



Meso-structure Analysis of Banyumas Tourism Promotion Media

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Abstract. This study aims to examine the meso-structure of Banyumas tourism promotion media in both electronic and non-electronic media. The descriptive qualitative method was used in this study with a focus on critical discourse analysis. This study took eight tourism promotion media in Banyumas, managed by Banyumas local government and private companies. This study presented a detailed investigation of three major areas, i.e., production, distribution, and consumption processes of discourse. This study found that the discourse production patterns in both non-electronic and electronic brochures differed in the creating process and the patterns. The production process and the pattern of electronic brochures were simpler, faster, and cheaper than the non-electronic ones. The discourse production pattern in the non-electronic brochure was more complete but more time-consuming in the creation process. This study found that discourse distribution was also influenced by discourse production patterns as well as the nature of the institutions embedded in the discourse. The distribution of the electronic brochure was faster because they distributed it through social media. The discourse consumption process was also influenced by the types of media and the social contexts. Finally, the result of this study indicated that the discourse consumption process was affected by the discourse production and also distribution process.

Keywords: Banyumas · Critical Discourse Analysis · Meso-Structure · Tourism Promotion Media

1 Introduction

Tourism is one sector that provides a huge benefit for Indonesia. The tourism sector in Indonesia is placed as the second most profitable sector. The pandemic condition due to Covid-19 drastically lowers tourism occupancy in Indonesia. The government has made some policies to help the tourism sector grow gradually. It shows its impact on the tourism sector. It can be seen from Indonesia's Travel and Tourism Competitiveness Index (TTCI) ranks, from 44th place to 32nd place in the world [1].

It also happens in Banyumas. As one of the big regencies in Central Java, Banyumas provides various tourism spots, starting from natural spots to artificial ones. The growing tourism condition in Banyumas urges related parties to promote the tourism spot to

increase its occupancy. There are seven (7) assessment criteria for tourism spot. They are visitor attractions (having various and creative tourism spots), homestay (increasing service quality while preserving local culture), digital and creative (accelerating digital transformation), souvenirs (optimizing creativity and product in local wisdom), public rest areas (optimizing comfortable tourism spot for visitors), cleanliness, health, safety, and environment sustainability (applying healthy lifestyle in national standard), and village institution (legally spot for sustainable management) [2].

One of the strategic ways to promote tourism is by using brochures and electronic media. A brochure is “a type of small magazine that contains pictures and information on a product, company, etc.” [3]. Another definition of the brochure also comes up as “A brochure is a single or multi-page folded paper used to sell a company’s products or services” [4]. In other words, a brochure can be defined as a paper that covers words and pictures to promote a product or service. Regarding the definition, a brochure is essential for increasing public awareness of a good or service. It helps promote tourism spots by providing details of the tourism spot photo and narrating the feature of the tourism spot.

Another strategic promotion of media is by utilizing electronic media. Electronic media is also a great means of promotion because it covers a vast audience in a distant area. Electronic media in the Central University of Odisha Koraput are defined as “media that use electronics or electromechanical devices to access the content” [5]. It can be seen that electronic media not only reach a vast audience but also let the audience access the content on their own. Some electronic media give promotion space freely and accessible. It gives many advantages to tourism providers.

The use of electronic media for promotion has several benefits. They are as follows: (1) outreach is greater and audiences are diverse; (2) messages can be conveyed quickly; (3) messages can be delivered to a large group of people at once; (4) a variety of audio, video, and text can be used; (5) there is a good chance of recording and archiving the content for later use; (6) in the near future, it might be possible to make this medium interactive; and (7) with the introduction of live programming, distance is no longer an obstacle [6].

Social media as one of the electronic media can be useful in promoting tourism spots. Social media, according to Boyd and Ellison, in [7], is “a platform to create profiles, make explicit and traverse relationships”. It is clearly seen that social media connects the producer and his targeted audience. In the tourism sector, the producer is the tourism provider, while the audience is people in the vast area to increase tourism occupancy. The tourism provider simply creates an account on various kinds of social media, then uploads some images of it along with attractive narrations. It instantly makes the tourism spot viral and creates people’s curiosity to come and visit it. It is also in line with Mankanjuola’s finding which shows that 23% of the respondents strongly concur that businesses that use social media as promotional tools are more likely to have significant competitive advantages [8].

