

## **A Semio Pragmatic Analysis in Tourism Brochure**

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### **ABSTRACT**

This study is about semio-pragmatic analysis in tourism brochures. The objective of a brochure is to promote products and services that use correct terms or language. Thus, the purpose of this study is to examine the many linguistic aspects found in the brochure to determine the meaning or reveal a message inside it. This descriptive qualitative research employs Pierce's semiotic research analysis framework for signs, Yule's pragmatic approach to speech acts and Royce's intersemiotic complementarity theory. The materials for this study are linguistic elements found in Dwidaya tour brochures. In this study, the brochure contains two language aspects: visual and spoken elements. Visual components such as signs, indexes, and symbols help readers understand the message in the brochure. Meanwhile, verbal aspects are realized in two ways: direct, which conveys messages explicitly or plainly, and indirect, which conveys signals implicitly or indirectly. Intersemiotic complementarity is the realization of verbal element and to analyze visual element realized. And how the visual and verbal element relate to each other in Tourism Brochure.

**Keywords:** Linguistic; Semiotic; Pragmatic; Intersemiotic Complementarity Brochure

### **INTRODUCTION**

In today's fast-paced technology environment, digital marketing has emerged as an essential tool for firms seeking to maintain and increase public interest in their products and services. Instagram stands out as a popular online promotion platform because to its visual-centric features like as photo and video sharing, stories, and live broadcasting. Companies frequently use e-brochures to supplement their marketing efforts, which are digital brochures that deliver information in a compact, engaging, and visually appealing style. E-brochures are used extensively in the tourism sector to provide thorough details of destinations, facilities, packages, and services. These brochures are intended to enlighten and persuade potential passengers by combining captivating visuals with effective writing information. The use of visual and verbal aspects in tourism brochures enables businesses to

raise awareness, broaden their reach, and assist passengers in organizing their travels.

This study takes a semio-pragmatic approach to examining the meanings conveyed through both text and visuals, combining Charles Sanders Peirce's semiotic theory which analyzes signs as icons, indexes, and symbols—and George Yule's pragmatics theory, which focuses on contextual meaning and speaker intention. In addition, Royce's multimodal discourse analysis is utilized to comprehend how verbal and visual modes interact to create meaning. This study focuses on a tourist e-brochure released by Dwidayatour, a well-known travel operator with a strong Instagram following. Dwidayatour's marketing materials, with their appealing brochure style and concise but useful wording, are ideal for investigating how meaning is generated and perceived. The study aims to uncover the semiotic and pragmatic elements embedded within the brochure to better understand how such materials influence consumer perception and decision-making.

## **LITERATURE REVIEW**

### **Previous Related Study**

Pragmatic semiotics is the study of both visual and verbal communication elements using semiotic and pragmatic methods. Several studies have investigated this approach. Aulia Putri Pramudita (2024) examined Tokopedia and Shopee commercials using Peirce's semiotics and Yule's speech act theory. Her research uncovered 28 visual signs (14 icons, 7 indices, and 7 symbols) and 22 speech acts (9 representative, 9 directive, and 4 expressive), encompassing both direct and indirect speech (Aulia Putri Pramudita, 2024).

Muhassin (2022) undertook a semio-pragmatic analysis of WHO's Covid-19 posters, employing Peirce and Searle's theories to investigate five forms of illocutionary acts. The study discovered that directive speech acts were the most common, with both visual and verbal elements used to ensure message clarity through direct and indirect discourse (Muhassin, 2022).

Helen Lela Ulfarida (2024) investigated Samsung and iPhone commercials and identified seven signs (4 icons, three indices, and two symbols) and ten speech acts (9 representational, one declarative). The study found that both advertising used indirect speech, and that the combination of semiotic and pragmatic theories effectively exposed the intended commercial themes.

### **Linguistic**

Linguistics is the scientific and methodical study of language, emphasizing its structure, function, and application. It investigates sounds, word creation, sentence structure, meaning, and contextual language use via the lenses of phonology,

morphology, syntax, semantics, and pragmatics. Language exists in both spoken and written forms and is used to express ideas, feelings, and messages. Phonetics examines the physical features of speech sounds, whereas semantics and pragmatics concentrate on meaning both literal and contextual. Communication is a relationship between speaker and listener in which meaning is transferred and comprehended. Linguistics evolves with its complicated subject matter and connects with other disciplines, resulting in numerous branches of study with various focuses and approaches. Saussure referred to this discipline as semiology, emphasizing the social function of signs, whereas Peirce linked semiotics to logic and established a general theory based on three sorts of signs: icon, index, and symbol. In the 1860s, logician and philosopher Charles Sanders Peirce began creating semiotic theory, which he positioned as an empirical science (Ummah, 2019). He believed that signals were crucial tools for communication and meaning making in a variety of circumstances. His theory continues to be influential in understanding how meaning is generated visually and verbally in diverse types of media and literature.

