

TRANSITIVITY IN TOURISM TEXTS ON WONDERFUL INDONESIA'S WEBSITE

Transitivitas dalam Teks Pariwisata di Situs Web Wonderful Indonesia

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Abstrak

Penelitian ini mengkaji pilihan transitivitas dalam teks pariwisata pada situs Wonderful Indonesia dengan fokus pada promosi destinasi. Penelitian ini menggunakan analisis deskriptif kualitatif untuk meneliti jenis proses, peran partisipan, dan unsur sirkumstansial dalam teks yang dipilih berdasarkan teori Linguistik Fungsional Sistemik (SFL). Data penelitian diklasifikasikan menurut enam jenis proses Halliday (1994) yakni material, mental, relasional, verbal, perilaku, dan eksistensial - dan dua belas peran peserta, seperti Aktor, Tujuan, Penginder, Fenomena, Pembawa, dan Atribut. Hasil penelitian menunjukkan bahwa proses material merupakan yang paling dominan dengan ekspresi yang berorientasi pada tindakan, diikuti oleh proses relasional, sementara proses behavioral tidak ditemukan. Dari sisi partisipan, peran goal lebih dominan dibandingkan aktor, sedangkan peran behavior dan target tidak muncul. Temuan ini menunjukkan adanya kecenderungan wacana untuk lebih menekankan tindakan material dan detail spasial dalam membangun citra positif destinasi Indonesia. Penelitian ini memberikan kontribusi terhadap pemahaman tentang bagaimana pilihan transitivitas dalam bahasa digunakan sebagai strategi dalam membentuk wacana pariwisata dan citra nasional.

Kata-kata kunci: *linguistik sistemik fungsional, partisipan, proses transitivitas, teks pariwisata.*

Abstract

This study examines the choice of transitivity in tourism texts on the Wonderful Indonesia website with a focus on destination promotion. This study uses qualitative descriptive analysis to examine the types of processes, participant roles, and circumstantial elements in selected texts based on the theory of Systemic Functional Linguistics (SFL). The research data were classified according to six types of Halliday (1994) processes: material, mental, relational, verbal, behavioral, and existential, and twelve participant roles, such as Actors, Goals, Controls, Phenomena, Carriers, and Attributes. The results showed that material processes were the most dominant with action-oriented expressions, followed by relational processes, while behavioral processes were not found. In terms of participants, the role of goal is more dominant than that of actors, while the role of behavior and target does not appear. These findings show that there is a tendency for discourse to emphasize material actions and spatial details in building a positive image of Indonesian destinations. This research contributes to the understanding of how transitivity choices in language are used as a strategy in shaping tourism discourse and national image.

Keywords: *participants, systemic functional linguistics, tourism texts, transitivity processes.*

INTRODUCTION

Wonderful Indonesia is an official campaign created by the Ministry of Tourism and Creative Economy that helps to promote the magnificent beauty, beautiful cultures, and wonderful destinations of Indonesia all over the world (Rosadi, Wiradharma, & Arisanty, 2022). All tourism in every country deserves to get their destinations popularized to participate in a competition globally, one of them is by creating a tourism campaign or brand (Robinson, Lück, & Smith, 2020). The way these promotional texts are linguistically constructed is crucial in determining their effectiveness in attracting international visitors. Therefore, a systematic linguistic analysis is needed to uncover the language patterns that make these promotional texts persuasive.

Systemic Functional Linguistics (SFL) is a theory introduced by Halliday that offers a structured and detailed framework for analyzing texts. According to (Halliday & Matthiessen, 1994), it encompasses multiple layers of meaning, including the clause functioning as a message (textual), as an interaction (interpersonal), and as a representation of experience (ideational). Within the ideational metafunction, transitivity plays an essential role by examining how language represents actions, participants, and circumstances. As (Hall, 2019) argues, tourism is not just about the movement of people; it is an essential driver of economic growth, cultural exchange, and environmental conservation. Tourism discourse is a unique form of communication that seeks to attract and engage potential travellers by evoking emotions, fostering curiosity, and creating vivid imagery of destinations. In this context, language plays a crucial role in shaping the perceptions and experiences of readers (Zein & Afdal, 2024). By strategically crafting messages that highlight Indonesia's rich cultural heritage and natural beauty, Wonderful Indonesia's campaign plays a crucial role in positioning the nation as a competitive global tourism hub. In addition, successful tourism discourse creates global awareness and forms national identity so that Indonesia will continue to have tourists and investments in the future. Hopefully, this study can give a closer look at linguistic practices employed in tourist promotion, especially in order to market Indonesia as a desirable and rich destination country to visit.

