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Linguistic Strategies Analysis on the Official Website of Indonesia Tourism (www.indonesia.travel)

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ABSTRACT

This study deals with Linguistic Strategy in the text on the Official Website of Indonesia Tourism (www.indonesia.travel). It is aimed to investigated the type of linguistic strategy based on functions and language features and the realization of lainguistic strategy on the Official Website of Indonesia Tourism. The study is applied descriptive qualitative. The data of this study is the text contained on the Official Website of Indonesia Tourism. There are 100 data that were analyzed based on Miles and Huberman, including condensation data, display data and conclusion drawing. This study find out that there were two types of linguistic strategy used in the official website of Indonesian tourism, namely: Informative Strategy and Persuasive Strategy. It also found that linguistic strategy was realized in Indonesian tourism websites through five Interactional Metadiscourse markers based on the theory of Hyland and Tse (2004) namely Hedges, Booster, Attitude Markers, Engagement Markers and Self-mentions.

Keyword: Linguistic Strategy; Interactional Metadiscourse; Official website of Indonesia Tourism

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1. Pendahuluan.

As social beings, humans must interact with each other. This is done because humans are social creatures who need each other. In interacting, humans use tools or media in the form of language. In general, language is a tool to convey something that comes to mind. However, language is also used as a means or tool to convey ideas and feelings. Language consists of a collection of words, where each word has a meaning and relationship. Language has an important role in the social context, because it is used to achieve communication goals. Cooperation between members of a social group will work well if they use a means of communication called language (Mu'in,2007:18). Communicaton is a form of language. The use of language can be varied and strong depending on the ability of the speaker of the language. Languange is studied specifically in linguistics. As social beings, humans must interact with each other. This is done because humans are social creatures who need each other. In interacting, humans use tools or media in the form of language. In general, language is a tool to convey something that comes to mind. However, language is also used as a means or tool to convey ideas and feelings. Language consists of a collection of words, where each word has a meaning and relationship. Language has an important role in the social context, because it is used to achieve communication goals. Cooperation between members of a social group will work well if they use a means of communication called language (Mu'in,2007:18). Communicaton is a form of language. The use of language can be varied and strong depending on the ability of the speaker of the language. Languange is studied specifically in linguistics.

Linguistics is the study of language (Bauer, 2012), which has been studied by many scholars. Linguistics is very important to be understood by someone with the aim of communicating well. Because with linguistics we are able to communicate well orally and in writing and with linguistics we are able to understand texts well. Of course, in communicating we have a goals. In achieving these goals, people will use language strategies. The strategy in communicating is how someone uses language according to the context. For example, a seller will use the right words and language to persuade someone to buy or use his product, a blogger will choose and use interesting words or language to make his blog interesting to read, etc. Strategies can used in verbal and written form. One example of the use of language strategies in written form is a website.

Website is an internet-based media that serves to convey messages or information on various activities or natural or life phenomena. In conveying this information, language is the most important thing. Website is one thing that cannot be separated from a language. Where the messages and information on the website are expressed in the language. The website has been used by many platforms, one of which is the government or company. One government that used a website platform is the ministry of tourism.

In the world of tourism, the website is the most important thing to be a source of tourism destination for tourists. Nowadays, most tourists plan and organize their trips online through websites and companies to book flights and other types of transportation (train,bus), transfers and tours, and accomodation, to obtain information about destinations.visaregulations,etc. (Xiang,Magini&Fesenmaier, 2015; Malenkia, 2018)

Indonesia is one of the most famous tourist destinations in the world. Tourism matter in Indonesia is handled by Ministry of Tourism and Creative Economy. Through the official website of Indonesian tourism, www.indonesia.travel, the Ministry of Tourism introduces and promotes tourism in Indonesia. By accessing the website, potential visitors get information about interesting places to visit, how attractive the place is, what activities visitors can do, local foods that they should try and even handicrafts that can be brought home as a characteristic of the destination. The choice of words or the use of appropriate, useful and interesting language strategies really needs to be used in introducing tourism in Indonesia, such as using informative and persuasive language that takes place online through the internet which has a function to inform, promote and sell products, because in addition to attracting tourists, tourism is one of the largest foreign exchange earners.

Linguistics is very relevant to be used in the world of information and communication, both oral and written, such as websites. In displaying the information on the website, of course, use language in the manner described or studied in linguistics. There is no human activity that does not involve language. For example, in communicating, of course linguistics has a very important role to be understood and studied, with the aim of being able to communicate well orally and in writing. Therefore, every activity related to communication, it is necessary to study linguistics.

