Indonesian Tourism Discourse on *www.indonesia.travel*: Mood Analysis

Arina Isti'anah

Sanata Dharma University, Yogyakarta, Indonesia. Email: arina@usd.ac.id

ABSTRACT

Tourism is an important topic to observe since it affects a country's economic vibrancy and global image. Scholars have researched the tourism website's lexical and visual features, yet none observed how the website builds an interpersonal relationship to the browsers. Thus, this paper sheds light on how Indonesian tourism website exchanges information, goods, and services to the browsers. Two problems are addressed in this paper: (1) how are the mood structures employed on the Indonesian tourism website? (2) what are tourism discourses revealed on the web? To answer them, ten sample articles of Medan, Raja Ampat, Bali, Banyuwangi, Jakarta, Yogyakarta, Bandung, Makassar, Lombok, and Wakatobi highlighted on the front page of the website, accessed on www.indonesia.travel, were analyzed through Discourse Analysis approach. The 461 collected clauses were categorized into the mood structures and their speech functions. The results showed that the website was dominated by declarative mood functioning as statements, seen in 328 clauses, or 71.6% of the total clauses. It implied that promotion was not thoroughly involved, proven by the limited number of the speech function "offer". The website's mood structures aimed to present itineraries and access, a place to play, and authenticity. Aside from culinary and cultural heritage, the website also presented traditional transportation and game as Indonesian authenticity. The commodity given on the website was in the form of information to help the prospective tourists prepare for their trip to Indonesia.

1. Introduction

The role of tourism as a tool to build a nation's international image has been observed in the way how government selects particular aspects of a country's cultural heritage, history, "dark tourism" and authenticity (Crăciunescu, 2015; Krisjanous, 2016; Salim, Ibrahim, and Hassan, 2018; Salim and Som, 2018; Samad, Salim, and Akib, 2018). Other studies focused on the presence of a city's local culture to establish a real connection to tourists (Cesiri, 2017; Sumadi, 2012), and explored specific tourism discourse for inclusive traveling in airport websites in terms of political correctness of language (Pasquini, 2018). The aforementioned studies paid more attention to specific tourism discourse represented on the websites by involving linguistic and visual features through Multimodal Discourse Analysis (MDA). However, the above studies did not portray the purpose of tourism websites in general. Thus, it is vital to improving previous studies on tourism discourse employing detailed linguistic choices, particularly how the tourism website attempts to build its relationship to the readers. Further inquiry of tourism discourses other than history, culture, and authenticity needs additional identification. Therefore, this paper attempts to fill the

gap by describing Indonesian tourism discourse on www.indonesia.travel has seen from mood structure analysis.

Mood structure analysis is a tool presented by Halliday's Systemic Functional Linguistics (SFL) to criticize how commodities, goods and services, and information are exchanged (Thompson, 2014). Research on mood structure analysis has been conducted in various interactions, such as doctor-patient, newsletters, and political speeches (Pane, Saragih, Nurlela, and Lubis, 2018; Ping and Lingling, 2017; Yuliana and Imperiani, 2017). The employment of mood structure analysis has not been reported in how the website producer, managed by the government, builds its relationship to its readers seen from the speech functions realized by Subject-Finite structures in a mood block analysis. Consequently, it is required to develop a research model of mood structure analysis in tourism discourse found on Indonesian tourism's official website.

This paper is interested in how Indonesian tourism's official website selects mood structures of the tourism destination highlights. The speech functions shown by the structures represent how the tourism website builds its interpersonal relationship to the readers, whether it performs as an information source or promotion page. Thus, the analysis also reveals Indonesian tourism discourse in general on how the government positions its potentials, such as its nature, culture, and people. Indonesia is an archipelago country, owing to more than 13,000 islands and 2/3 of its area is water, creates its complexity in terms of tourism promotion (Pranita, 2018). Social media is, thus, chosen to be a suitable promotion. However, presenting tourism is not a simple task. The discourse of tourism should be portrayed so that the prospective tourists will visit the destination. Moreover, tourism discourse further investigates complex and interpersonal relationships, identities, and representation (Pasquini, 2018).

In tourism discourse, scholars are often interested in the employment of multimodality in tourism promotion. Research has been conducted to observe Indonesian authentic character and culture seen from the tourism website (Salim et al., 2018; Samad et al., 2018). There are also found multimodal analyses of tourism discourse by analyzing the images presented on tourism websites using their persuasive techniques (Ibrahim, Shiratuddin, and Wong, 2013; Kristina and Haryono, 2015). This present paper takes a different linguistic feature to describe Indonesian tourism discourse. While previous studies mentioned above take multimodality as the data, the present paper pays more attention to mood structures' employment in the clauses of tourism articles on www.indonesia.travel. It attempts to present a more specific language analysis of tourism discourse on Indonesian tourism website revealed from the mood structures and speech functions proposed on the website.