Narration used in both brochures and electronic media raises authors’ awareness to do the analysis. In analyzing media, critical discourse analysis (CDA) is preferable. There are three models of CDA, as proposed by Fairclough, i.e., meso-structure, micro-structure, and macro-structure [9]. The authors intend to put focus on the meso-structure of CDA because it deals with the production, consumption, and distribution of media

in forms of discourse on tourism promotion media. Dijk (2015), in Widiastuti (2020), calls meso-structure a superstructure and defines it as “the schema of discourse which connects the macrostructure and microstructure involving introduction, content as well as the conclusion. The introduction refers to the headline and paragraph leading to reasons why the discourse is taken into account to be noticed” [10].

The aim of this study is to analyze the meso-structure of Banyumas tourism promotion media in three important processes; the production process in terms of the creation process and discourse production process, the distribution process in form of influence of patterns and types of discourse, and the consumption process in terms of different social contexts. The result of this analysis is expected to help and give more insight to readers or other researchers who wish to conduct or are interested in a study on critical discourse analysis.

1.1 Brochure Model

A brochure is a promotional medium in the process of selling and buying a product or service. By reading a brochure, the customer learns all the necessary information about a product or service. There are many kinds of brochures. One of them is a travel brochure. A travel brochure is a kind of brochure which contains all information about a tour and service provided by a travel agent or tourism provider. A travel brochure is important to attract various categories of customers, including those who plan holidays and their tours as well as those who hesitate about tourism [11]. A good travel brochure can be a reference for the potential tourists to choose and spend holidays effectively. Thus, a travel brochure plays an important role in promoting tourism, providing detailed information about the tour and services, attracting many potential tourists, and contributing to the effective work of a travel agent.

As time goes by, the effectiveness of a travel brochure depends on the quality of the information in it. A travel brochure should attract customers with an impressive message which can stimulate the customers’ positive buying behavior. The brochure becomes a crucial tool for educating a buyer about a product and inspiring him to acquire it because tourism is an intangible good that cannot be tested out by a potential customer prior to purchase [12]. Therefore, a travel brochure should be well designed and written in a good language.

One of brochure concepts is the AIDA Model [13]. AIDA model is a simple concept to make effective and efficient copywriting in brochures. AIDA stands for Attention, Interest, Desire, and Action. Attention means that the text is able to cause triggered reactions so that customers want to see the brochure. Interest means attraction. A brochure must have attractiveness so the information to be conveyed is able to reach customers. An example of a text that generates interest is a text that supports the headline. Desire means text that refers to the benefits obtained by customers, such as discounts, guarantees, or taglines, that provoke closing on the products or services offered. Finally, Action is a text that emphasizes customers to take action, for example, call to action, fill in the form, click on landing page, and so on.

The idea of a brochure is presented by providing detailed information and proper materials in order to grab the customers’ attention. A travel brochure that contains easy-to-understand information is going to be a successful advertisement. The customers are

going to be stimulated by the language and also the material presented in the travel brochure. Customers read the information provided and decide to buy the tour proposed in the brochure.

There are many components that should be included in a travel brochure, such as highly-quality photographs of the places and destinations, information on accommodations, and, most important, the description of services or products proposed. The language of advertising functions conatively because it targets the listener and the reader [14]. Writing good descriptions definitely deals with good language in order to create a proper interpretation of reading a travel brochure. Thus, a good understanding of a text, including the discourse production process, consumption process, and distribution process, is very crucial to affect successful promotion.