Linguistic strategy is about the use of language. Language cannot be separated from life because language is one of the most important elements to be used as a means of communicating and interacting. Language is a tool for communication used by humans in conveying messages, intentions, thoughts, ideas and opinions to others (Ernovilinda, 2020). The use of language can vary, depending on how the ability of the speaker of the language to use the language. In a social context, language is not only a communication tool but also a tool for creating social relationships between language speakers (Mu'in, 2007:18). For example, there are two people sitting in the waiting room of a hospital. At first, they didn't know each other. Then, they started talking to avoid getting bored while waiting. They talk a lot and share information with each other. This is what is meant by the function of language as a means of communication and at the same time as a tool for creating social relationships.

People use language to achieve a goal. To achieve this goal, humans need to use language strategies. Strategy in language is a way of managing the implementation of communication goals to be successful. Language strategy is defined as a plan, pattern, or tactic in using language to achieve certain goals in communication. Strategy can be interpreted as a plan to achieve one's targets and goals (Nickols, 2015). Language strategies can be used orally and in writing. The tourism website is an example of using a written strategy. In providing information, of course, has a goal, namely, so that readers are sure, influenced and satisfied after reading the text on the website. Travel texts will combine and use informative and persuasive language content or strategies (Calvi, 2010).

1. Informative Strategy

Informative is a strategy that provides information. Informative is a form of message content that provides information or explains something. Information means conveying something as it is with correct data and facts and opinions. Whatever the form of the media, if it can explain something and provide information so that the recipient of the information can understand what is being conveyed, then the media is said to be informative. Humans use strategies or language that is informative orally and in writing. In writing, informative is used with the aim of informing with arguments or description. Informative texts contain information, opinions and knowledge (Henrique et al. 2017).

The purpose of an informative text in addition to influencing the public by providing explanations, also aims as a text that presents factual news without comment. Informative text must be clear that it is only used for the main purpose of informing any situation that arises, so personal feelings and opinions are not allowed in this type of text. Examples of informative texts are articles, newspaper,news, information about posters, etc. People can successfully use or apply informative language strategies if they follow the rules that have been set.

a) Language Features

Informative text contains information, ideas, and facts clearly in a structure that describes the cognitive processes that are important for understanding and communicating well and fluently (Turcotte & Caron, 2020).

2. Persuasive Strategy

Persuasion as one of the communicative goals of communication. Persuasion is used to persuade or influence one's beliefs and thoughts by not thinking too much, even individuals or groups can be affected unconsciously. Persuasion is means to influence or persuade others subtly (Kubro & Suyitno, 2019). Everyone applies persuasion strategies in everyday life because persuasion is an important aspect of communication.is said to be important because it can help each individual in dealing with others, and can convince or influence others.

Persuasion is applied in oral and written communication. thus, persuasion is applied to many fields, such as in business, social advertising and politics. The website is one example of the application of a persuasion strategy in written form, because persuasion has the aim of persuading individuals or groups of individuals to interpret and follow the messages conveyed on the website. Persuasion are referred to as part of discourse analysis and discourse analysis related to the language used for communication and how the recipient understands the message received (Brown & Yule, 1983:1). People can successfully use or apply Persuasive language strategies if they follow the rules that have been set.

a) Language Features

Persuasive contains an invitation or inducement. Or in other words, persuasion is a type of text that contains invitations or data exposures as well as presents convincing facts and opinions in order to influence or persuade readers to follow the author's wishes (Haryati et al., 2019).

Discourse is a linguistic unit that is functional in context. Discourse is the use of language outside and above sentences (Stubbs, 1983). which means how people use language in texts and contexts. Discourse is a form of language that is communicative, interpretive, and contextual. Discourse analysis focuses on people's actual utterances and tries to find out what processes make those utterances appear the way they do. Discourse analysis aims to investigate what language is used for (Brown & Yule, 1983:1). The importance of analyzing discourse to see how messages are used and understood. In addition, it can also allow us to search for and find out the variations in the ways used by speakers, directors and writers to achieve certain goals or purposes conveyed. Discourse can be in oral and written form. in the form of words, sentences, paragraphs or broader essays, such as books, articles or websites that contain complete information. information needs of the intended recipient, as well as what will hold the reader's interest, without direct feedback.