Previous studies have examined transitivity in tourism discourse. (Tia & Syahputra, 2022) analyzed transitivity processes in the tourism text *Welcome to Sydney* using a descriptive quantitative approach. The research showed that relational processes dominated, with descriptive and informative characteristics of tourism discourses. Similarly, (Wanodyatama, 2019) investigated relational processes in tourism texts from The Jakarta Post and identified three main types of relations: intensive, possessive, and circumstantial. These studies demonstrate the role of transitivity in shaping tourism narratives and influencing readers' perceptions. Moreover, the other previous study is to identify the different forms of transitivity processes in the tourism text "Welcome to Sydney," as well as the most common types of the process employed in the text (Tia & Syahputra, 2022). In addition, the application of SFL in daily activities may simplify the meaning of text sentences so that people can decipher the meaning carefully and minimize misunderstanding the meaning of the related texts. The research was intended to identify and analyze a transitivity system in the tourism destination brochure of Dinas Kebudayaan, Kepemudaan Olahraga dan Pariwisata Kabupaten Sumenep and find out the dominance of the process type in the ideational metafunction in the language used in the brochure (Jasuma & Ijabah, 2023).

The previous research was conducted by (Silalahi, Sujatna, & Krisnawati, 2024). This research analyses relational processes found in five selected Mandalika tourism texts uploaded on the Indonesian Ministry of Tourism and Creative Economy website from the Systemic Functional Linguistics point of view. Based on the analysis, each clause broadly reflects Mandalika's features, but the participants involved have different ways of describing each feature. In addition, the dominance of identifying relational processes in intensive clauses (33%) highlights the most prominent elements of Mandalika, providing readers with the greatest recommendations to enjoy throughout their vacation to Mandalika. Although earlier studies provide valuable insights, most of them focus primarily on relational processes or specific text samples, either from international sources or Indonesian news articles. However, there is still limited research that comprehensively analyzes all transitivity process types, participant roles, and circumstantial elements in official Indonesian tourism campaigns. Moreover, few studies explicitly connect linguistic patterns with the broader function of promoting national branding. This study fills that gap by investigating the Wonderful Indonesia website, which serves as Indonesia's official promotional platform.

Despite these contributions, few studies have comprehensively analyzed transitivity in official Indonesian tourism campaigns. Research on the *Wonderful Indonesia* website remains limited, especially in examining how process types, participant roles, and circumstantial features work together to promote national branding. This study addresses this gap by investigating transitivity in the *Wonderful Indonesia* website texts. Specifically, it aims to (1) identify the types of processes used and (2) analyze the participant roles realized in the texts, thereby offering insights into the linguistic strategies underlying Indonesia's tourism promotion. This study contributes theoretically by enriching the application of Systemic Functional Linguistics (SFL) in tourism discourse analysis and practically by providing useful implications for crafting more persuasive promotional texts that strengthen Indonesia's global tourism image.

THEORETICAL FRAMEWORK

The theories described not only address the analytical methods used but also elaborate on the Transitivity Process and its participants, which function as guiding indicators in the examination of the reviewed papers.