### **Semiotic**

Semiotic analysis in literature is a method for interpreting the meanings of signs present in literary works. Semiotics is a discipline of linguistics that analyzes signs and how meaning is created through objects, events, culture, and language (Romdhoningsih et al., 2023). Ferdinand de Saussure and Charles Sanders Peirce created two fundamental semiotic models. Saussure saw semiotics as an aspect of social existence, but Peirce defined a sign as something that gives meaning to someone in a certain situation. Signs might be in the form of words, images, sounds, gestures, or objects. The goal of semiotics is to discover and explain the meanings of signs so that readers can grasp the author's intent. Charles Peirce said that semiotic is the study of signs and everything related to the signs themselves which are closely related to logic. Semiotics is the study of a sign to analyze and find out the meaning contained in the sign. Observing a sign (icon, index and symbol) to find the meaning of a sign and strengthen the meaning of the sign so that it can be easily understood by readers.

### **Pragmatic**

Pragmatics is a discipline of linguistics that studies the interaction between language and context, with a focus on how meaning is interpreted in response to the speaker's intention and the communication environment. It investigates how language users communicate and perceive messages using signs, symbols, and utterances (Sulistyarini, D. & Zainal, 2018). Speech acts are an important notion in pragmatics, and they refer to activities performed through spoken or written language, such as sounds, words, or sentences, that have a communicative function (Kartikasari & Suprpto, 2018). Speech acts require the ability to recognize implied meanings in order to avoid misinterpretation. Recognizing the speaker's goal is critical for effectively understanding the message.

Direct speech acts are plain phrases that clearly communicate the speaker's intention. These often use declarative, interrogative, or imperative sentence forms and frequently include time markers such as now, today, or tomorrow, making them easier for the listener or reader to understand (Damico & Ball, 2019). An indirect speech act is a sentence that repeats another person's statement without modifying its original meaning or intent. It frequently requires altering time references because it refers to former events.

According to Austin, speech serves more than just informational purposes. Similarly, Wittgenstein stressed the various ways in which language might be utilized. In language theory, a speech act is an utterance that causes an action to occur. Austin divides speech acts into three major categories. Locutionary activities are defined as the act of making intelligible utterances based solely on structure and grammar, without regard for context. It combines phonetic (sound), phatic (grammar), and rhetic (meaning) components. For example, "I want to order a strawberry cake" sends a clear message. Illocutionary acts are the planned functions of the utterance what the speaker intends to accomplish through speech. For example, the question "Is there any sugar?" could indicate a request, such as "Please give me some sugar." Perlocutionary acts refer to how an utterance affects the listener, such as persuading, warning, or eliciting emotional responses. These impacts vary depending on the situation and are not entirely within the speaker's control. For example, saying "There was a car accident this morning" may arouse concern in the listener.

### **Intersemiotic Complementarity**

Intersemiosis analysis is defined as the study of how verbal text interacts with visual visuals. Understanding the link between verbal and visual aspects to demonstrate that in page-based multimodal texts, verbal and visual elements collaborate and complement each other semiotically to generate a single textual phenomenon (Royce, 2013). Royce's intersemiotic complementarity explains the significance of the link between visual images and verbal text in data. The meaning relationship between visual images and verbal texts in the data can be stated in Royce's intersemiotic complementarity as follows (Jiao & Hassan, 2024): Repetition i.e., identical meaning, Synonymy i.e., similar meaning, Antonymy i.e., an opposite meaning, Meronymy i.e., the relation between part and whole of something, Hyponymy i.e., the relation between a general class of something and its sub-classes, and Collocation i.e., expectancy or high probability to co-occur in a field or subject area.

Intersemiotic synonymy arises when two lexical elements have similar meanings and can be used interchangeably (for example, trade cycles and business cycles). Intersemiotic antonymy refers to lexical terms that have opposing meanings, such as long term vs short term. Hyponymy refers to relationships between a general category and its subcategories (for example, fruit and apple), whereas meronymy refers to interactions between pieces of a whole. Intersemiotic collocation refers to

lexical items that frequently appear together in specific contexts or domains, even if they are not semantically connected. Cutting, for example, may be associated with the budget in economics or the scene in film. These collocations generate predictable linkages based on context and field.