1.2 Critical Discourse Analysis

Analyzing the dialectical links between semiosis (including language) and other components of social behaviors is known as critical discourse analysis (CDA) [15]. According to Brown and Yule [16], discourse analysis is required to analyze the use of language. It is applied to approach analysis of language to identify language patterns that relate to cultural and social contexts, as the discourse analysis pursues someone to decide between a social context or cultural context. Language is frequently viewed by CDA academics as a type of social practice, and they are interested in methodically examining the ideologies and covert power dynamics that are woven throughout discourse [17]. CDA addresses the social changes that are occurring. The emphasis is on the role that semiosis plays in change processes and changes in the dynamic interaction between semiosis and other social components in networks of practices. Semiosis is seen in three different social behaviors. The first is as a component of social interaction within a practice, such as when a shop assistant uses unique language. Second, representations employ semiosis. In the course of their activity within the practice, social actors create representations of their own practice as well as representations of other practices. They “recontextualize” different methods. Representation is a process of how practices are socially constructed, including self-reflexive representations that influence and enter social processes and practices. The third is in how specific positions are “performed” within social practices. The practices themselves only partially define the identities of those who hold roles within them. Diverse “performances” of a given position are produced by people who are different in terms of socio-economic class, gender, nationality, ethnicity, or cultural affiliation, as well as in terms of life experience.

Van Dijk claims that CDA is a social cognition method that includes linguistic analysis and evaluations of the discourse maker’s system of formation [18]. It is a special method of discourse analysis that focuses on the contexts, elements, and outcomes of the misuse of power by hegemonic institutions and corporations. It addresses the complex power and dominance dynamics that are referenced in the debate. The three components of CDA that van Dijk breaks down into are textual content, social cognition, and social environment. There are macro-structure, micro-structure, and super-structure in the text. The macro-structure discourse is the super-structure discourse’s outer frame discourse. Language components, such as element syntax, semantic distinction, stylistic, and rhetorical components, are all included in the micro-structure.

In contrast, CDA is said to refer to extra-linguistic elements, including culture, society, and ideology [15]. Given that CDA presupposes an interdisciplinary process and incorporates social-psychological, political, and ideological elements, Wodak suggests that the concept of context is crucial [15]. Furthermore, CDA also uses the concept of intertextuality and interdiscursivity and analysis relationships with other texts. This is not observed in other methods. Benwell claims that CDA implicitly illustrates identities as the results of ideological activity in this regard. Therefore, according to Benwell, CDA is a critical approach to conducting research rather than a particular method or theory, nor is it a branch of discourse analysis.

In accordance with this, Fairclough defines CDA as an essential aspect of textual understanding that analyzes the relationships among discourse, society, power, and ideology. In other words, discourse is defined as a social practice that has a relation to the text, interaction, and context. The function of discourse analysis is to provide explicit awareness for the community. Fairclough proposes three dimensions for every discourse analysis, namely a text (microanalysis), a discursive practice (meso analysis), and a social practice (macro analysis) [19]. First, a text includes linguistic analysis, such as grammar, semantics, metaphor, sound system, sentence coherence, and so on. Second, a discursive practice focuses on how the text is produced and how it is consumed. It is called a dialectic process alternating between “what is in the interpreter” and “what is in the text”. It is separated into discourse processes and institutional processes (such as editorial procedures) (changes in the text in production and consumption). According to Fairclough, discourse practice straddles the line between discourse, language, and text on the one hand, and society and culture on the other [20]. Moreover, discourse processes can be explained by discussing a core concept in his approach. The one is intertextuality. The intertextual analysis focuses on the borderline between text and discourse practice in the analytical framework [20]. A theory regarding the different types of production conditions can be developed after identifying how structure and content are modified during the intertextual analysis process. Audience research can be done at the consuming end to determine how readers comprehend the materials [21]. Third, social practice demonstrates how social structures shape discourse and the potential impact that discourses may have in perpetuating or altering those structures [20].

2 Research Method

The research began with a preliminary study of Critical Discourse Analysis (CDA) by Fairclough through observation, interview, and literature review. The research data were taken from Banyumas promotion media’s text production, distribution, and consumption. The collected data were described, analyzed, interpreted, and explained as part of the qualitative method [22, 23]. According to Fraenkel and Wallen, qualitative research was thought to completely and comprehensively describe the research object. The term “qualitative research methods” refers to research that generates qualitative data in the form of people’s written or spoken words or observed behaviors [24]. Through the two opinions above, it could be concluded that qualitative research can be described, analyzed, interpreted, and explained not only for spoken words but also for written words.

