PROMOSI PARIWISATA SUMATERA BARAT PADA INDUSTRI KREATIF SERTA NILAI STRATEGISNYA DALAM BAHASA PROMOSI

Promotion of West Sumatra Tourism in the Creative Industry and Its Strategic Value in the Language of Promotion

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Abstrak

Kemajuan pariwisata di Indonesia telah difasilitasi melalui berbagai pendekatan implisit dan bernuansa, seperti kegiatan berbasis bahasa dan sektor inovatif. Ketersediaan teks promosi dalam bentuk permainan bahasa dapat dianggap sebagai aset strategis, karena memiliki potensi untuk menarik perhatian pembaca dan mempertahankan minat mereka sepanjang teks, khususnya dalam konteks pariwisata. Studi ini menggunakan berbagai metodologi seperti perolehan dan pengumpulan data, klasifikasi dan evaluasi data, dan pencatatan hasil. Strategi pemahaman adalah pendekatan yang akrab bagi kami, di mana kami memusatkan perhatian kami pada representasi informasi secara tekstual. Temuan analisis data menunjukkan bahwa pemanfaatan teks promosi dalam bentuk permainan bahasa memiliki tingkat signifikansi strategis tertentu. Nilai ini dicontohkan terutama melalui adanya penyimpangan sintaksis, bentuk samar-samar, permainan kata fonetik, dan keakuratan kosa kata.

Kata kunci: industri kreatif, permainan, bahasa

Abstract

The advancement of tourism in Indonesia has been facilitated through various implicit and nuanced approaches, such as language-based activities and innovative sectors. The availability of promotional texts in the form of language games can be considered a strategic asset, as it can capture the reader's attention and sustain their interest throughout the text, particularly in the context of tourism. The study employed various methodologies such as data acquisition and gathering, data classification and evaluation, and recording the results. A comprehension strategy is a familiar approach wherein we focus on the textual representation of information. The data analysis findings indicate that the utilization of promotional texts in the form of language games possesses a certain degree of strategic significance. This value is exemplified notably through the existence of syntactic deviation, equivocal forms, phonetic wordplay, and the accuracy of vocabulary.

Keywords: creative industries, games, language

INTRODUCTION

The province of West Sumatra regards the tourist sector as one of its principal industries, following the agricultural sector, and ranks as the second most significant industry overall. The potential of tourism as a primary source of wealth in West Sumatra province has been identified, and it is believed that this industry can enhance the standard of living of the local population (Maryelliwati, Efrinon, et al., 2022). The province of West Sumatra boasts numerous tourist attractions owing to its potential for natural beauty, cultural arts, handicrafts, and culinary delights. Touristic locations are ubiquitous in nearly all localities and urban areas. West Sumatra is a province in Indonesia that boasts a diverse array of stunning natural tourist attractions ripe for exploration. The Minangkabau realm in West Sumatra is renowned for its stunning natural landscapes, which draw a considerable influx of tourists from various parts of the globe. In addition, the tourism sector in West Sumatra is renowned for its cultural and historical points of interest.

The coexistence of artistic ventures and tourist destinations mutually benefits each other, creating a symbiotic association. It can be posited that the presence of tourist activities in a given area is often accompanied by creative enterprises in the same vicinity. It is important to note that the primary objective of visitors is to visit tourist destinations. This particular piece of information should not be disregarded or underestimated. Simultaneously, the inquiry regarding the potentiality of future visitors to frequent destinations that harbor creative industries holds significance in subsequent times. It is imperative to comprehend that the purchasing decisions of tourists about fruits in the creative industry are contingent upon their preferences and financial limitations. The production of promotional texts is a requirement for individuals responsible for managing tourist sites, as it emphasizes the advantages of the diverse range of amenities offered to visitors. Promoting a certain destination may increase tourist activity as individuals become aware of the location and its offerings. Devi (2018) and Stylidis (2018) have established a correlation between tourist attractions and the perspectives of the local populace and the governing authorities.