This paper aims to provide a further analysis using the mood structure analysis of Indonesian tourism's official website's clauses. The current paper takes the same data as the previous three related studies in terms of data (Salim et al., 2018; Salim and Som, 2018; Samad et al., 2018), yet the data are taken from different years. Different data are expected to provide a recent analysis of how the government builds its national image globally. Moreover, this paper provides a detailed analysis of interpersonal meaning. The domain of goods and services exchanged on the official website of Indonesian tourism can be thoroughly discussed. Indonesian tourism's

official website offers in-depth information on tourism destinations. The website also serves as the portal for advertising and marketing (Wu, 2018). The website www.indonesia.travel is managed by the ministry of Indonesian tourism and creative economy. One of the website's features is called "destination highlights," with ten places directly accessed on the website's front page. The ten areas are Bali, Bandung, Banyuwangi, Jakarta, Lombok, Makassar, Medan, Wakatobi, Raja Ampat, and Yogyakarta. These ten areas are considered to be the best possible destinations that the government can offer readers. Each tourism destination text can be clicked from the front page of the website. The browsers are persuaded to visit those destinations as they directly appear on the page since they do not have to explore or search a keyword related to those ten destinations. This strategy signals that the Indonesian government positions those destinations as the most appealing places among others.

In SFL, language performs as a tool to represent a speaker's experience, exchange goods and services, and signpost an utterance message (Thompson, 2014). The previous statement is what so-called metafunctions of language, meaning that language is used to represent ideational, interpersonal, and textual functions. Ideational function deals with a speaker's experience of the world. Interpersonal function deals with the relationship between a speaker and hearers (Pane et al., 2018). This function also covers how information and goods and services are exchanged in a discourse. On the other hand, the textual function pays attention to how a message is packaged to signal an utterance's important message (Thompson, 2014).

Interpersonal meaning deals with how grammar is used "to communicate our attitudes toward and expectations of those with whom we are interacting" (Webster, 2015). In this metafunction, language is exercised to exchange information and goods and services, later called a commodity. The linguistic analysis in this function is by paying attention to clauses: declarative, interrogative, and imperative. Each clause type has a particular function and subject-verb structures. In SFL, clause type is presented in Mood-Residue analysis. The commodity can be realized in four basic speech roles: giving information, demanding information, giving goods and services, and demanding goods and services that are labeled in the statement, question, offer, or command (Thompson, 2014). The figure 1 summarizes the speech roles of mood structures.

commodity exchanged	(a) goods-&-services	(b) information
role in exchange		
(i) giving	**offer** I'll show you the way.	**statement** We're nearly there.
(ii) demanding	**command** Give me your hand.	**question** Is this the place?

Figure 1. Basic Speech Roles (Thompson, 2014)

Exchanging commodity is a fruitful analysis in Discourse Analysis (DA). Discourse is understood as text in context; it also visualizes what society thinks of a social issue (Fairclough, 1995). In DA, SFL proposes a suitable analysis to reveal a community regards a social issue through the choice of lexicogrammar. In the

interpersonal function, language is utilized by its users to exchange commodities. The representation of mood structures indicates whether a speaker purposes to state or inform, demand, or offer commodity. In exchanging commodities, the role of Subject and Finite structure becomes central (Thompson, 2014). Therefore, this paper analyzes the interpersonal function of language seen from mood structures to reveal the Indonesian tourism discourse presented on www.indonesia.travel.

2. Method

Discourse analysis (DA) is applied in this paper by focusing on the website's tourism discourse. This paper utilized Halliday's Systemic Functional Linguistics (SFL) theory to analyze the website as discourse. The language choice and its variation are controlled by context, realized in terms of the three dimensions of context, namely Field, Tenor, and Mode (van Dijk, 2009). The context taken into account in this paper is Tenor, referring to social interactions built from the choice of Mood system. SFL believes that language is made as a system of choice of the situational context, meaning that language is shaped by the social function it has to serve (Wodak, Meyer, and Meyer, 2013). In this paper, DA can provide scholars interested in tourism understanding about what is being communicated to browsers (Wu, 2018).

Accessed on November 15, 2019, the data were taken from www.indonesia.travel. Because the website describes different tourism destinations, this research takes typical sampling by looking at the website's destination highlights. Typical sampling refers to the researcher's data collection, whose characteristics are expected concerning the research focus. This method also assumes that the rest of the data are similar to the data observed (Dornyei, 2007). The data include Medan, Raja Ampat, Bali, Banyuwangi, Jakarta, Yogyakarta, Bandung, Makassar, Lombok, and Wakatobi. The data include the highlight of each destination, the clauses that clarify the highlight of the destination. Concerning their types of mood, the lead and clauses were analyzed verbally.

