourism trends and prospects*. United Nations World Tourism Organization.
- [14] Wahyudi, G., Sudana, P. A. P., & Sari, R. A. (2025). The identification of components, language functions, and language expressions of Lovina Dolphin Tour websites. *Lingua Scientia*, 32(1), 51-61. <https://doi.org/10.23887/ls.v32i1.100699>
- [15] Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet. *Journal of Retailing and Consumer Services*, 22, 244-249. <https://doi.org/10.1016/j.jretconser.2014.08.005>
- [16] Yin, R. K. (2018). *Case study research and applications: Design and methods* (6th ed.). SAGE Publications.