There are various methods employed for promotional texts, encompassing visual, auditory, and audiovisual modalities. Consequently, it can be inferred that the presence of mass media platforms, including print, radio, and television, are appropriate venues for language-oriented advertising. Using language in human existence functions as a means of communication (Yudhiantara, 2017; Chiarelli, 2022). The fundamental purpose of language as a means of communication for conveying messages is to convey denotative or literal meanings independent of the speaker's subjective interests or biases (Putri et al., 2023). Conversely, the communication may be presented as a rhetorical device to effectively communicate the speaker's intended message regarding the presence of engineering. Depending on the context, the message delivery mode can vary between literal and figurative approaches (Faisol et al., 2022). Hence, it is plausible for ambiguity to arise concerning the existence of language as a mechanism for the encapsulation of messages. As per empirical evidence, engineering has facilitated the development of a technique to conceal one's thoughts, commonly referred to as a figure of speech. This technique allows for direct and explicit communication.

The field of data analysis involves the application of linguistic theory across four distinct domains, namely phonology, morphology, syntax, and semantics (Wincana et al., 2022). The interdependence of the four branches of linguistics for data analysis can be likened to a chain, as they serve as mutually reinforcing components (Tiawati & Maneechukate, 2021). The application of phonology and the study of data analysis are interconnected due to the relationship between data analysis in the form of language games and the play of the sound element of the word or the element of the word part (Rahmat, 2021). This type of information is viable as the sound element game, as Pradopo (2009) described, can generate aesthetic and thrilling outcomes

or arrangements from the sound of a word or a component of a word element. Moreover, the study of data is intricately linked to the field of morphology as a subject of inquiry because data, often in the form of language games, comprises poly morphemes. According to Ramlan (1984), it is postulated that applying affixation, duplication, and composition processes to the data will form poly morphemes.

The functions in the sentence are linked to one another and are governed by a rule known as the functor-functor linkage rule. One example of this rule is the statement that states that every sentence must have at least one predicate. But the fact is that the form of the sentence functor rule does not always adhere to the standard in writing activities. A pattern of sentence structure can be said to be reasonable. For example: in construction, it says the absence of a sentence subject, as data (1), or the construction of sentences is said to be incomplete due to the absence of the object's function. Both of these interpretations are based on the observation that the existence of a written variety of text constitutes a form of deviation. Example:

(1)   In this paper discusses … '
(2)   My sister is eating.

As was mentioned previously, the problem of deviation in the text of the written variety, as above, can also be found in the text of the promotional or advertising field as data (3). It turns out that the existence of data text deviations (3), which have a kind of language play, truly has its strategic worth, capable of causing wonder, attention, and flexibility in its target audience.

(3)   Rinso washes the cleanest.

If the data are returned on the sentence structure pattern, it is determined that the data are inaccurate. Because it is highly improbable that Rinso, one of the brands of detergent ingredients, could ever be capable of washing, the data in question should be in the form of (3a).

(3a) If you wash clothes with Rinso, your clothes will be clean because Rinso is the cleanest laundry detergent.

Because there is no function of the sentence's subject in data (1), it is argued that data (3) has an element of language play in the form of language play in the sentence. The text in question is one that, even though it lacks the subject function of the phrase, can nonetheless be intriguing and curiously interesting.

The issue of word order within the data may manifest a departure from the conventional norms of proficient and precise sentence construction, hence the association of data analysis with applying syntactic principles. The presence of language play can be inferred from the data that distinguishes sentence structure patterns, raising concerns about such patterns' disambiguation. The utilization of the semantic field is pertinent to the analysis of data owing to the intrinsic relationship between contextual data is structured and the nature of the data, irrespective of whether it is presented in a literal or figurative manner. The two characteristics of the packaging above technique are deemed rational because language, as a medium of communication, can serve as a direct and factual conveyance of messages, or it can assume a figurative, veiled, or contrived form (Parera, 1991), ultimately evoking curiosity, fascination, and allure. Data analysis differs from the utilization of the four subfields of linguistics in that it involves examining various language components within a given text. These components include sound, form, arrangement, and meaning, all encapsulated within the smallest unit of language, the word. Additionally, data analysis involves analyzing the diction, context, and sense of words, which possess informational, phatic, and aesthetic properties. (Leech, 2003).

