



**LAPORAN HASIL PENELITIAN KELOMPOK (INDIVIDU)**

**PROMOTING TOURISM ATTRACTION THROUGH THE  
ENGLISH LANGUAGE IN SOUTH SULAWESI**

**OLEH:**

**MUHAMMAD ARFIN MUHAMMAD SALIM**

**POLITEKNIK PARIWISATA MAKASSAR  
KEMENTERIAN PARIWISATA DAN EKONOMI  
KREATIF/BADAN PARIWISATA DAN EKONOMI KREATIF  
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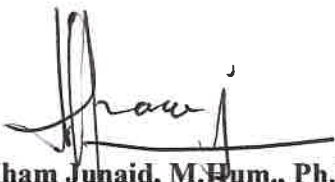
**PENGESAHAN HASIL PENELITIAN**

**Peneliti : Muhammad Arfin Muhammad Salim, S.Pd, M.Pd., Ph. D.**  
**Judul Penelitian : Promoting Tourism Attraction Through The English Language in South Sulawesi**

Makassar, 16 September 2024

Menyetujui,

Ketua PPPM Poltekpar Makassar

  
**Ilham Junaid, M.Hum., Ph.D**  
**NIP.197701082002121001**

Mengetahui,

Direktur Politeknik Pariwisata Makassar

  
**Dr. Herry Rachmat Widjaja, M.M.Par., CHE.**  
**NIP.196602111992031002**

**LEMBAR PERSETUJUAN HASIL PENELITIAN**

**Peneliti** : Muh Arfin M Salim

**Judul Penelitian** : Promoting Tourism Attraction through the English Language in South Sulawesi

Makassar, 16 Desember 2024

**Menyetujui Pembimbing,**

A handwritten signature in black ink, consisting of a large, stylized loop followed by a few strokes, representing the name Dr. Muhammad Rakib.

**Dr. Muhammad Rakib, S.Pd., M.Si**

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## ABSTRACT

As one of the biggest industries and one of the world's most significant economic activities, tourism has become one of the more exciting fields to be investigated. Tourism destination branding become the main concern for promoting the destination. However, very few studies, if any, have focused on investigating the use of the English language in promoting tourism destinations. Thus, this research aims to investigate the use of the English language in portraying tourist destinations in South Sulawesi. This research employs a qualitative methodology by using a descriptive analysis and a multimodality approach. It aims to obtain an in-depth and comprehensive understanding of the role of English in promoting the destination in South Sulawesi. Data were collected via online documentation and semi-structured interviews and analyzed using textual and visual analysis. The study's findings revealed that English significantly enhances and communicates tourism products and creates a destination image. The study's findings significantly contribute to research, particularly in promoting the destination in South Sulawesi.

**Keywords:** *Tourism, Branding, English Language, Promotion*

## ABSTRACT

Sebagai salah satu industri terbesar dan salah satu kegiatan ekonomi terbesar di dunia, pariwisata menjadi salah satu bidang yang menarik untuk diteliti. Branding destinasi pariwisata menjadi perhatian utama untuk mempromosikan destinasi tersebut. Namun, sangat sedikit penelitian, jika ada, yang berfokus pada investigasi penggunaan bahasa Inggris dalam mempromosikan destinasi pariwisata. Oleh karena itu, tujuan dari penelitian ini adalah untuk menyelidiki penggunaan bahasa Inggris dalam menggambarkan tujuan wisata di Sulawesi Selatan. Penelitian ini menggunakan metodologi kualitatif dengan menggunakan analisis deskriptif dan pendekatan multimodalitas. Penelitian ini bertujuan untuk mendapatkan pemahaman yang mendalam dan komprehensif mengenai peran bahasa Inggris dalam mempromosikan destinasi wisata di Sulawesi Selatan. Data dikumpulkan melalui dokumentasi online dan wawancara semi-terstruktur dan dianalisis menggunakan analisis tekstual dan visual. Temuan dari penelitian ini mengungkapkan bahwa bahasa Inggris memiliki peran yang sangat signifikan dalam meningkatkan dan mengkomunikasikan produk pariwisata dalam menciptakan citra destinasi. Temuan penelitian ini memiliki kontribusi yang signifikan terhadap penelitian, khususnya untuk mempromosikan destinasi di Sulawesi Selatan.

**Keywords:** *Pariwisata, Branding, Bahasa Inggris, Promosi*

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