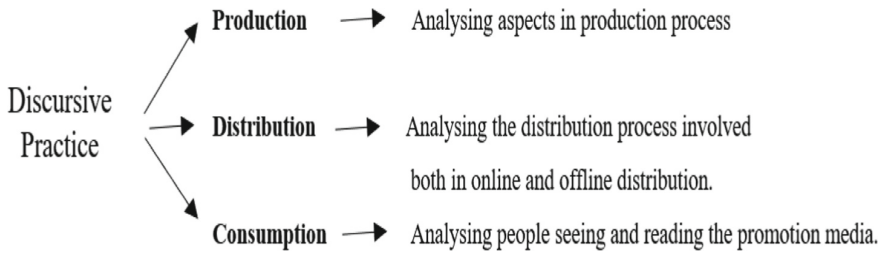


Chart 1. Data Analysis Procedure

This study chose Banyumas tourism promotion media, both electronic and non-electronic brochures, as the research media to answer the question. The object of the study was eight non-electronic and electronic tourism promotion media which were gotten from four tourist destinations in Banyumas, Central Java Province, Indonesia. Two tourist destinations were natural and artificial tourism managed by Banyumas local government and two other tourist destinations were natural and artificial tourist destinations managed by private companies.

Data analysis was conducted through several steps. First, this study analyzed the production process by analyzing aspects of making promotion media, such as producer, scriptwriter, editor, text pattern, and habit. Second, it analyzed the distribution process by analyzing the distribution of tourism promotion, both in non-electronic and electronic media. Third, it analyzed the consumption process through analysis of the people seeing and reading the promotion media. Data validation also was done by triangulation method where we collected multiple sources of data from observation, interview, and field study (Chart 1).

3 Result

Promotional media is a display of a product being promoted. According to Shimp, promotional media is information in the form of audio, visual, or audio-visual about a product with the aim of providing information about the product being promoted [25]. In making promotional media, there were three stages involved. They were pre-production, production, and post-production.

The process of producing non-electronic media (printed) and electronic media (non-printed) was different. Based on the interviews with the management of tourism spots, the non-electronic (printed) brochure's production process was carried out at least once a year because it cost a lot of money. Meanwhile, the electronic brochure production process was relatively faster and cheaper.

In making non-electronic brochures (printed), the producers applied different patterns and habits to the electronic brochure because they conducted three important steps. They were pre-production, production, and post-production. Pre-production was the stage of preparation. In the pre-production step, there were several stages, such as determining the idea, scheduling time, writing the script, and preparing the crew. Production was the step of taking and editing images and text. Lastly, post-production was the stage of finishing the final result of the product and spreading the brochures.

The process of producing electronic brochures was different and more often to be done. Based on the authors' interviews and observations, the electronic brochures could be produced and uploaded more than once a year because they only edited the template from the application and uploaded it on their social media, without printing and sharing them manually with the people. They usually designed and created brochures based on the current event (social context).

3.1 Discourse Production Process

In this section, the manufacturing process was analyzed. The analysis was done in the discourse production process of the Banyumas tourism promotion media described below.

Tourism Brochure of Palawi Risorsis

Palawi Risorsis is a subsidiary of Perum Perhutani (The state-owned enterprises) which was originally established in 2002 under the name PT Perhutani Alam Wisata. Engaged in tourism, the tour packages offered by Palawi Risorsis included natural tourism, educational tourism, and adventure tourism which were divided into two locations, namely Coban Rondo and Baturraden. Supporting activities, such as outbound and organic tourism, were also part of its services to provide an unforgettable travel experience. With the various services it offered, Palawi Risorsis won the Abhiwara Wisata award from the Central Java Provincial Government for the private manager category. In addition, to manage natural attractions and to be able to provide comprehensive tourism services, it also provided ticketing services and organized various forms of tour packages through its travel agency. Supported by more than 70 employees, Palawi Risorsis has the following vision and mission. The vision is to be a company that excels in tourism, environmental services, and the utilization of natural resources. The mission is to provide satisfaction to customers by providing excellent service, utilizing natural resources and the environment in a sustainable manner, conducting business development in the fields of tourism, environmental services, and natural resources, and providing benefits to all stakeholders in the fields of tourism, environmental services, and natural resources.