THEORETICAL BASIS

The primary function of language, in general, and especially language in the context of communication, is the existence of language as a method of disclosure or straightforwardness. Because some messages need to be concealed or contrived, another purpose of language is the

presence of language as a manner of concealing the mind or figure of speech. This is because messages need to be wrapped in disguise or contrived. Because language already exists, it can perform this role, which would otherwise be impossible, for example, by utilizing a wide variety of linguistic terminology and styles, such as satire, sayings, and even the inclusion of language game forms. As a result, it is reasonable to suppose that the promotional content can be presented in a manner that is either straightforward or uses figures of speech. The use of coded or modified packaging should not be regarded as excessive because it is consistent with the idea that language is a network of connections; as a result, its ubiquity should not be deemed excessive (Wittgenstein, 1969). The research presented in this paper focuses on figurative language packaging efforts made about distributing promotional texts. Because it turns out that there is strategic value in the existence of message content packed in a figure-of-speech manner, particularly those packages based on the form of language games. The messages included in the advertising text for tourists can have mysterious, intriguing, and interesting information (Maryelliwati, Rahmad, et al., 2022). It is stated that the employment of figures of speech in written materials promoting tourism can arouse interest, draw attention, and tickle readers' funny.

Because by utilizing these forms, it is possible to have its strategic value, specifically the ability to make curious, interesting, and intriguing for potential tourists, the existence of promotional texts for tourist attractions packaged in the form of language games is relatively necessary. This is because such texts are relatively necessary to have. Because the definition of promotion is the existence of an effort to expose a business or trade to the community, such recommendations must be pursued (Badudu, 2003). Even more so by the statement that tourism promotion should be carried out concentrated and unbrokenly. Because each promotional text has the potential to be as desired by the speaker (Sudaryanto, 1989), departing from some of the literature reviews, it is very reasonable that the promotional text in the field of tourism should be such, namely in the promotional text, there is an effort to have a form of language game that is of strategic value. The existence of language after the promotional text can package. Because the current wording should be able to create a psychological influence on potential tourists, for example, the Toyota brand, known as *OTO* for Minangkabau people when referring to automobiles; the Honda brand, known as *ONDA* for Minangkabau people when referring to motorbikes; and the Aqua brand, for mineral water. Because of these three trademarks, society has long been able to adopt them as common bywords. Therefore, it is fair that a form of language play in this promotional text is utilized as the object of study of writing, as is the case with this article, considering the strategic importance of the said form of language play. As was outlined earlier, the objective is to demonstrate the existence of language game forms in West Sumatra in promotional texts of strategic significance. Specific examples of data models and analyses of those models will be provided to accomplish this objective.

RESEARCH METHOD

The methodology used in each study dictates the strategy taken by that particular investigation. A descriptive qualitative research approach was utilized in this writing piece. Research that aims to understand the phenomena that the person who is the subject of the study encounters, such as behavior, perception, motivation, action, and others, is known as qualitative research. The nature of qualitative research, which is undoubtedly distinct from the nature of quantitative research, governs qualitative research methodology. Considering its breadth, qualitative research can be broken down into two distinct scopes: research on literature and the field. Because the data for literature research comes nearly entirely from libraries, this type of research is more appropriately referred to as either descriptive literature qualitative research or bibliographic research. In addition, literature research is frequently referred to as non-reactive

research. This is because literature study relies solely on theoretical facts and library documentation. Research conducted in the field, on the other hand, makes use of data collected in the field (a social environment) through the use of informants as well as documentation data about the research issue.

Reading and taking notes on works of literature or books is not the only component in conducting research in the field of literature or literature studies. The actions of reading, recording, and processing research materials are part of the library research process, which consists of a series of activities related to gathering library data. The form of the study utilized for this particular writing piece is descriptive qualitative research literature or bibliographic research. This is because the work depends on theories taken from books as literature. Applying the approach to the object of study follows the same pattern as linguistic research in general, which starts from one of three stages of strategy: 1. The stage of giving or collecting data; 2. The step of classifying and analyzing data; 3. The stage of preparing to write or report; (Sudaryanto, 1987). The provision of data is based on the application of the seeding method and then the carded, resulting in the data being received from written sources and classified as secondary data. Written data can be directly sourced with promotional text data and may also be sourced indirectly with advertising text data. Both of these types of text data can be sourced from data sourced from the written form. Because what is regarded as the notion of promotion is in line with advertising, namely the news of orders to encourage and persuade the public to be interested in the goods and services offered, promotion is in line with advertising (KBBI, 2001).