Systemic Functional Linguistics

SFL is more than just a grammatical model; it also offers a method for analyzing discourse. Halliday (Ezzina, 2015) describes how experience and interpersonal relationships are transformed into meanings which are then converted into words. In the SFL approach, clauses and sentences are seen as similar because they share grammatical structures. A clause is not just a word but a phrase or word group (Halliday & Matthiessen, 2013). SFL found that language is context-dependent, providing researchers with a framework for analyzing written text and understanding how clauses are constructed and convey meaning. SFL identifies multiple functions within language, termed metafunctions, each with a unique representation. Researchers analyze these metafunctions separately to understand their roles. In addition, transitivity is a tool that can reveal the numerous ways in which we can discursively portray the same social reality. Transitivity can demonstrate how living things explain their experiences in relation to the reality that surrounds them (Leanne Victoria, 2017).

Transitivity

Transitivity process is the field of Systematic Functional Linguistics. Language in SFL can be realized through three meta functions, such as ideational function, interpersonal function, and textual function (Hastuti, Setiawati, & Oswari, 2021). Transitivity is a part of the ideational function. In transitivity, we analyse the verb and the circumstances that provide and indicate a process used to reflect the action and experience of the speaker. Transitivity is a component of the ideational or experiential function, which focuses on the transmission of ideas (Cunanan, 2011). The transitivity system defines various types of processes and includes the process itself, the participants involved (such as the actor, goal, or beneficiary), and the accompanying circumstances (Pleminitas, 2004). (Rahmawati, 2019) defines that the three strands of meaning are conceptual meaning, interpersonal meaning, and textual meaning. The grammatical system known as transitivity reflects the ideational meaning.

Transitivity stands for describing the numerous sorts of processes that are acknowledged in the language, and the structures through which they are articulated (Gusnawaty, 2017). Process, participant, and circumstance are semantic concepts that describe how real-world phenomena are represented as linguistic structure in the broadest sense. The clause's processes are divided into three categories: the process itself, which is expressed by the clause's verb phrase, the participants in the process, who are typically represented by noun phrases in the clause, and the circumstances surrounding the process, which are typically expressed by adverbial and prepositional phrases. Whether they reflect behaviors, events, mental states, or physical circumstances, processes can be classified (Simpson, 2003).

Transitivity Process and Its Participants

Based on Halliday's theory, the transitivity system consists of six processes: material, behavioral, mental, verbal, existential, and relational. Those processes represent human experience in a variety of actions. Material and behavioral processes deal with physical and physiological actions. Then, while mental and verbal processes relate to thinking and speaking actions, existential and relational processes concern the existence of something/someone and their identifying features (Sutrisna, 2020).

Material Process

Material processes involve actions and events. They primarily concern an entity performing an action or engaging in a task. Often called action processes, they include actors or participants involved in these activities. This process type involves two main participants: the "Actor," who initiates the action, and the "Goal," which is affected by it. Additionally, there are two other participants: the "Recipient," who receives something, and the "Client," for whom the action is performed. The example of material process:

Table 1. Material Process

My family and I	went	to Nihi Sumba together
Actor	Material	Goal

Behavioural Process

Behavioral processes act as a bridge between material and mental activities, emphasizing both physiological and psychological actions. According to (Halliday & Matthiessen, 1994), these behaviors include activities like breathing, coughing, smiling, dreaming, and staring. Behavioral processes generally involve physiological and psychological activities, typically featuring a single participant known as the 'Behaver'.

Table 2. Behavioural Process

It	looked	sunny day with the blue sky
Behaver	process	The example of a behavioural process: phenomenon

Mental Process

Unlike material clauses, which deal with our physical world experiences, mental clauses pertain to our conscious experiences. Mental processes involve sensing and are focused on describing internal mental activities, emphasizing feelings over actions. According to (Gerot & Wignell, 1994), they identify three types: cognition (thinking, knowing, understanding), affection (liking, fearing), and perception (seeing, hearing). The example of mental process:

Table 3. Mental Process

I	wish	you were here
Senser	process	phenomenon

Verbal Process

A verbal process refers to the act of saying or verbalizing, involving a participant called the "Sayer," who initiates and provides the verbal signal. Verbs like "say," "tell," "ask," "reply," and others that involve symbolic signalling are typically linked to the verbal process. This process also includes additional participants: receiver: The person to whom the verbal signal is directed, verbiage: The content or information conveyed by the Sayer, and target: The individual who is addressed or affected by the communication.