The party responsible for creating tourism promotion media was the marketing division. It was led by Dani Setiawan under the supervision of the Business Area Manager, Mr. Arief Suswantoro. Dani Setiawan was responsible for promotions, starting from the pre-production, production, and post-production stages, both in non-electronic and electronic media.

The discourse production pattern in non-electronic media consisted of headline, description of tourism attraction (Pancuran 3, Pancuran 7, Tebing Selirang, Telaga Sunyi, Curug Tirtasela, Taman Labirin), social media account, contact person, images, logo, and pricelist. It was actually a bit different with AIDA concept which focuses on four main points; Attention, Interest, Desire, and Action (Table 1).

Tourism Brochure of Lokawisata Baturraden

Lokawisata Baturraden is a tourism attraction managed by the Department of Youth, Culture, and Tourism of Banyumas. It is located in the north of Purwokerto, Banyumas district. Baturraden is located on the slopes of mountain. It makes this area has cool air

Table 1. Analysis of Non-electronic and Electronic Brochure of Palawi Risorsis

	Non-electronic	Electronic
Headline	v	v
Slogan	-	-
History	-	-
Product description	v	-
Social media account	v	v
Address	v	v
Contact person	v	v
Images	v	v
Map	-	-
Price	v	-
Time	-	v
Logo	v	v
Facilities	-	-
Promo	-	v

and tends to be very cold, especially at night. Baturraden attracts many tourists, both local and foreign tourists. Meanwhile, the scriptwriter and editor of this brochure were from the marketing division.

The discourse production pattern in non-electronic media consisted of headline, slogan, history, logo, description of Lokawisata Baturraden (swimming pool, water spring pool, cascade, Gumiwang Waterfall, etc.), social media account, contact person, facilities, images, and price. The concept of Lokawisata brochure was almost complete and almost matched the AIDA concept, yet the electronic pattern was much simpler than the non-electronic ones (Table 2).

Tourism Brochure of New Small World

New Small World is managed by PT. New Small World Purwokerto (a private company). New Small World is located in Ketenger Village, Baturraden, Purwokerto, Banyumas, Central Java. This tourism attraction is owned by Sri Banowati. New Small world as a world miniature park was suitable for a vacation as well as an educational vehicle about famous buildings in the world. New Small World presented the beauty of buildings in the world in miniature, starting from the Monas Monument, Merlion Statue, Statue of Liberty, Colosseum, Pisa Tower, Eiffel Tower, Twin Towers, Windmills, to cherry blossoms and tulips, as well as traditional Indonesian houses that showed a variety of cultures. Apart from being a tourist and educational place for visitors, this place also provided a playground area for children. According to the General Affair Small World, Deni, the idea for the development of educational tourism came from the owner, Sri Banowati. The idea emerged 15 years ago, while she was still working. The initial

Table 2. Analysis of Non-electronic and Electronic Brochure of Lokawisata Baturraden

	Non-electronic	Electronic
Headline	v	v
Slogan	v	-
History	v	-
Product description	v	-
Social media account	v	v
Address	v	v
Contact person	v	v
Images	v	v
Map	v	-
Price	v	-
Time	v	v
Logo	v	v
Facilities	-	-
Promo	-	v

concept of tourism development, in addition to education, was also to introduce the arts of both the world and the region. The scriptwriter and editor were in the marketing division and they also helped by job-training students.

The discourse production pattern in non-electronic media consisted of headline, slogan, logo, description of New Small World, social media account, price, tourism map, images, and contact person. The concept of New Small World brochure was almost complete and almost matched the AIDA concept, yet the electronic pattern was much simpler than the non-electronic ones (Table 3).