The problem of word order in the data may reflect a departure in the pattern of good and accurate sentence structure, which is why data analysis is related to applying the syntactic field. Because the data that distinguishes sentence structure patterns is also evidence of the existence of a sort of language play, the problem of disambiguation of sentence structure patterns is reasonable. This is because of the data that distinguishes sentence structure patterns. The application of the semantic field is related to data analysis because the nature of the text data is related to the method in which it is packed, whether it is packaged straightforwardly or packaged in a manner related to a figure of speech. The two qualities of the packaging approach in question are plausible because the role of language as a means of communication can function as a plain or factual reveal of messages, or it may be able to function as a message revealed in a figure of speech, disguised, or manufactured manner (Parera, 1991), which in the end can produce curiosity, interest, and integument.

The next step, the data classification and analysis stage, is complete. The classification of the data is based on the fact of the form of language games, which are related to the presence of deviations or patterns of sentence structure, the presence of ambiguous types, and the play of elements of the sound of words or parts of word elements, and the presence of precision in diction. In other words, the data classification is based on the language games' existence. The third stage, which is the stage of preparation or writing, can be realized in a relatively complete article following the objectives to be achieved, specifically the analysis of proving that language game forms in the text of tourism promotion and small industries are of strategic value.

DISCUSSION

Even though the two are connected, the data analysis presentation starts with an explanation related to applying the theory employed and the comprehension of language games. This is because the two are intertwined, and both will be discussed separately, as it will be provided below. When analyzing data, it is permissible to use all four linguistics subfields. This is because the existence of language as a method of communication is composed of two layers: layers of sound and layers of form and meaning (Ramlan, 1985). The two layers in the language

are required to apply to the promotional text data as well; hence, the so-called promotional text must be filled with phrasing that connects with diction, word flavor value, and context (Parera, 1991; Hadiwidjana, 1967). Therefore, the existence of the text cannot be divorced from its unity, which consists of the following components: elements of word sounds, also known as phonology. Word form, also known as morphology; phrasing, also known as syntax; and the content of meaning, also known as semantics. The fact that this coherence exists also applies to promotional materials that take the shape of language games. The presence of language as a text tool conceptually suggests a sequence of units, including language, user, uses, and usage. As a result, such assertions are logical because of this conceptual hint (Bloomfield, 1933).

The existence of the text, which is also applicable in the promotional text, in addition to relating to diction, the value of the sense of the word, and the context; and language, users, and uses, which appear to be tied to psychological phenomena. According to Austin (1955), using words in sentences is psychological due to the need for a response as a reaction to one's mental behaviors. These facts are consistent with Austin's opinion and support his claim. There is a strategic value that can induce potential tourists to be curious, interested, and intrigued by promotional texts written in language games. Such facts also apply to promotional texts that are in this form. Promotional text can be considered natural if it can generate curiosity, interest, and intrigue, which can be used as a type of language play. Regarding language practice, it is a well-known truth that, due to the so-called language games, attempts are made to subvert the established grammatical rules (Setyadi, 2019). Such truths appear self-evident and are most frequently discovered in written documents, such as those used for advertising purposes.

As a result of the engineering element inside the propaganda text, the substance and meaning of the promotional text can also be matched with the so-called propaganda. This is because the propaganda text contains the same. The existence of conceptual meanings tied to engineering efforts due to associative and informational meanings, which are phatic and aesthetic, is the substance of meaning in propaganda writings. These conceptual meanings are phatic and aesthetic (Leech, 2003). Aside from the data text being presented as a language game, the form of packaging promotional material is a figure of speech. Of course, the text can be presented in a plainer format. The data on the promotional text can eventually be used to establish the text pattern, which includes the deviation from the pattern of the sentence structure, the presence of ambiguous kinds, the play of the sound elements of words or word elements, and the correctness of diction. These three discoveries of the promotional text pattern, each examined separately to establish that a language game has strategic worth, can be curious, engaging, and intriguing.