Tourism discourse is defined as an understanding of the role of using language and visual elements in tourism as a social activity (Salim, 2015:25). The tourism text is intended to publish tourist attractions, information and activities related to the destination. Tourism texts as writings that promote and inform the features of a particular place (Ponce Marquez, 2006; Malenkia & Ivanov, 2018). One of the main characteristics of tourism discourse is the distinction between texts according to the type of use (readers). Texts aimed at industry experts and texts for tourists, which are featured in catalogs, brochures and especially on websites, are highly relevant to this study. Tourism discourse

provides thematic. components such as cuisine, history, art, economy and common language. The level of promotion of a text can vary depending on the type of institution that publishes it. Web pages can contain descriptions, travel guides, forums, blogs, areas reserved for entrepreneurs, etc. The approach to be considered in this study is text produced by experts and intended for tourists.

Metadiscourse helps to understand the interpersonal sources that the writer uses to present propositions and, therefore, can reveal the social and cultural characteristics of certain texts (Malenkia & Ivanov, 2018). Metadiscourse offers a way to uncover the rhetoric and social features of language that are used as tools for interpersonal statements (Hyland &Tse, 2004). This interactional function filters the author's language to produce the results and effects that the reader wants. Metadiscoursive markers are needed when designing a text with the aim of convincing, influencing and engaging the reader.

Table 1
Interactional Metadiscourse
Source: adapted from Hyland & Tse (2004)

Category	Function	Examples
Hedges	Withholdwriter's full Commitment to proposition	Might/perhaps/possible/ Can/should
Boosters	Emphasise force/writer's Certainty in proposition	InFact/definetly...+ Qualifying adjectives
Attitude markers	Express writer's attitude to Proposition	Unfortunately/suprisingly/...
Engangement markers	Explicitly refer to /build relationship with reader	Consider/note that/you can see that/...
Self-Mentions	Explicit reference to author(s)	I/we/my/our/us

The language of tourism is the language or use of a special language used in tourism websites to describe a destination (Salim, 2015:26). In other words, how to use the language used to promote or introduce tourism. Information and persuasion can take place online, through the internet, which has the function of informing, advising, promoting and selling products.

As one of the main sources of income for a country, tourism must be taken seriously. Good marketing must be done to attract visitors to come. Offline and online marketing is made such as banners, television advertisements, brochures and through several media such as television, google and websites. A website can be said to be ideal and good if the language used on the website can quench the thirst of information users and convince them that the promoted place, heritage assets and everything related is worth the time and money they spend visiting it.

2. RESEARCH METHOD

This study applied Descriptive qualitative method. Qualitative procedures rely on text and image data, have unique steps in data analysis and use various investigative strategies (Creswell, 2009). The purpose of descriptive research is to describe a phenomenon and its characteristics. This study discussed what, how and why something happened. The data was collected from the official website of Indonesia Tourism. Data in this study are in the form of headline news and the latest chunk text published in 2020 and 2021 on the website. Data was selected and focused to investigate the use of the language used or language strategies contained in the official website of Indonesian tourism. Data analysis is divided into several steps, Data condensation, Data Display and Conclusion

drawing/verification (Miles & Huberman, 2014). The next step were displayed and classified the text to find out the type of linguistic strategy, and explained how the strategy is used, then classified the text into five elements of metadiscourse to find out how the language strategy is realized, and explained the reasons for used linguistic strategies and why these strategies are realized through metadiscourse markers. Finally, the conclusion and verification was drawn from the data obtained. It aimed to describe all the data so that it becomes clear.
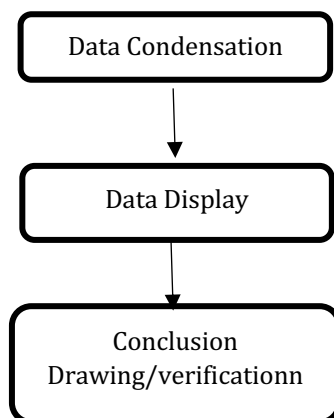
Fig 1. Diagram Technique Analysis Data

3. RESULTS AND DISCUSSION

From the 100 data obtained, the researcher found that

Table 2 Types of Linguistic Strategies

Types of Linguistic Strategy	Number	Percentage
Informative Strategy	41	41%
Persuasive Strategy	59	59%
Total	**100**	**100%**

Based on the table above, it is found that 41% Informative Strategy and 59% Persuasive Strategy. The used of language or Linguistic Strategy in the Official Website of Indonesia Tourism dominatly the used of the Persuasive Strategy. Because, according to its function, the website serves to promote and sell tourism-related in Indonesia.