This descriptive qualitative paper categorized the clauses into their mood by paying attention to the Subject-Finite relationship. The types of mood in all destination highlights were summarized into one table to look at the pattern of mood structures and speech functions of the employed clauses. To code the data, each text was numbered from A to J, considering that ten articles were taken as the data. Following the code of text, each area was abbreviated; for example, Jakarta is abbreviated as Jak, Medan is abbreviated as Med, and so forth. Following the area code is the number of clauses. Thus, A/Med/01 is translated into text A, Medan, clause number 01. The analysis starts by identifying the Subject and Finite of each clause. Subject and Finite's position in the clause represents the type of mood: declarative, imperative, or interrogative. Further analysis lies in the speech functions each mood structure reveals. The pattern of Mood structures, along with their speech functions, uncover the Indonesian tourism discourses. It also signifies how the website builds its interpersonal relationship with the readers.

3. Findings and Discussion

The data from the Indonesian Tourism Website consists of 461 clauses. The mood is divided into three types: declarative, imperative, and interrogative. Of the total clause, there are 403 clauses in the form of declarative mood, realized in 87.6% of

the data. The imperative mood is represented in 56 clauses or 12% of the data. On the other hand, the interrogative mood appears the least in the data, represented in 2 clauses or 0.4%. The table 1 displays the summary of types of mood and speech functions on the Indonesian tourism website.

Table 1. Summary of Mood and Speech Function on Indonesian Tourism Website

Speech function Mood	Statement		Offer		Command	
	frequency	percentage	frequency	percentage	frequency	percentage
Declarative	328	71.2%	71	15.4%	4	0.9%
Imperative	-	-	32	7.3%	24	5.2%
Interrogative	-	-	2	0.4%	-	-
total	328	71.2%	105	22.7%	28	6.1%

The role of Indonesian tourism on the official website covers two roles: giving and demanding information and goods and services. The following sub-headings discuss the types of mood structures on the website and the structures' tourism discourse.

3.1. Types of Mood Structures of Indonesian Tourism Discourse

As displayed in table 1 above, three mood structures represent Indonesian tourism discourse: declarative, imperative, and interrogative structures. The following sub-numbers explain each mood structure.

3.1.1. Declarative Mood of Indonesian Tourism Discourse

The declarative mood is marked by the subject's structure, followed by Finite (Liping, 2017). As seen from Table 1, declarative mood dominates the website, occupying 403 clauses out of 461 clauses, or presented in 87% of the total data. Table 2 is an example of a declarative mood.

Table 2. Example of Declarative Mood of Makassar Destination

I/Mak/0 1	Makassar	is	the largest city in eastern Indonesia and the capital city of South Sulawesi province.
	Subject	Finite	Complement
	Mood		Residue

The mood block on table 2 depicts that the Subject *Makassar* precedes the Finite *is*, which marks the structure of declarative mood. The above example's speech function is a statement asserting Makassar's state as the largest city in eastern Indonesia and the capital city of South Sulawesi province. The employment of declarative mood functioning as a statement is to present facts regarding Indonesian tourism destination. Another example of declarative mood functioning as a statement is shown in table 3, taken from Jakarta text.

Table 3. Example of Declarative Mood of Jakarta Destination

F/Jak/01	Jakarta	Is	the capital city of the Republic of Indonesia.
	Subject	Finite	Complement
	Mood		Residue

In the table 3, the Subject *Jakarta* precedes Finite *is*, structured as S^F. The clause complements *the capital city of Republic Indonesia*, realized as a noun phrase (NP). The Mood above is categorized as declarative mood functioning as a statement. Like Makassar, which is presented as the largest city in Sulawesi provine, Jakarta is also presented in terms of its status as the Republic of Indonesia's capital city. The facts and realities are involved in Indonesian tourism's official website in the form of a declarative mood. The other example of declarative mood found on the website is found in Bandung text. Table 4 is the mood block.

Table 4. Example of Declarative Mood of Bandung Destination

H/Band/32	Air Asia	[present]	serves	direct flights	from Kuala Lumpur in Malaysia as well as Singapore to Bandung.
	Subject	Finite	Predicator	Complement	Adjunct
		Mood			Residue

The subject of the declarative mood above is *Air Asia*, an airline from Malaysia, and the Finite is present tense seen from the predicator *serves.* The declarative mood above functions as a statement since it gives information to the readers about the flights available from Kuala Lumpur and Singapore to Bandung. In this interaction, a statement is utilized by Indonesian tourism's official website to give information to potential tourists. The commodity exchanged is in the form of information utilizing S^F pattern in declarative mood (Thompson, 2014). The finite's presence in the present tense reveals the government's high degree of the claim presented in the Residue (ArabZouzani, Pahlavannejad, and Seyyedi, 2019). There is no modality found there, signaling that what is presented in the declarative clause is a fact.

3.1.2. Imperative Mood of Indonesian Tourism Discourse

The imperative mood is found in 56 clauses, out of 461 clauses, or presented in 12% of the whole data. The imperative mood is marked by the presence of Finite^Subject or the presence of Finite or Predicator only. Table 5 is an example.