1. The Existence of Sentence Structure Pattern Deviations

Even though linguistic norms have been laid out clearly in various literature, it is impossible to resist deviating from those rules when working on a writing assignment. This is because the sentences formed from the ideas being parsed essentially serve their functions. A concept expressed as a sentence is an utterance that contains thoughts constructed using the fewest possible subjects and predicates (Busri & Badrih, 2018). Here are examples of data connected to promotional text in the tourism industry in West Sumatra, such as the example given in data (3) in data (4), which is shown in the following paragraphs.

(4)   *Istano Baso Pagaruyuang alah manunggu sanak tuak liburan, bukti sejarah penuh ornamen peninggalan leluhur*

Istano Baso Pagaruyuang alah manunggu sanak tuak vacation, historical evidence full of ornaments left by ancestors.

Data (4) if returned to the correct sentence structure, it will take the form of (4a)

(4a) *The manager* of Istano Baso Pagaruyuang is waiting for *you* to take a vacation, historical evidence full of relief ornaments left by ancestors.

If it were to be utilized as promotional language, modifying the facts from (4) to (4a) could be considered weak, lacking strategic significance, or overly clear. The messages included in the advertising text for tourists can have mysterious, intriguing, and interesting information. It is stated that the employment of figures of speech in written materials promoting tourism can arouse interest, draw attention, and tickle readers' funny. In this promotional language, utilizing these forms, it is considered weak, lacking strategic significance, or overly clear, specifically the ability to make curious, interesting, and intriguing for potential tourists, the existence of promotional texts for tourist attractions that are packaged in the form of language games is relatively necessary. This is because such texts are relatively necessary to have. Because the definition of promotion is the existence of an effort to expose a business or trade to the community, such recommendations must be pursued (Badudu, 2003), even more so by the statement that tourism promotion should be carried out concentrated and unbrokenly. Because each promotional text has the potential to be as desired by the speaker (Sudaryanto, 1989), departing from some of the literature reviews, it is very reasonable that the promotional text in the field of tourism should be such, namely in the promotional text, there is an effort to have a form of language game that is of strategic value. The fourth example of a data type we will look at is data (5).

(5) Lubang Japang Bukittingi sangat menakutkan. Ingin melawan nyali? Berani?
(5a) Lubang Japang Bukittingi is very scary. Want to fight guts? Brave?

Data (5) can be converted into (5b), where the presentation of the promotional text is straightforward.

(5b) Lubang Japang Bukittingi *is indeed* sinister. Do *you* want to fight your guts? *You* dare?

2. Existence: Ambiguous Type and Word Sound Game (Word Element Part)

The following is a description of the presentation of discussion and instances of data connected to the presence of ambiguous kinds, as well as the sound play of words of the constituents of the word.

2.1 Ambiguous Type

Using sentences with uncertain meanings might confuse the reader or the listener because sentences of this type can be interpreted differently. Because of this, there is a concern that the sentence might not be appropriately understood when it is read or heard. We frequently employ ambiguous sentences when we speak or write without recognizing them. This can happen either orally or in writing. Punctuation errors, for instance, might give birth to several different interpretations or even double meanings in a single statement. Although so ambiguous statements may only be found in written form, it is logical to expect to find ambiguous texts among the many different types of written material. The issue with ambiguous types (sentences) is that they can have multiple meanings, resulting in no assurance of purpose (Badudu, 2003; Kridalaksana, 2001). Moreover, the nature of the data is not entirely clear (6). The following evidence demonstrates that data point (6) can be interpreted in multiple ways (6a, b).

(6) Ada dukun beranak di jalan
(6a) There are lambing shamans on the street.
(6b) There are shamans / give birth on the street.
(6c) There are lambing shamans / on the street.

An example of ambiguous type data in the West Sumatra promotional text can be seen in the following data (7).

(7)   Tur lembah Anak Terbuka Anak-Anak Bebas Bermian.
(7a)   Anai Valley Tour Open Children Free to Play.
 (7b)   Anai Valley Tour Open Children / Free to Play.
 (7c)   Anai Valley Tour Open Children / Free to Play.

As a result of data (7) being ambiguous, strategic value is curious, interesting, and intriguing. Moreover, data (7) can be changed and is straightforward, as illustrated in the following data (7c).
 (7c)   Anai Valley Tour Open *for* Children, *and* Children Free to Play.