A. Informative Strategy

Informative text contains information, ideas, and facts clearly in a structure that describes the cognitive processes that are important for understand and communicating well and fluently (Turcotte & Caron, 2020).

1. 2 Million Balinese will Receive COVID-19 Vaccination by July 2021

Indonesia is preparing for the implementation of a tourism recovery plan with Bali as the springboard for the rest of the country. Preparations have been running steadily to support the return of international tourists to Bali. A key highlight is the COVID-19 vaccination program in Bali, which has been underway since 22 March 2021. The vaccination program prioritizes health and tourism business workers in three green zones assigned by the government: Ubud, Sanur, and Nusa Dua.

A key highlight is the COVID-19 vaccination program in Bali, which has been underway since 22 March 2021, it is said to be a fact because there is sentence has been underway which means it has taken place / has happened. There is a possibility that the cases of Covid 19 in Bali are increasing greatly, therefore this text was made with the aim of providing information to the readers so that they

know that the vaccination activity for 2 million Balinese people will be carried out in July 2021, this activity is also intended as an activity for the restoration of tourism in Indonesia, with Bali as the main choice to support foreign tourists to return to Bali.

2. Kalasan Temple, The Oldest Buddhist Temple that Predating The Great Borobudur

Kalasan Temple is believed as the oldest Buddhist temple in Central Java and Yogyakarta, even predating thecolossal Borobudur Temple. It is located on the southern main road between the cities of Yogyakarta&Solo approximately 2km from the PrambananTemple compound. The temple stands on a 45x45 meters rectangular base.

Kalasan Temple is believed as the oldest Buddhist temple in Central Java and Yogyakarta, there is the word believed which means the statement is really a fact because it has been believed by people. It is located on the southern main road between the cities of Yogyakarta and Solo, approximately 2km from the temple prambanan compound, it is also factual information by mentioning the location of the Kalasan Temple, which is true as it is. Yogyakarta is one of the cities in Indonesia, which is famous for its variety of tourism, arts and culture. One of the art forms owned by Jogja is Kalasan Temple which has many stories that are worth knowing, that's why the text was created to provide information to readers to know about the Buddhist temple.

B. Persuasive Strategy

Persuasive contains an invitation or inducement. Or in other words, persuasion is a type of text that contains invitations or data exposures as well as presents convincing facts and opinions in order to influence or persuade readers to follow the author's wishes (Haryati et al., 2019).

1. Need to go shopping in Bali? Let's go to Badung Market!

Visiting Bali is never complete without some shopping spree! Badung Market is your must-go spot to do just that! This largest traditional market lies in the island's busiest city, Denpasar. It offers a wide range of items, from essential everyday products to Balinese souvenirs. Explore its 4-floor building, to buy food, fabrics, and try some tasty treats!

Let's go to Badung Market!, Badung Market is your must-go spot to do just that! and Explore its 4-floor building, Where words let's go, your must-go spot to do just that! and Explore, as evidence of an invitation to the reader to visit Badung Market while traveling in Bali. Besides contained invitations, persuasive texts also presented facts, it can be seen clearly such as following sentences, It offers a wide range of items, from essential everyday products to Balinese souvenirs, which is presented to convince the reader by telling what is in the market, so that the reader becomes interested in visiting the place. Bali is one of the cities in Indonesia, which is famous throughout the country for the beauty of its destinations. In addition to traveling, tourists usually don't forget to shop for souvenirs to be remembered when they return home. One of the famous markets that provides Balinese souvenirs is the Badung Market. Therefore, the text was created to introduce and invite readers to come shopping at the Market.

2. Enjoy Intimate Dining with a Temple View in Yogyakarta

Let's experience private dining with a magnificent temple view in Candi Tirto Raharjo, Yogyakarta. Simply book a table and enjoy #MakanBersama or #EatingTogether, a collaborative project between Candi Tirto Raharjo and Nanduto Home Cooking.

Enjoy Intimate Dining and Let's experience private dining with a magnificent temple view in Candi Tirto Raharjo, Yogyakarta. Where, the words Enjoy and Let's are evidence of an invitation to the reader with the intention of coming to try the pleasure of having dinner at that place by getting a beautiful view. Using interesting language in conveying statements, such as the magnificent temple view in Candi Tirto Raharjo, Yogyakarta. the use of the word Magnificient can attract attention and convince the reader of the place. Because the place has its own characteristics that must be known and felt by many people, the text was made to invite readers to try and visit Yogyakarta to experience dinner at Candi Tirto.