Table 5. Example of Imperative Mood of Medan Destination

A/Med/10	Visit	the Maimoon Palace	to witness a glimpse of the royal heritage.
	Predicator	Adjunct	Adjunct
	Mood	Residue	

In the structure on table 5, the subject is absent, as one of the imperative mood markers. The mood structure above is Mood – Residue. The Mood is realized

in a Predicator *visit,* while the Residue is realized in two Adjuncts. The first Adjunct answers the question *where,* and the second Adjunct answers the question of *why.* The speech function seen from the above example is *offered since the commodity is given in the clause* to provide goods and services provided in the Maimoon Palace.

Another example of the imperative mood is found in Makassar's text. Table 6 is the mood block.

Table 6. Example of Imperative Mood of Makassar Destination

I/Mak/29				you are within the supervision of a licensed and experienced dive operators.
	please	be	sure	
	Adjunct	Finite	Predicator	Complement
	Residue	Mood		Residue

The above mood functions as a command. It signals that the Indonesian government requires the addressee to bring an action when visiting Indonesia. Imperative mood reveals that the speaker considers a certain state of affairs necessary (Depraetere and Reed, 2008). The website attempts to remind the tourists to be careful of their safety when they dive. What is found in the Residue also brings an important message to the dive operators. The ones responsible for assisting the tourists are only those holding a license and having experience. The government suggests that the dive operators have experience and license to grant the tourists' safety. The imperative mood does not always perform as a command. The most imperative mood, as seen in table 1, functions as an offer. Table 7 below is an example.

Table 7. Example of Imperative Mood of Medan Destination

A/Med/15	Find	your way to impressive waterfalls and hot water springs to unwind.
	Finite	Complement
	Mood	Residue

The clause above is found in Medan text. The subject is missing, as a marker of the imperative mood. Though the above clause structure is imperative, it offers the tourists waterfalls and hot water springs in Medan. The use of imperative structure signals the necessity to visit the destinations. Instead of using a declarative mood, imperative mood has a stronger sense of offering the readers the tourism destinations. Moreover, imperative mood can also give impressions and practical suggestions to the readers (Wu, 2018). Unlike online promotion of Central Java province that does not involve an imperative mood (Kristina and Haryono, 2015), Indonesian tourism's official website accessed on www.indonesia.travel uses an adequate number of imperative mood functioning as an offer and command. The official website ensures the potential tourists' planning and anticipation should prepare (Wu, 2018).

3.1.3. *Interrogative Mood of Indonesian Tourism Discourse*

The last type of mood structure found on the official website of Indonesian tourism is interrogative. The interrogative mood is also found on the website even

though the percentage is deficient, 0.4%. Table 8 is an example of an interrogative mood structure.

Table 8. Example of Interrogative Mood of Bandung Destination

D/Ban/13	Are	you	looking for	an extreme challenge?
	Finite	Subject	Predicator	Complement
	Mood		Residue	

The interrogative mood above is marked by Finite^Subject structure. The speech function above is not a question but an offer. The commodity exchanged above is goods and services provided by Bandung destination. The readers are invited to visit an extreme challenge found in Bandung. The presence of *you* as the subject signifies that the readers are involved in the discourse as the audience, who can be the tourists who visit Indonesian tourism sites. The website triggers the readers' imagination to experience a holiday instead of having a simple description on the website (Maci, 2017). Thus, the wordings chosen on the website should be more appealing by offering activities the tourists can have in a destination.

The other example of the interrogative mood found on the website is also found in Bandung's text. Table 9 below is the structure.

Table 9. Example of Interrogative Mood of Bandung Destination

D/Ban/27	Are	you	looking for	a unique spot?
	Finite	Subject	Predicator	Complement
	Mood		Residue	

The clause above has the same mood as clause 13. The difference is found in the Complement position. Instead of being offered in terms of its extreme challenge, Bandung is also offered for its unique spot. The clause above does not intend to question readers, but invite and arise the readers' curiosity of a unique spot in Bandung. Browsers are invited to read further clauses related to the destination. The clause, then, also functions as a connector between clauses. The limited number of interrogative mood on Indonesian tourism's official website proves that the website does not demand information from the readers. Nonetheless, the website attempts at giving commodity represented in an offer (Thompson, 2014). The structure of interrogative mood on the website also aims at involving the readers' emotions and sense in the way it triggers the personal discovery through some destinations that are suitable for their interests (Wu, 2018). Some tourists may be interested in extreme activities, while others may be eager to visit unique, historical, or pristine sites.

3.2. Tourism Discourses found on the Website

The mood structures found on Indonesian tourism's official website represent three general discourses: itineraries and access, a place to play, and authenticity. This paper proves that a tourism website does not always perform as a promotion page but as an information source. The findings presented here shed light on how the website builds an interpersonal relationship with the readers. Instead of promoting the tourism discourses, the website aims to make sure that the browsers are well-informed of Indonesian tourism destinations' preparation and character. The following discussion presents the Indonesian discourses seen from the mood structures.

3.2.1. *Itineraries and Access*

On the official website of Indonesian tourism, declarative mood mainly presents reality to make speech more informative and objective so that the readers can accept the discourse easily (Liping, 2017; Wu, 2018). The information given on the website covers the discourse of itineraries and access. Table 10 below is an example.