Another similar example to data (7) is also ambiguous and can be interpreted as (7a, b).
(8)   Puncak Lawang, tersihir bansi jo sarunai pagi dari pupuik padi Kudo Padati.

Puncak Lawang, bewitched bansi jo sarunai pagi from pupuik padi Kudo Padati.
(8a)   Puncak Lawang, bewitched bansi jo sarunai / pagi from pupuik padi Kudo Padati.
(8b)   Puncak Lawang, bewitched bansi jo sarunai pagi / from pupuik padi Kudo Padati.

Using ambiguous sentences may confuse the reader or listener, as such sentences possess the potential for dual interpretations. As a result, there is a concern regarding the potential for inadequate comprehension of the sentence upon its reception through either auditory or visual means. Ambiguous sentences are often utilized unconsciously in both spoken and written communication. This phenomenon can manifest itself through either verbal or written means. Punctuation errors may result in various interpretations or meanings within a single statement. While it is true that ambiguous statements are often encountered in written form, it is reasonable to anticipate the presence of ambiguous texts across various genres of written material. The problem associated with ambiguous types of sentences is that they possess the potential to convey multiple interpretations, thereby lacking certainty of intent (Kridalaksana, 2001).

2.2 Word Sound Game (Word Element Part)
Language games use different aspects of language, such as sounds, syllables, and words. Language games not only put language in its function as communication between individuals but also highlight that language may be used to express speakers' intent. Publicity for tourism in West Sumatra on the following data presentation provides access to the text data associated with the presence of word sound games (word element parts) (8 and 9).
(9)   Ingin Hati dan Pikiran Tenang? Datanglah ke Pantai Padang!
         Want a Calm Heart and Mind? Come to Padang Beach!
(10)   Jadwal Padat Bikin Jadwal Kacau? Yuk Merapat ke Harau!
         A Busy Schedule Makes Your Plan Messed Up? Then, let's Dock to Harau!

The fact that the sounds (words) *"Tenang"* and *"Padang"* exist on the data, along with *"padat"* and *"merapat"*, is evidence that a word sound game does exist (part of the word element). Because the promotional language in the data (9 and 10) includes a game of word sounds or aspects that are parts of words, the text is surrounded by curiosity and interactiveness. In addition to taking the form of data (9, 10), the promotional text for tourism in West Sumatra can also very likely be fashioned by the use of data (11), which means that it can be generated by playing the sound of words on the part of the element that is a word. Because of the word's existence, sound games based on the components of the word can conjure up images of compassion (Prodopo, 2009). The form of promotional text as data (9 and 10) can also be presented as a pair of at least phonemes, as is done in phonology learning, and combined with

the play of the sound game (the elemental part of the word), that is, as the sound at in the words *"padat"* and *"merapat."* This way, the data can be used to promote products or services.

(11) ***Disini ada kami***
Disana ada kamu
Kamu datang, kami senang
Here we are
There you are
You come, we are happy

There is a minimal pairing, which can be seen in the word pairs *"sini x sana"* and *"kami x kamu,"* as well as in the play on the sound of the word in the element of the word, such as the element of the *"ang"* sound in the phrase *"datang and senang."* At the very least, it is possible to interpret the existence of a pair of fill as an attempt to play language games. This is because, when paired words do not change, playing with words to satisfy the contrast of meanings is not considered language play (Setyadi, 2018).

3. The Existence of Diction Accuracy

The selection of appropriate words is the central focus of diction. Word choice is an action that involves picking words suitably and appropriately to express intentions and goals to listeners or readers both verbally and in writing. Word choice can take place in either oral or written form. The selection of words might take place vocally or in written form. Accuracy and appropriateness are of the utmost importance to extend the scope of the aims and objectives. Diction has a significant role in determining how language is utilized. How a language is used, in terms of how correctly it is used and how appropriately it chooses its words, determines its style. A word, sentence, paragraph, or even discourse can become powerful and presented using a suitable language style.