Table 4. Verbal Process

You	told	me	lies
Sayer	process	receiver	verbiage

Relational Process

The relational process represents a state of being that illustrates the relationship between two entities. This process can be categorized into two types: Attributive and identifying. The Attributive type describes the attributes of a particular object or its category, while the Identifying type highlights the shared properties of two entities. Additionally, these two types can be further divided into Intensive, Circumstantial, and Possessive relationships.

Table 5. Relational Process

It	is	not the truth
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Carrier	relational process	attribute
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Existential Process

Existential processes convey experiences by suggesting 'there was/is something'. These processes are easily recognized by the use of the word 'there', which, in this context, does not refer to a location. They typically use verbs like 'be', 'exist', 'arise', or 'occur'. The only essential participant in an existential process that gets a functional label is the existing entity.

Table 6. Existential Process

There	were	only two couple capturing
subject	process	existent

METHODOLOGY

This study employed a qualitative descriptive design, as it seeks to explore linguistic patterns in tourism discourse. According to (Creswell & Creswell, 2017), qualitative research is appropriate for examining social phenomena in depth by interpreting meanings within their natural context. The data were collected using documentation techniques (Sugiyono, 2022), which involved selecting, recording, and compiling promotional texts from the *Wonderful Indonesia* official website. To ensure representativeness, a set of ten articles published between January 2022 and December 2023 was chosen, focusing on texts that highlight Indonesian cultural and natural destinations. The data for this study consist of promotional texts published on the official *Wonderful Indonesia* website, specifically those related to destination promotion. The analysis adopts a deductive approach, beginning with an established theoretical framework and applying it systematically to the data in order to identify relevant linguistic patterns (Patton, 2014).

The analysis followed (Halliday & Matthiessen, 1994)'s transitivity framework within Systemic Functional Linguistics (SFL). Clauses were identified as the primary unit of analysis and classified into six process types (material, mental, relational, verbal, behavioral, and existential). Participant roles (e.g., Actor, Goal, Senser, Phenomenon, Carrier, Attribute) and circumstantial elements (such as location, manner, cause, and extent) were then determined. Qualitative analysis procedures, the study progressed through organizing the data, coding based on transitivity categories, tabulating frequencies, and interpreting the patterns in relation to promotional discourse (Creswell, 2014). This approach allowed the researcher to uncover how linguistic choices in the tourism texts construct persuasive narratives for destination branding.

The analytical procedures in this study were carried out in several stages. First, clauses containing transitivity processes and participant roles were identified, as the clause functions as the basic unit of analysis in Systemic Functional Linguistics (SFL). The data were then classified according to Halliday's (1994) six process types—material, mental, relational, verbal, behavioral, and existential—and twelve participant roles, such as Actor, Goal, Senser, Phenomenon, Carrier, and Attribute. Each clause was further analyzed to determine the relationship between processes and participants, and the

frequency of each process type and participant role was calculated and tabulated to reveal patterns of dominance. The results were subsequently interpreted to examine how transitivity choices shape tourism discourse and promotional strategies on the *Wonderful Indonesia* website. Finally, conclusions were drawn from the overall findings to highlight the linguistic patterns and their contribution to destination promotion and national branding.

FINDINGS AND DISCUSSIONS

The Types of Transitivity Processes

The analysis of the tourism texts from the Wonderful Indonesia website reveals the presence of various transitivity process types, as summarized in the Table with a total of 140 clauses.

Table 7. The Types of Transitivity Processes

No.	Type of Processes	Frequency of Occurrence	Percentage
1.	Material Process	67	47.14%
2.	Relational Process	51	36.43%
3.	Existential Process	9	6.43%
Total		140	100%

This table highlights the distribution and frequency of each process. The material process appears most frequently with 67 occurrences, the relational process with 51 occurrences, the existential process is found 9 times, while the verbal process appears only once, and the behavioral process is entirely absent. The table provides a clearer overview of process types that are found by the researcher.