The linguistic strategy is realized by using Interactional Metadiscourse based on the theory of Hyland and Tse (2004). Metadiscourse markers are needed when designing a text with the aim of convincing, influencing and engaging the reader. According to Hyland & Tse (2004),there are five categories Interactional Metadiscourse namely, Hedges, Boosters, Attitude Markers, Engangement Markers and Self-mentions.

Table 3
Interactional metadiscourse in the Official Website of Indonesia Tourism

Category of Interactional Metadiscourse	Number	Percentage
Hedges	39	20,2%
Boosters	54	28%
Attitude Markers	7	3,6%
Engangement Markers	88	45,6%
Self-mentions	5	2,6%
Total	**193**	**100%**

Based on the table above, it was found that the language strategy is realized through Hedges 20,2%, boosters 28%, Attitude Markers 3,6%, Engagement Markers 45,6% and Self-mentions 2,6%. It can be seen that it is more dominantly realized used Engagement Markers, because seen from its function, namely building relationships with readers such as invitations, according to the function of the Official Website of indonesia tourism (www.indonesia.travel) which was created with the intention of introduced and promoted all tourism related activities available in Indonesia to all people from all over the world. It is certain that in order to achieve this goal the ministry of tourism used languages that involved and invited that aimed to make readers interested in traveling to destinations in Indonesia. The analysis of each interactional metadisocurse markers is as follows:

1. Hedges

Hedges indicate the 'refusal' of the author of the text to fully engage with a stated proposition or presented as an option, not a fact. The most commonly used verb are might, perhaps, possible, can, or should which, either used as personal.

Data 1

You can catch some rays, play volleyball, build a sandcastle, or swim your way around the calm waters in front of Pemuteran Beach.

Can be seen in the sentences above used Hedges markers. it serves provide opinions rather than facts. Where, Can in the sentence above is used by the writer with the intention of providing offers and opportunities to readers regarding activities that can be done when traveling to Pemuteran Beach. Through the use of Can, the writer wants to convey information as if it were only an opinion. So, in addition to provided statements or information, the writer also provided an opportunity for readers to rethink or consider the information provided.

Data 2

You should try its Wagyu Steak and Mezzanine Caffe Latte Special. Tasty!

It can be seen that the sentences above, included the Hedges marker. categorized as Hedges because in accordance with its features, namely used the word Should. Where the word should in the sentences above is used by the writer to express something that has to be done, which means involving the reader in the statement made in order to follow the message conveyed by the writer. Namely, readers should try the Wagyu Steak and Mezzanine Caffe Latte Special while on vacation in Yogyakarta. It is in this context that the author indicated that does not want to be fully involved in the statements or information provided.

Data 3

You might want to check with the jeep organizer regarding safety kit.

The sentences above used Hedges markers. it serves to provide an opinion rather than a fact. Where, word Might is used by the writer with the intention of talked about possibilities and provided suggestions for opinions or information made to the reader. as in the sentence above, the writer provides information regarding the possibility of the reader checking the safety kit provided, if want to ride a jeep.

2. Booster

Boosters emphasize force or writer's certainty in proposition or words that express certainty and highlight the power of a proposition. The superlative adjective such as the most is very representative of boosters. To sum up, boosters persuade through exaggerating, emphasizing and adding superlative hints to expressions.

Data 1

Mezzanine, located on the north side of Yogyakarta, has an interesting and beautiful architectural design that combines glass exterior with wooden interior.

It can be seen that the sentences above included Booster markers. The use word interesting and beautiful architectural design in the sentence above aimed to strengthen the arguments or statements made by the writer, with the intention that readers are interested in coming to cafe Mezzanine.

Data 2

Liang Bua is famous the world over following the finding of an ancient skull.

The sentences above used Booster markers. The used word famous the world in the sentence above aimed to strengthen the arguments or statements made by the writer, with the intention that readers are interested about Liang Bua and feel want to come to there.

3. Attitude Markers

Attitude markers display strategies for readers to understand the writer's ideas or concepts. Or provide information about the writer's feelings about the situation being described. Adverbs of manner such as unfortunately or surprisingly are the most prominent form of attitude markers.

Data 1

This mangrove forest is surely the most congenial place for your upcoming vacation.

The sentence above included Attitude Markers. Categorized into Attitude Markers because according to it function, these markers are used to express the writer's attitude towards the statements made. For example, through the word surely, the writer wants to express a sense of belief about the place or object of the statement made. Through Attitude markers, the writer wants to strengthen the meaning of the statement. so that the reader knows the meaning of the writer's concept.