How language is used can affect not only the atmosphere produced but also the level of honesty, politeness, attractiveness, officialese, or the actuality a person possesses. Additionally, linguistic tones can be caused by the choice of words appropriate for the context and the punctuation usage to support those phrases. Linguistic tones are ideas communicated through a string of words accompanied by emphasis. These suggestions can produce high levels of persuasion since they are communicated this way. If the speaker and the listener both employ precise diction, it will be much simpler to identify a solution to the problem. On the other hand, if the diction employed is either misdirected or does not match the context of the speaker and the listener, it will be much more difficult to accept the presented notion or thoughts.

Word choice, or diction, is directly related to vocabulary size. There are three categories of vocabulary, which are as follows: 1. Vocabulary whose filling in words are original Indonesian; 2. Vocabulary whose filling in words are from the loan/absorption/levy of foreign language words by a. accepting the foreign word as is; and b. receiving the foreign word by adjustment; and 3. vocabulary whose words are filled in from the results of the new formation (Setyadi, 2010). The source further mentions that the word "loan" is differentiated into two categories based on the procedure. These categories are as follows: 1. The loan word in question is accepted as is, for example, seafood. 2. The loan word is received by adjustment, for example, active.

It is very natural that when a promotional text is made, the accuracy of the diction has been determined so that the sound of the existing text can cause curiosity, interest, and a tickle. This is because the problem of diction in texts related to context was first identified by Keraf (2004), and the value of word taste was first identified by Panggabean (1987) and Hadiwidjaja (1967). For example, data (12).

(12) **Wisata Alam Ngalau Indah**
Eksaited **Suara Alam di Puncak Payakumbuh**

Ngalau Indah Nature Tourism
Exited Nature Sounds at Payakumbuh Peak
(13) **Liburan Murah Meriah *Budget* Cuma 100*K*? Ke Bukik Langkisau Aja!**
Cheap Holiday Festive Budget Only 100K? Just go to Bukik Langkisau!

Even though the author has led to the precision of his diction to an extent beyond their knowledge, as befits a linguist, the existence of the phrases "Eksaited" in (12), as well as the words "budget" and "100K" in the data (13), is not just a sticking point but must have been taken into account. This is the case even though the author has led to the precision of his diction. Because this is not merely a sticking point, it is not contentious. Both "Eksaited" and "budget" are foreign words that have been adopted into English. The word *"budget"* is a loan word with the process being accepted in its current state, whereas "*Eksaited"* results from the word loan with modifications made to the process. Using these two words in the data promotion text (12, 13) can be curious, interesting, and intriguing. Following such conditions, *"100K"* can be curious, interesting, and intriguing. If these three words were altered, the sentence would read differently. For example, (12a) and (13a) may be rewritten with the terms "*anggaran*" "*anggaran*" and "*100 ribu rupiah* " respectively. Because the existence of the three substitutes is overly innocent, innocent, or simple, it cannot stimulate curiosity, intrigue, or tickling in the target audience.

(12a) Ngalau Indah Nature Tourism
penuh gairah Nature Sounds at Payakumbuh Peak
(13a) Cheap Holiday Festive *anggaran* only *100 ribu rupiah*?
Just go to Bukik Langkisau!

CLOSING

Based on the analysis and discussion, it is deemed fitting to utilize language games to craft tourism marketing text for West Sumatra, given its strategic value. Language games can elicit the intended audience's curiosity, interest, and amusement. The tourist sector is considered a primary industry in the province of West Sumatra, ranking second in overall significance after the agricultural sector. The identification of tourism as a potential primary source of wealth in West Sumatra province has been acknowledged, with the belief that this industry can elevate the standard of living of the indigenous population.

Concurrently, the investigation into the likelihood of prospective tourists patronizing locales that support innovative sectors bears importance in future periods. It is crucial to understand that the procurement choices made by tourists concerning fruits in the creative industry depend on their individual preferences and financial constraints. Creating promotional materials is an essential obligation for individuals tasked with overseeing tourist destinations, as it highlights the benefits of the various amenities available to guests. Promoting a particular destination can increase tourist activity as people become acquainted with the location and its amenities. Hence, it is imperative to contemplate the prospect of constructing a form of linguistic play when composing promotional literature for the tourism industry. Hence, creating tourism promotional materials incorporating linguistic devices holds significant significance owing to its strategic worth, which can be encapsulated as arousing curiosity, generating interest, and evoking intrigue.

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