The Types of Participants

This table offers detailed information on how different participant roles are distributed across the various transitivity process types with a total of 239 participants.

Table 8. The Types of Participants

No.	Types of Processes	Participants	Frequency of Occurrences	Percentage
1.	Material Process	Actor	57	23.85%
		Goal	59	24.69%
2.	Behavioral Process	Behaver	0	0.00%
3.	Mental Process	Senser	11	4.60%
		Phenomenon	12	5.02%
4.	Verbal Process	Sayer	1	0.42%
		Target	0	0.00%
5.	Relational Process	Token	14	5.86%
		Value	13	5.44%
		Carrier	32	13.39%

		Attribute	31	12.97%
6.	Existential Process	Existent	9	3.77%
Total			239	100%

Material processes are realized through Actor (57) and Goal (59), while mental processes involve Senser (11) and Phenomenon (12). Relational processes, including Carrier, Attribute, Token, and Value, occur 90 times in total. Existential processes are represented by Existent (9), and verbal processes by a single Sayer. Behavioral processes are absent.

The analysis of the tourism texts from the Wonderful Indonesia website reveals the presence of various transitivity process types. The material process is a component within the transitivity system's processes. It is characterized by the presence of 67 clauses. The following is an analysis of sample data illustrating the material process:

Types of Transitivity Process

Data 1

Mandalika shouts heaven from all of its enchanting corners

<i>Mandalika</i>	<i>Shouts</i>	<i>Heaven</i>	<i>From all of its enchanting corners</i>
<i>actor</i>	<i>Process: material</i>	<i>goal</i>	<i>Circumstances: place</i>

According to Oxford Dictionary, "shout" means to say something in a loud voice. Although metaphorical, the verb "shouts" here is still a material action. It's portraying Mandalika as actively producing or expressing something (heaven). The use of a dynamic verb that implies doing places this clause in the material process category.

Data 2

The white sandy beach water is already enough for Likupang beach to take your breath away.

<i>The white sandy beach and pristine water</i>	<i>is</i>	<i>already enough</i>	<i>for Likupang Beach to take your breath away</i>
<i>Carrier</i>	<i>Process: relational (attributive)</i>	<i>attribute</i>	<i>Circumstances: cause</i>

The verb "is" connects the carrier ("The white sandy beach and pristine water") to its attribute ("already enough"), describing a quality rather than an action. The circumstances ("for Likupang Beach to take your breath away") add a causal explanation.

Data 3

The trampolines are right on the surface of the water.

<i>The trampolines</i>	<i>are</i>	<i>Right on the surface of the water</i>
<i>Carrier</i>	<i>Process: relational (attributive)</i>	<i>attribute</i>

In this clause, the verb "are" connects the carrier ("The trampolines") to the attribute ("right on the surface of the water"), describing their location rather than a physical action.

Data 4

There's everything for everyone at this 1,250-hectare paradise.

<i>There's</i>	<i>everything</i>	<i>for everyone</i>	<i>at this 1,250-hectare paradise</i>
<i>Process: existential</i>	<i>existent</i>	<i>Circumstances: beneficiary</i>	<i>Circumstances: place</i>

The clause falls under the existential process category. The verb "there's" functions as an existential process because it provides the existence of "everything" within the specified location.

The Types of Participants

The researcher identified six categories of participants within the tourism texts on Wonderful Indonesia's website. These six participant categories include the following:

Actor & Goal

In material process, there are two primary participant roles that emerge: the actor, who performs or initiates the action, and the goal, who receives or is affected by the action. These participant types appear with varying frequencies throughout the tourism texts, revealing distinct patterns in how tourism experiences are constructed and presented. The following analysis examines sample data illustrating the roles of actors and goals in context.

Data 5

An integrated transportation system will allow you to explore every inch of the area with ease.