Table 10. Example of Itineraries and Access Discourse in Jakarta

F/Jak/48	The best way to travel around Jakarta		is	by rented car, taxi, or package tour.
	Subject		Finite	Complement
	Mood			Residue

The mood represents meanings through which social relations are created and maintained (Gerot and Wignell, 1995). In the above mood block, the information on itineraries is given on Indonesian tourism's official website, meaning that the readers are invited to receive the information about how to travel around Jakarta.

Table 11 is another example of declarative mood providing information on itineraries and access.

Table 11. Example of Itineraries and Access Discourse in Raja Ampat

B/Raj/30	Established in 2012,	the Marinda Airport in Waisai, the capital town of Raja Ampat Regency	served	flights	to and from the city of Sorong.
	Adjunct	Subject		Finite	Complement	Adjunct
	Residue	Mood			Residue

In the above example, the tourists are given information on the airport and flight they can choose when they visit Raja Ampat. Since Raja Ampat is located in the eastern part of Indonesia whose flight schedule is not as frequent as in Java, the flight's information becomes necessary. This kind of discourse is important in tourism promotion since the country needs to ensure that potential travelers are safe from danger (Hallet and Kaplan-Weinger, 2010). The safe trip, including exact itineraries, is concerned by Indonesian tourism's official website as a strategy to persuade potential travelers to visit Raja Ampat.

Another example of a clause showing itineraries is found in table 12.

Table 12. Example of Itineraries and Access Discourse in Bintan

E/Bin/06	From Johor Baru Malaysia,	five ferries	serve	the daily schedule	between Johor Bahru Ferry Terminal to Sri Bintan Pura Terminal, Tanjung Pinang.
	Adjunct	Subject	Finite	Complement	Adjunct
	Residue	Mood		Residue	

Similar to the text on Raja Ampat, the above mood structure describes itineraries to reach Bintan. Since Bintan Island is located near Malaysia and Singapore, the website provides information on the tourists' transportation mode. To be particular, potential

tourists from Malaysia are targeted. The information provided in the Complement and Adjunct positions provides choices and possibilities of a ferry trip to reach Bintan Island.

The domination of declarative mood on Indonesian tourism's official website reveals that the website is a descriptive genre, in line with Kristina and Haryono's claim on their research (2015). However, this paper argues that the description is selected not always to promote tourism discourse. The declarative mood functioning as a statement on Indonesian tourism's official website performs as a 'map' to the readers. The tourists are guided in terms of transportation mode they choose both to get to a tourism destination and go around the cities. The official website of Indonesian tourism presents the facts regarding tourism destinations to gain knowledge and information related to itineraries and access to reach the destination. The information presented on the website helps the potential tourists imagine the destination, adopt a positive attitude while planning the trip, and understand the information needed for their wants and preferences (Wu, 2018). This paper stresses that other than history, philosophy, cultural myth, geographical location, itineraries and access are important discourses that the potential tourists need to comprehend.

3.2.2. *Place to Play*

Besides itineraries, places are informed to the readers as places of consumption or what is so-called "place to play". Places are described as locations with many goods and services compared, evaluated, purchased, and used (Jaworski and Pritchard, 2005). Table 13 below is an example.

Table 13. Example of Place to Play Discourse in Bali

C/Bal/16	Bali's white beaches	are	certainly	a favourite destination for family holidays.
	Subject	Finite	Adjunct	Complement
	Mood		Residue	

Bali is offered in terms of its white beaches. The tourism discourse presented above is a landscape evaluated in terms of its quality, having white sands. In this discourse, Bali's landscape is presented as a place to play as the tourists are welcome to consume and possess the landscape once they visit Bali (Jaworski and Pritchard, 2005). It is unavoidable that Bali becomes the major tourism destination offered by the Indonesian government to gain its income. Bali's tropical life involving weather, beaches, and rice fields is portrayed on the website in the form of statements functioning to offer the potential tourists to become real tourists.

Another example of tourism discourse of place to play is displayed below. The clause is taken from Raja Ampat text.

Table 14. Example of Place to Play Discourse in Raja Ampat

B/Raj/09	Raja Ampat's sheer numbers and diversity of marine life and its huge pristine coral reef systems	are	a scuba dream come true – and a fantastic site for snorkelers too.
	Subject	Finite	Complement
		Mood	Residue

The place offered in the clause above is the marine life of Raja Ampat. Raja Ampat is inevitably well-known for its underwater life. The involvement of wildlife tourism provides an intimate connection with wild nature (Lamb, 2019). The Complement above appeals to the readers to visit the destination through complex noun phrases a scuba dream come true and a fantastic site for snorkelers. The employment of such a pattern is to invite, motivate, and persuade the prospective tourists for a visit (Ibrahim et al., 2013; Kristina and Haryono, 2015).