## **Brochure**

The rapid growth of science and technology, combined with increased public awareness of the value of information, has had a profound impact on the evolution of information media. Information media are no longer considered passive tools, but rather active platforms via which people search, share, and engage with knowledge. Brochures are one of the most accessible and extensively utilized forms of information medium.

A brochure is an instructive and promotional tool that conveys concise, structured, and engaging statements about a product, service, organization, or educational content. The name comes from the French verb *brocher*, which means "to stitch," and originally referred to a stitched or bound piece of printed text. Brochures can print or digital, and they are frequently used in business, education, tourism, and public service efforts. Brochures have various purposes: they educate, persuade, and inform readers. Brochures often use clear and plain language, allowing a wide audience to readily understand the content. Brochures, whether marketing a product, explaining a service, or outlining a public facility or organization, are carefully crafted to catch attention with both visual and linguistic components. Their content frequently incorporates information, convincing arguments, and visually appealing images to help the intended message be communicated effectively.

## **METHOD**

### **Design and Samples**

The method that will be used in this research is a qualitative method using qualitative descriptive analysis techniques where the author describes semio-pragmatics and intersemiotic complementarity at Dwidayatour's brochure. In this research, qualitative analysis is defined as a research method for subjectively interpreting the content of text data by investigating the meanings depicted in the chosen tourism brochure and interpreting the meanings manifested in visual and verbal elements using Pierce's semiotic theory, Yule's pragmatic theory, and Royce's intersemiotic theory.

### **Instrument and Procedure**

To analyze the data and find the results of the research instrument, the researcher acts as a planner, data collector, analyzer and also a reporter of the research results. The researcher determines the research theory and also the object to be analyzed.

The theories that will be used in this research are semio-pragmatics and intersemiotic which complement each other with the object of research in the form of tourism brochures from Dwidayatour which will be analyzed to find out the meaning contained in it. The research data is taken from Dwidayatour's tourism brochure which includes visual data in the form of image signs and verbal data in the form of text. The data is collected through documentation method by downloading e-brochure documents from dwidayatour's Instagram account.

### **Data Analysis**

In this study, researchers used descriptive qualitative methods. The technique used by researchers to analyze the data in this study is to describe the data in the form of signs according to Pierce's theory, speech acts according to Yule's theory and intersemiotic complementarity according to Royce. Miles and Huberman define that there are three streams of activities carried out to analyze data, namely: data reduction, data presentation and conclusion drawing/verification (Dull & Reinhardt, 2014). In the data reduction stage, researchers sort and differentiate data based on the categories to be analyzed, so that it will facilitate researchers in carrying out the next research steps. In the data display, the data will be categorized based on the results obtained by organizing and presenting the data in such a way that makes it easier for researchers to draw conclusions. The last step is conclusion, by drawing conclusions from the results obtained from data analysis.

### **RESULT AND DISCUSSION**

To finding this research, the researcher applied Pierce's semiotics theory to examine the sign and the data associated with it depending on the object, such as icon, index, and symbol. As a result, the researcher employed Yule's pragmatic theory to study the speech act and Royce's intersemiotic complementarity theory to examine the intersemiotic complementarity found in the tourism brochure. The findings of this study were examined using descriptive qualitative analysis on Dwidayatour's tourism brochures. There are two tourism brochures used in this study. The data can be displayed as follows:



Figure 1. Cappadocia

The iconic meaning is a sign that marks its object through similarity. Icon in figure 1. Cappadocia includes an image of a hot air balloon over the rock landscape of Cappadocia with an iconic relationship that describes the real environment in Cappadocia which is famous for its rocks and air balloons, Mt Erciyes cable car snow and mountain photo has an iconic relationship that resembles the geography of the actual location so that people can know the place as a snow tourism area without the need for symbols or conventions, and photo of the bosphorus cruise and tophane clock tower which explains that the function of these two images as icons because they describe the tourist attraction to be visited.

The definition of index as a sign that marks its object through a real relationship. Indexical in the picture above includes a hot air balloon flying through the sky explaining that Cappadocia is a tourist spot with activities and experiences of real hot air balloon rides in that location, snow on the landscape of Cappadocia and Mt Erciyes which shows that the location is in winter with snow which is a natural indicator, slide marks in the snow on Mt Erciyes indicating causality in the form of traces that exist solely because of something moving on it, people in a cable car explaining that this location is open to visitors and provides tourism facilities, and finally the image of waves or water marks on the sea explaining the physical impact in the form of the presence or movement of ships that have a cause-effect relationship with the traces of water ripples left behind.