<i>An integrated transportation System</i>	<i>Will allow</i>	<i>You</i>	<i>To explore every inch of the area</i>	<i>with ease</i>
<i>Actor</i>	<i>Process: material</i>	<i>goal</i>	<i>range</i>	<i>manner</i>

The participant, "an integrated transportation system," functions as the Actor because it initiates the action of allowing movement. The goal in this clause is "you," it refers to the traveller who benefits from the action. The verb "allow" serves as the material process, demonstrating that the transportation system enables the exploration of the area.

Data 6

A trip to Tanjung Kelayang will give you a vacation experience like you never had before.

<i>A trip to Tanjung Kelayang</i>	<i>will give</i>	<i>you</i>	<i>A vacation experience like you never had before</i>
<i>actor</i>	<i>Process: material</i>	<i>recipient</i>	<i>goal</i>

In this clause, "A trip to Tanjung Kelayang" acts as the Actor, metaphorically performing the action of giving an experience. The goal is "you," indicating the recipient of the experience. The verb "give" represents a material process, as it conveys an abstract action of providing something. In relational process, there is a participant role, namely the carrier, which bears or possesses certain qualities or characteristics, and the attribute, which represents the quality, characteristic, or identity being assigned to the carrier. These participant types appear frequently throughout the tourism texts, demonstrating how destinations, attractions, and experiences are characterized and presented to potential visitors.

Data 7

Flanked by the Gaspar and Karimata Strait, off the eastern coast of Sumatera, Belitung is a beautiful island.

	<i>off the eastern coast of Sumatera</i>	<i>Belitung</i>	<i>is</i>	<i>a beautiful island</i>
<i>Circumstances: accompaniment</i>	<i>Circumstances place</i>	<i>carrier</i>	<i>Process: relational (attributive)</i>	<i>attribute</i>

The process type is relational attributive, where a quality or description is assigned to a particular entity. According to Halliday (1994), a carrier is the participant that "carries" the attribute of the one being described or classified. In this clause, "Belitung" functions as the carrier because it is the subject to which the description is being applied. The attribute is "a beautiful island," which provides an evaluative classification of the carrier. The use of this structure is common in tourism texts, as it allows the researcher to emphasize the identity or quality of a destination without expressing any action. Instead, the process "is" simply links the subject (Belitung) to its defining characteristic (a beautiful island), producing a descriptive effect that supports the text's promotional purpose. By positioning the carrier as a known or assumed topic and attaching to it a positive attribute, the clause functions to construct a favorable representation of the location being promoted.

Existent

In existential processes, one primary participant role is identified, the existent, which represents the entity whose existence or presence is being established or affirmed, typically following the existential "there" construction. This participant type occurs throughout the tourism texts, demonstrating how tourism destinations and attractions are introduced and presented as existing realities for potential visitors. The following analysis presents sample data illustrating the role of existence in context.

Data 8

There are many flights

<i>There are existential</i>	<i>many flights existent</i>
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The clause demonstrates how the existent participant "many flights" establishes the existence of transportation connectivity to the destination. This function exists to assert the availability and frequency of air travel options, providing reassurance to potential tourists about accessibility. The existent "many flights" represents not just the existence of air transportation but also suggests abundance and convenience, which are crucial factors in tourism decision-making. Through this existential construction, the discourse introduces the concept of multiple travel options while the existing participant specifically quantifies and qualifies the nature of available air connectivity.

CONCLUSION

This study not only highlights the dominance of material processes in tourism discourse but also demonstrates how transitivity choices are strategically employed to construct Indonesia's tourism image. Future research may extend this analysis by examining multimodal elements such as visuals and videos in tourism campaigns." Researchers could extend this study by examining how visual elements (images, videos) interact with the linguistic transitivity patterns to create a comprehensive tourism discourse. This research offers valuable insights for students and researchers by presenting a tangible example of transitivity analysis in the context of tourism texts. It can serve as

a reference point or a basis for future research on linguistic strategies in various promotional settings or other regions. Additionally, by identifying specific transitivity elements, such as circumstances and processes, this study enhances our understanding of how language creates meaning and influences readers in tourism contexts.

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