Data 2

Preparations are being undertaken extremely carefully, in order to make sure that everything will run smoothly for prospective tourists when they return to Bali.

The sentence includes attitude markers. Because it is in accordance with the function that attitude markers expressed the writer's idea or concept. In the sentence above through the word extremely carefully, the writer expressed caution regarding preparations for tourism recovery due to the pandemic.

4. Engangement Markers

The function of engagement markers is explicitly refers to or build relationship with reader. Resembling an invitation, engagement markers make a direct reference to the reader. The example of engagement markers are consider, note that or you can see that. In the case of engagement markers, they serve to create a dialogue between the author and the reader of a proposition, and even though an answer is not needed, the reader automatically formulates one in his or her mind.

Data 1

Be prepared to be taken aback by the stunning Manuaba Waterfall!

It can be seen that the sentences above included Engagement Markers. Through the word Be prepared used to build a dialogue relationship between the writer and the reader such as an invitation, to prepare and travel to the Manuaba Waterfall.

Data 2

But don't forget to take out your trash, to keep the forest pristine.

The sentence above used Engangement Markers. Because it is in accordance with the function that engagement markers is explicitly refers to or build relationship with reader. In this context, the

writer conveyed a message to the reader not to forget to throw away trash when traveling to the forest so that the forest is preserved.

5. Self-mentions

The function of self-mention is to explicit reference to author(s). Pronouns are the most visible form of self-mentions. Functioning as subject, object and/or possessive pronoun (we, us, our), presented the author in the shape of a person rather than an entity. Verbs – conjugated in first person plural are the second most recurrent form of self-mentions. Self-mentions represent helps to enhance the notion of a community or group of people as part of the tourism destination. In other words, the plural number strengthens the proposition due to the fact that the reader is more likely to accept it if there is a majority supporting a statement.

Data 1
It was very fortunate for our influencers that they were invited to enjoy this paradise.

The sentence included Self-mentions. Because according to its features, namely used we, us and our. For example in the sentence above, Our is an adjective as well as a subject that is used to show the writer's ownership namely, influencer. Through the used of Our can strengthen a proposition due to the fact that the reader is more likely to accept it if there is a majority or evidence to support a statement.

Data 2
We suggest you to plan your trip to Lombok.

It can be seen that the sentence above included self-mentions. The used of We is intended to advise readers to follow the message conveyed, namely the writer suggested or invited readers to plan a vacation to Lombok. The writer used We so that a group of people or individuals feel part of the tourist destination

4. Conclusion

Found variations types of linguistic strategies in the texts displayed on the Official Website of Indonesia Tourism. From the 100 data that have been obtained, 41 data were categorized into Informative Strategy and 59 data were categorized as Persuasive Strategy. The used of language or Linguistic Strategies in the Official Website of Indonesia tourism dominantly the used of Persuasive Strategy. Because, the website functions to promote and sell things related to tourism in Indonesia.
Linguistic strategies are realized through Interactional Metadiscourse markers based on the theory of Hyland and Tse (2004). Here researcher found five kinds of realization of linguistic strategies contained in the text displayed on the official website of Indonesian tourism. The first is Hedges, the second is Boosters, the third is Attitude Markers, the fourth is Engagement Markers and the fifth is Self-mentions. From 100 texts obtained from the official Indonesian tourism website, the researcher found 39 sentences included Hedges markers, 54 sentences included Booster, 7 sentences included Attitude Markers, 88 sentences included Engagement Markers and 5 sentences included Self-mentions. It can be seen that it is more dominantly realized used Engagement Markers, because its function is in accordance with the function of the Indonesian tourism website which was created with the intention of introduced and promote all tourism-related activities in Indonesia to all people from all over the world. to achieve this goal the ministry of tourism used languages that involved and invited that aimed to make readers interested in traveling to destinations in Indonesia.

Linguistic strategies are used by a person or group of individuals in communicating orally and in writing to achieve the goals of the communication. Indonesian tourism website (www.indonesia.travel) is one of the use of linguistic strategy in writing. The use of linguistic strategy on the website is used to introduced and promoted related to Indonesian Tourism. The linguistic strategy contained on the website are realized through Interactional Metadiscourse, namely Hedges, Boosters, Attitude Markers, Engagement Markers and Self-mention. Where, Metadsicourse markers were very necessary when designed a text in order to convince, persuade and influence the reader.

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