The other example of a tourism destination described compellingly is found in Banyuwangi text. Table 15 below is the mood structure.

Table 15. Example of Place to Play Discourse in Banyuwangi

D/Ban/05	Mountain climbers	can	be amazed	by its legendary blue flames that spring out among the yellow sulfurous rocks, which are cut and gathered manually by traditional miners
	Subject Mood	Finite	Predicator Residue	Complement

The place's discourse is found in the Complement position since the subject targets particular types of tourists, mountain climbers. It aims at contextualizing the tourists' experience in the tourism destination (Salim and Som, 2018). The discourse of place to play found in this paper reveals that Indonesia is promoted in terms of its nature as the object of tourism. The Indonesian government makes use of its natural source as an important aspect of the tourism industry. The readers are invited to experience the magnificent and pristine places that Indonesia has. However, the description on the website should not only position nature as a tourism object, but it should also invite tourists as the experiencers and actors who can preserve the beauty of Indonesia. The domination of nature or the physical environment on the website portrays Indonesia's land, coast, flora, and fauna are objects of consumption (Isti'anah, 2020). Instead of presenting the discourse of place to play descriptively, the website can involve imperative mood functioning as a command to remind the readers that Indonesian nature should be preserved, too. The use of declarative mood describing activities to preserve tourism destinations is another strategy to apply.

3.2.3. *Authenticity*

Instead of itineraries and access and place to play, Indonesia's tourism discourse covers the notion of authenticity, including traditional Indonesian transportation, game, and cultural heritage. The datum in table 16 is an example.

Table 16. Example of Authenticity Discourse in Yogyakarta

G/Yog/45	Traditional horse-drawn carts are known as Andong	can be	found	in the tourist areas of Yogyakarta.
	Subject Mood	Finite	Predicator Residue	Complement

The above clause reveals that Indonesian traditional horse-drawn carts, known as Andong, is described in a declarative mood, having Andong as its subject. The Finite above is presented in a modal *can be found* as a Predicator. It shows that there is a high possibility for tourists to find this traditional transportation in Yogyakarta. The use of modal is proven to be one of the strategies used on the website to describe Indonesian authenticity (Samad et al., 2018). This paper figures out that authenticity is presented in the sentential level seen in the Subject position. This authenticity reflects that the website intends to show that Indonesian authenticity becomes an interesting reason the tourists can choose.

Another authenticity offered by the website is a traditional game from Jakarta. Table 17 is the clause.

Table 17. Example of Authenticity Discourse in Jakarta

F/Jak/38	Balap Karung or the sack race and Panjat Pinang or the Pinang climb	are	two iconic games that are always crowded with spectators.
	Subject	Finite	Complement
	Mood		Residue

There are two traditional games offered in the above clause, Balap Karung and Panjat Pinang, that originally come from Jakarta. Positioning them as a subject, the clause above is presented as a declarative mood whose Residue is in the form of Complement, mentioning that Balap Karung and Panjat Pinang are two iconic games attracting many spectators. The discourse of traditional games is positioned as Indonesian authenticity the tourists can enjoy. The linguistic strategy of portraying authenticity is presented in the mood structures.

The interpersonal function deals with language function to establish and maintain social identities (authenticity) and relationships (Talbot, 2007). On the official website of Indonesian tourism, social identities are presented in terms of cultural heritage. Table 18 is an example.

Table 18. Example of Authenticity Discourse in Yogyakarta

G/Yog/14	Batik	is	the national treasure	based on Javanese words "amba" and "titik", meaning to write the dots.
	Subject	Finite	Complement	Adjunct
	Mood		Residue	

Batik is described as a national treasure found in Indonesia. Batik's presence comes from a Javanese word "amba" and "titik" reveals that the Javanese palace's role is important in the founding and development of Batik. The statement found in the directive mood above presents the fact that Batik is a national heritage. This way is to maintain a particular social identity the website portrays to the readers. The concept of "us" and "them" is found in the way Batik is presented as the Indonesian belonging, and the potential tourists are presented as "them", referring to the group that does not have Batik as their national heritage. Batik is transformed into a discourse used to build

a particular identity that the official website of tourism intends to portray (Hallet and Kaplan-Weinger, 2010).

The discourse of authenticity is found in how the website portrays a cultural heritage in a destination, as shown by table 19.

Table 19. Example of Authenticity Discourse in Makassar

I/Mak/06	Fort Rotterdam	is	the first spot that you may want to visit for an overview of Makassar's history.
	Subject	Finite	Complement
	Mood		Residue

Fort Rotterdam is placed as a Subject in the above clause. The Mood is presented in a declarative form, functioning as a statement. The Residue above is in the form of Complement that explains the location of Fort Rotterdam in Makassar. It presents the destination's history to invite tourists to learn what happened in Makassar during the colonial era. The presence of Fort Rotterdam on the website functions to encourage tourists' participation or pilgrimage in the rebirth of a tourism place (Hallet and Kaplan-Weinger, 2010). The employment of cultural heritage on the website is also to generate cultural memory and atmosphere that constitutes the spirit and soul (Wu, 2018)

Instead of its history, Indonesian tourism's official website also involves the discourse of Indonesian authenticity in terms of its tribe. Table 20 is an example.