Furthermore, symbol as a sign that marks its object through agreement or convention. Symbols in the picture above include 'Cappadocia' with a hot air balloon image which has a symbolic meaning in the form of an air balloon which is not just a mode of air transportation but has become a symbol of romance / beauty and a hallmark of tourism in Cappadocia, the terms 'Enjoy Holidays' and 'DISC up

to 2 Juta', the 'SAFE TRIP' logo with an explanation of the symbol of trust / safety when traveling, the last phone symbol, whatsapp and thumb icon which represents communication services in Cappadocia.

Pragmatic analysis of direct and indirect speech acts in figure 1. Direct speech acts include 'Contact us' which is an imperative sentence requesting/suggesting the reader to contact the organizer, 'Departure: 21 Dec 2024 | 08 (Sold Out), 15, 2 Jan | 06 Feb 2025' is a declarative sentence that provides information about the departure date and 'MULAI RP 16.7 JT ALL IN' is a declarative sentence that provides price information. Furthermore, the indirect speech act includes 'DISC.up to RP 2 Juta' is structurally a declarative sentence but the actual function is to attract readers to buy with the lure of discounts (persuasive intention), 'AMAZING TURIYE WINTER PLUZZ MT ERCITES' and 'Experience More' followed by a list of places in this sentence seems informative but actually functions to convince readers that this tour is complete and worth following (persuasion through information).

### **Intersemiotic Complementarity**

According to Royce, there are several types of intersemiotic relationships between text and images, including repetition, synonyms, antonyms, meronyms, hyponyms, and collocation. Repetition in figure 1 includes 'Cappadocia' with visual mode image of a hot air balloon flying above cappadocia's icy terrain in verbal and visual modes explaining that the phrase Cappadocia is repeated visually through Cappadocia's distinctive features such as rocks and hot air balloons, 'Winter Experience' with visual mode winter scenery (snow covers the entire area), 'Mt Erciyes Cable Car' with visual mode image of a gondola or cable car amid the icy mountains, and 'Bosphorus Cruise' with visual mode photo of a cruise ship on the bosphorus strait.

Synonyms or equivalent meanings, in figure 1 includes 'Winter Experience' with visual mode snowy scenery and hot air balloon in Cappadocia, 'Bosphorus Cruise' with visual mode picture of a ship on the bosphorus sea, and 'Mt Erciyes Cable Car' with visual mode image of a gondola on a snow-covered mountain. The antonym or opposite meaning in the image above includes 'Enjoy Holidays' with the visual mode of a quiet winter image which contains a positive and active connotation (Enjoy) but depicts a calm and quiet atmosphere without tourists which can cause a conflict of meaning if not understood as (calm is enjoyment), 'Amazing Turkiye Winter' with the visual mode of a cold and quiet landscape that uses the word (amazing) and a still image has an antonym effect unless the viewer understands silence as beauty.

Meronyms are relationships between parts and the whole of something including 'Winter Experience Cappadocia' visual mode hot air balloon images and snowstone landscape with a meronymic relationship between the two being hot air balloon as part of the whole experience in Cappadocia, 'Amazing Turkiye Winter' visual mode photographs bosphorus, erciyes, tophane with a meronymic relationship



between the two being each place is part of the whole Turkiye Winter tour and the last one 'Experience More: Hagia Sophia, Ortakoy, etc' has a verbalized meronyms relationship with the list of places as part of the tour package. Hyponyms are relationships between a general class of something and its subclasses, including 'Turkiye Winter' visual mode snow pictures, Mt Erciyes gondola, Cappadocia hot air balloon, 'Cable Car' visual mode images of snow gondola on Mt Erciyes with a hyponym relationship of cable car is a subcategory of winter tourism modes of transportation, and 'Bonus" Bosphorus Cruise' visual mode images of ship at sea with a hyponym relationship of cruise is a hyponym of the category water tourism.