Table 20. Example of Authenticity Discourse in Lombok

J/Lom/05	The Sasak people	are	the dominant ethnic group living on this island also consists of 5 regions: North Lombok, Central Lombok, East Lombok, West Lombok, and Mataram city, the capital of West Nusa Tenggara.
	Subject	Finite	Complement
	Mood		Residue

The Sasak is presented as a Subject in the declarative mood above. The Residue is in the form of Complement explaining Sasak people's identity as the dominant ethnic group in Lombok. The declarative mood above functions as a statement that informs the tourists of a tribe living in Lombok. Besides famous for its being a Komodo Island, Lombok is also portrayed in terms of its ethnicity. It emphasizes that Indonesia is rich in ethnic groups strengthening the fact of being an archipelago country. While Samad, Salim, and Akib's finding mention that Indonesian tourism's official website employed descriptive words and phrases in the context of participants (Samad et al., 2018), the present research utilizes mood structure analysis as another alternative to figure out Indonesian tourism discourse. Instead of focusing on the lexical level, the sentential level analysis provides a thorough description of Indonesian tourism.

The last domain of Indonesian authenticity discourse is shown from Indonesian culinary from Banyuwangi, as seen in table 21.

Table 21. Example of Authenticity Discourse in Bandung

D/Ban/40	If you are looking for a distinctive breakfast meal in Banyuwangi,	then	a plate of Nasi Cawuk	is	all you need.
	Adjunct	Conj	Subject	Finite	Complement
	Residue		Mood		Residue

The above datum is in the form of a declarative mood that begins with a Residue in the form of a conditional adverbial clause. The subject is the name of culinary from Banyuwangi, Nasi Cawuk. The Complement following the Finite performs as a Residue. What is important in the above text, if analyzed textually, is the presence of Residue in the sentence-initial. The distinctive culinary from Banyuwangi is placed as the most important message in the above mood. The function of the declarative mood above is as a statement, mentioning the Indonesian authenticity from the culinary aspect. It strengthens the previous research on the importance of Indonesian authentic character and culture to enhance the reputation of Indonesian tourism (Salim et al., 2018). Other than history and culture, this paper figures out that maintaining traditional games and traditional transportation is an excellent strategy to approach the potential tourists to experience being the local people and establish a common ground with readers.

4. Conclusion

Tourism discourse reflected on Indonesian tourism's official website is presented in three domains: itineraries and access, a place to play, and authenticity. Both declarative and imperative mood functions describe and offer Indonesian tourism destinations to potential tourists. The least number of imperative functioning command emphasizes itineraries' discourse and access the website intends to ask the readers to have a well-prepared and safe trip to Indonesia. This paper concludes that the website performs as a source of information the readers can rely on before they visit Indonesia. The website does not serve as a tool for a country's promotion yet. Hence, it attempts at making sure that the tourists get easy access and life in the destinations. This paper suggests that the website involves tourists as a subject in the declarative mood to show the readers' involvement in the tourism discourse. The website does not "talk" from the point of view of tourists. Moreover, it intends only to give commodities, not demand commodities that tourists can conduct during their visit.

References
Arab Zouzani, M. A., Pahlavannejad, M. R., and Seyyedi, H. (2019). The investigation of mood and modality in the first letter of nahj elbalagheh based on Halliday's systemic functional grammar. *Global Journal of Foreign Language Teaching*, *9*(2), 101–109. https://doi.org/10.18844/gjflt.v9i2.3587

Cesiri, D. (2017). Representing Venice's Local Culture to International Tourists: The Use of the ' Languaging ' Technique in Websites in English. *Annali Di Ca' Foscari. Serie Occidentale*, *51*, 195–216. https://doi.org/10.14277/2499-1562/AnnOc-51-17-11.

Crăciunescu, A. (2015). Is rebuilding a nation's international image a question of discourse? The controversial case of Rwanda: A destination of the dark. *ANADISS*, (19), 101–107.

Depraetere, I., and Reed, S. (2008). Mood and Modality in English. In *The Handbook of English Linguistics* (pp. 269–290). https://doi.org/10.1002/9780470753002.ch12

Dornyei, Z. (2007). *Research Methods in Applied Linguistics: Quantitative, Qualitative, and Mixed Methodologies*. Oxford: Oxford University Press Inc.

Fairclough, N. (1995). *Critical Discourse Analysis*. London: Longman.

Gerot, L., and Wignell, P. (1995). *Making Sense of Functional Grammar*. Sidney: Gerd Stabler.

Hallet, R. W., and Kaplan-Weinger, J. (2010). *Official Tourism Websites: A Discourse Analysis Perspective*. Bristol: Short Run Press Ltd.