Collocation meaning high expectation or possibility to occur together in a field or subject area, includes 'Winter Experience Cappadocia' visual mode snowy Cappadocia landscape and hot air balloon with collocation Cappadocia is famous for hot air balloon tourism so that the visualization emphasizes the relationship between Cappadocia and winter experience, 'Amazing Turkoye Winter' visual mode picture of Mt Erciyes snowy and gondola with collocation the term amazing turkiye winter which is generally associated with snowy landscapes and winter activities such as riding gondolas and playing sky, 'Bonus: Bosphorus Cruise' visual mode image of ship on bosphorus and seagulls with the collocation "cruise" is generally associated with a famous river or strait in this case it is the bosphorus strait with images and words reinforcing the association, and lastly '10 Days 7 Nights' visual mode visual composition full of activities and destinations with the collocation tour packages and series of places, the duration text explanation often mentions several tourist attractions and the images reinforce this by depicting the many destinations to be visited.



Figure 2. Turkiye

There are several icons in figure 2, including photos of snowy mountains and people skiing with icons of the winter vacation experience in turkiye and photos of Cotton

Castle, Bosphorus Cruise, Ephesus Ancient City which directly represent authentic places in turkiye. In figure 2, there are 2 indexes found including snow traces left by skiers with the explanation of human activity indicating that the place is being actively used and a ship causing water ripples on the sea (Bosphorus Cruise) which shows the actual movement of the ship instead of just staying in place. Furthermore, the symbols contained in the image include the terms 'Turkiye', 'Best Seller', 'Hubungi kami', and the price '14.8 JT' which have the meaning of symbols and numbers that are understood based on linguistic and cultural agreements, the Emirates logo that the logo represents an international airline, the crimson color of the words 'Best Seller' which associates color in marketing to symbolize urgency or quality, and finally the 'Phone and WhatsApp symbol' which represents communication and promotion services as defined by modern social norms and rules.

Pragmatic analysis of direct and indirect speech acts in the turkiye tourism brochure above, the first direct speech act includes 'Hubungi kami' explaining the form of imperative sentences or command sentences that function to ask or instruct readers to contact the organizer, 'Departure: 06 Dec (Sold Out), 06 Dec (New Batch) 2024 | 27 Jan | 12 Mar 2025' describes a declarative sentence or informative sentence that provides direct information about the departure schedule, 'Starting Rp 14.8 JT ALL In' is a declarative sentence that provides price information and 'Hotline / WhatsApp number' which is a direct statement indicating the contact person. Furthermore, the indirect speech act includes 'AMAZING WINTER IN TURKIYE /+ MT ERCIYES' explains that this sentence looks like a declarative statement but the actual function of this sentence is to promote or tempt readers to be interested in taking this tour (promotion function), 'Best Seller' explains that this sentence looks like a label but actually influences the reader's decision that this package is popular and worth buying (persuasion function), 'BONUS: Bosphorus Cruise' conveys added value but serves to convince readers that they will get more than what they paid for, and the last one 'Experience More and list of places' in this sentence looks like an informative sentence but also functions as an indirect persuasion by displaying an itinerary to attract readers.

### **Intersemiotic Complementarity**

The first intersemiotic complementarity explanation is repetition. Repetition in the images above include 'Amazing Winter in Turkiye, Mt. Erciyes' with visual mode images of snow mountains, skiers, blue snowy sky with the explanation that repetition reinforces the impression of winter as the main theme of the trip, 'Grand Bazaar, Blue Mosque, Ataturk Mausoleum, Bosphorus Cruise' with visual mode images of blue mosque, bosphorus Ephesus, cotton castle which explains that the visual emphasizes the iconic destinations that have been mentioned in the text as part of the tour, 'RP 14.8 Juta, Hubungi kami, Hotline Number, WhatsApp Number' with visual mode 'Hubungi kami' button, phone and whatsapp icon with the explanation that the repetition of contact information aims to be easily visible and understood by visitors, 'BONUS: Bosphorus Cruise' with visual mode images of

bosphorus cruise ship with a red 'BONUS' label explaining that this repetition emphasizes that this offer is special and should not be missed, '10 Days 7 Nights' not directly depicted but reinforced with many different spots explaining that this text provides visual duration showing several locations to support the length of the trip, and the last 'Turkiye - Best Seller, Amazing Winter in Turkiye' with visual mode background of iconic Turkish places (snow, city, architecture) explaining that the words and images repeat the identity of the country that is the main focus of this travel tour.