Ibrahim, N., Shiratuddin, M. F., and Wong, K. (2013). Persuasion Techniques for Tourism Website Design. *International Conference on E-Technologies*. Bangkok.

Isti'anah, A. (2020). (Re)evaluating language attitudes on Indonesian tourism website: A study on ecolinguistics. *Studies in English Language and Education*, *7*(2), 622–641. https://doi.org/10.24815/siele.v7i2.16683

Jaworski, A., and Pritchard, A. (2005). *Discourse, Communication and Tourism*. Clevedon: Cromwell Press.

Krisjanous, J. (2016). An exploratory multimodal discourse analysis of dark tourism websites: Communicating issues around contested sites. *Journal of Destination Marketing and Management*, *5*(4), 341–350. https://doi.org/10.1016/j.jdmm.2016.07.005

Kristina, D., and Haryono, T. (2015). Indonesian Online Tourism Promotion: A Rhetorical and Discoursal Look. *European Journal of Economics and Business Studies*, *3*(1), 116–121.

Lamb, G. (2019). Spectacular sea turtles: Circuits of a wildlife ecotourism discourse in Hawai'i. *Applied Linguistics Review*, 1–29. https://doi.org/10.1515/applirev-2019-0104

Liping, C. (2017). Mood, Modality and Polarity Analysis of Winston S. Churchill's Speech on Hitler's Invasion of the U.S.S.R. *Advances in Social Sciences Research Journal*, *4*(1), 195–202. https://doi.org/10.14738/assrj.41.2625.

Maci, S. M. (2017). Virtual Touring: The Web-Language Of Tourism. *1st International Conference of the Slovene Association of LSP Teachers*, *25*(July), 41–65. https://doi.org/10.6092/LeF_25_p41

Pane, I. I. I., Saragih, A., Nurlela, N., and Lubis, M. (2018). Doctor-Patient Interaction: A Systemic Functional Analysis. *LANGUAGE LITERACY: Journal of Linguistics, Literature, and Language Teaching*, *2*(2), 135–144. https://doi.org/10.30743/ll.v2i2.780

Pasquini, E. (2018). Politically Correct Tourism Discourse in Airport Websites Guidelines for Inclusive. *Scripta Moment*, *12*, 21–37.

Ping, K., and Lingling, L. (2017). Application of Interpersonal Meaning in Hillary's and Trump's Election Speeches. *Advances in Language and Literary Studies*, *8*(6), 28–36. https://doi.org/10.7575/aiac.alls.v.8n.6p.28

Pranita, D. (2018). Digitalization: The Way to Tourism Destination's Competitive Advantage (Case Study of Indonesia Marine Tourism). *The 2nd International Conference on Vocational Higher Education (ICVHE) 2017 "The Importance on Advancing Vocational Education to Meet Contemporary Labor Demands*, 243–253.

Salim, M. A., Ibrahim, N. A., and Hassan, H. (2018). Authenticating the Tourist Destination on the Official Tourism Website of Indonesia: Multimodal Perspective. *Astra Salvensis - Revista de Istorie Si Cultura*, *1*, 333–343.

Salim, M. A., and Som, A. P. (2018). Shaping Tourist Destinations through Language and Visual Elements on Tourism Websites: A Tourism Discourse Perspective. *International Journal of Engineering and Technology*, *7*, 364–369.

Samad, Y., Salim, M. A., and Akib, H. (2018). The Functions of Language in Realizing the Indonesian Culinary on the official tourism website of Indonesia: A Tourism Discourse Perspective. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, *10*(8), 7–15. https://doi.org/10.9790/0837-2310080715

Sumadi, K. (2012). Cultural Capital as the Basis for Developing Tourism at Kuta Traditional Village. *Mudra*, *3*, 315–323.

Talbot, M. (2007). *Media Discourse: Representation and Interaction*. Edinburgh: Edinburgh University Press Ltd.

Thompson, G. (2014). Introducing Functional Grammar (3rd edition). In *New Zealand Studies in Applied Linguistics* (3rd ed., Vol. 12). New York: Routledge.

van Dijk, T. A. (2009). Society and Discourse. In *Society and Discourse*. https://doi.org/10.1017/cbo9780511575273

Webster, J. (2015). *Understanding Verbal Art: A Functional Linguistic Approach*. London: Springer.

Wodak, R., Meyer, M., and Meyer, M. (2013). Between Theory, Method, and Politics: Positioning of the Approaches to Cda. In *Methods of Critical Discourse Analysis*. https://doi.org/10.4135/9780857028020.n2

Wu, G. (2018). Official websites as a tourism marketing medium: A contrastive analysis from the perspective of appraisal theory. *Journal of Destination Marketing and Management*, *10*(September), 164–171. https://doi.org/10.1016/j.jdmm.2018.09.004

Yuliana, D., and Imperiani, E. D. (2017). The Realization of Interpersonal Meaning in Course Newsletters: A Systemic Functional Perspective. *Indonesian Journal of Applied Linguistics*, *7*(1), 181–188.