Synonyms in figure 2 include 'Amazing Winter, Mt Erciyes' with visual mode images of snowy mountains, people skiing and white snow with the text winter which is synonymous with visuals of snow and skiing activities (cold weather), 'Experience More and destination list' with visual mode images of cotton castle, bosphorus cruise, Ephesus city which explains that the word "experience" is synonymous with visual destinations that describe adventure, 'Turkiye, Best Seller' with visual mode images blue mosque, grand bazaar, cotton castle, bosphorus which explains that the word "Turkiye" is identical to the visual icon of landmarks that characterize the country, 'Amazing, Best Seller' with visual mode images stunning natural scenery and historical architecture explains that the word "Amazing" is identical to the visual beauty displayed, and finally 'BONUS: Bosphorus Cruise' with a visual mode image of a tourist shop with the word BONUS against the background of Istanbul city explains that the text and image contain the meaning of "exclusive addition". There is an antonym in image 2 which is 'Winter, Mt Erciyes' with the visual mode of thick snow and ski clothes with the explanation contrasting with the idea of summer, beach and thin clothes. . 'Amazing Winter' with the visual mode of dominance of white color in the image explains the contrast with the visual mode of tropical colors such as the green of the trees or the blue of the sea, 'Bosphorus Cruise, Grand Bazaar' with the visual mode of modern city as ancient architecture such as Ephesus ancient city shows the contrast between modern technology and historical culture, 'Best Seller, Cruise, Bazaar' with visual mode of crowded images on the ship as calm atmosphere in the erciyes mountain shows the contrast between relaxed atmosphere and crowds, and the last one 'Green Mosque, Cotton Castle' with visual mode of nature images as Istanbul cityscape on cruise explains the contrast between nature and urban tourism.

The meronymic relations in figure 2 include 'Experience More: Grand Bazaar, Blue Mosque' with a visual mode of Istanbul cityscape and Ephesus ruins, 'Mt Erciyes' with a visual mode of snowy mountains in the upper background, 'BONUS: Bosphorus Cruise' with a visual mode image of a cruise ship cruising along the strait, 'Cotton Castle' with a visual mode image of a white terraced terrace, and finally 'Ephesus Ancient City, Sultanhani Caravanserai' with a visual mode image of ancient temple ruins. Furthermore, the hopynymy in figure 2, including 'Mt Erciyes' with the visual mode of snow mountains and skiers in the image shows Mt Erciyes which visually supports the text 'Amazing Winter in Turkiye', 'Blue Mosque' with the visual mode of the blue mosque in the image supports the text that this is a typical Turkish religious icon, 'Bosphorus Cruise (BONUS)' with

visual mode ship on the strait with the visual image complementing the bonus text of the sea tourism experience, 'Cotton Castle' with visual mode white stepped baths explaining the image showing unique nature which clarifies the text about nature tourism, 'Experience More' with visual mode place name with visual and text working together to expand the meaning of the tourism experience.

Furthermore, the collocation found in figure 2, includes 'Amazing Winter' visual mode images of snow, skiers, Mt Erciyes with the explanation that the visual reinforces the amazing winter experience as conveyed in the words "Amazing Winter", 'Mt Erciyes' visual mode image of high snowy mountain with visuals that support the identification of a particular place (Mt Erciyes) as a snow and skiing destination, 'Blue Mosque' visual mode image of blue mosque of typical Istanbul (implicit) with visuals that act as a complement to verbal references to Turkish religious cultural icons, 'Grand Bazaar' not directly depicted but associated with large markets through the words activates the visual scheme of a large traditional Turkish market, 'Cotton Castle' visual mode image of Pamukkale (white chalky terrace) with visuals that support the metaphor (cotton castle) which emphasizes the beauty of nature, 'Bosphorus Cruise' visual mode image of a cruise ship in the waters with the visual and verbal forming the meaning of an exciting tourist trip on the bosphorus strait, and lastly 'Hotline Number' visual mode 24 hour telephone icon at the bottom of the brochure with the visual and verbal reinforcing each other with contact information that is ready to be contacted at any time.

## CONCLUSION

The meaning-making process in two selected tourism brochures is investigated using semio-pragmatic analysis and intersemiotic complementarity theory. One of our efforts to entice enthusiasts to utilize the services or services that we provide is to market them through social media, such as a tourism brochure. Using the linguistic elements contained in the brochure, both visual and verbal, to understand the message to be given through the brochure, which includes visual elements such as icons, indexes, and symbols, as well as verbal aspects such as direct and indirect speech actions. In addition, multimodal analysis reveals how images (visual) and text (verbal) work together to convey the message of the brochure. The relationship can improve consistency and boost the intended promotional message, allowing readers to understand the content contained in the tourism brochure more clearly. This study demonstrates that an effective tourism e-brochure relies not only on aesthetic appeal, but also on the synergy of language and visual communication to produce persuasive force, making the message delivered more explicit and communicative.

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