Tourism Brochure of The Village Purwokerto

The Village Purwokerto is a private company managed and owned by Shelly Yulianni Soeyono. The Village Purwokerto is a tourist attraction that provided a holiday atmosphere in the middle of a tourism area with typical European-style buildings as the main attraction. The 2.8-ha tourism area provided various kinds of the park, tourism rides for photo spots, a children's playground area, an artificial lake, a food court, a thematic park, and others. The scriptwriter and editor were in the marketing divisions.

The discourse production pattern in non-electronic media consisted of a headline, history, description of tourism attractions in The Village Purwokerto, social media account, address, images, and contact person. The genre of the text in this brochure was descriptive text. The concept of The Village Purwokerto brochure was different from the AIDA concept. It also happened in an electronic one (Table 4).

In conclusion, the discourse production patterns in both non-electronic and electronic brochures differed in the creating process and the pattern. The production process and

Table 3. Analysis of Non-electronic and Electronic Brochure of New Small World

	Non-electronic	Electronic
Headline	v	v
Slogan	v	-
History	-	-
Product description	v	-
Social media account	v	v
Address	v	-
Contact person	v	v
Images	v	v
Map	v	-
Price	v	v
Time	v	-
Logo	v	v
Facilities	-	v
Promo	-	-

Table 4. Analysis of Non-electronic and Electronic Brochure of The Village Purwokerto

	Non-electronic	Electronic
Headline	v	v
Slogan	-	-
History	v	-
Product description	v	-
Social media account	v	v
Address	v	v
Contact person	v	v
Images	v	v
Map	-	-
Price	-	-
Time	-	v
Logo	v	v
Facilities	-	v

Table 5. Discourse Distribution Process in Electronic and Non-electronic Media

Electronic Media	Non-electronic Media
Outreach is more and audiences are diverse.	Outreach is limited (only people who receive the brochure)
Messages can be conveyed quickly	Messages can be communicated within a limited time
Messages can be delivered to a large number of people at once	Messages cannot be delivered to a large number of people at once
A variety of content (audio, video, text) can be used in one single medium	A variety of content (audio, video, text) cannot be used in one single medium
There is a good chance of recording and archiving the content for later use;	There is no good chance of recording and archiving the content for later use
With the introduction of live programming, distance is no longer an obstacle	No medium of interaction.

pattern of electronic brochures were simpler, faster, and cheaper. The discourse production pattern in the non-electronic brochure was more complete but more time-consuming in the creation process.

3.2 Discourse Distribution Process

The data showed that the producers had a good strategy and commitment to allocating the promotion budget during the text distribution stage. They believed that smart promotion should be done through non-electronic and electronic media, such as Twitter, Tik Tok, Instagram, YouTube channels, Facebook, brochures, and posters.

The text distribution process started by selecting the text, selecting the media, and sharing the text. To support the distribution process in electronic media, many programs had been designed, like making interactions on insta stories, conducting live streaming, and others. These programs were used to build engagement and awareness to the followers and to see the number of followers who were in touch with the account at that time. After they were able to engage the followers, they started to upload the brochure. The audience in the engagement process made it easy for the producers to reach the target viewer. In conclusion, the electronic discourse production pattern was much simpler and affected the cost, time allotment, target viewer, and effectiveness of discourse distribution. Moreover, the outreach was more and the viewers were heterogeneous. It could be seen that electronic media not only reach a vast audience but also let the audience access the content on their own (Table 5).

Meanwhile, the non-electronic discourse distribution process was quite harder because they had to do one more step before distribution, i.e., the printing process. Furthermore, they could not add the target viewers because they only put the brochures in the ticket office or at the entrance gate, so the readers or the viewers of the brochures were only limited to the visitors.

Finally, this study found that discourse distribution was also influenced by the discourse production patterns and types of discourse as well as the nature of the institutions embedded in the discourse.

3.3 Discourse Consumption Process

Because each media had different benefits and drawbacks, it should be investigated to determine the impact on the discourse effect. Each media had a different market share and social context. The targeted text receivers were examined during the text consumption stage to determine which one consumed the media.

In discursive practice, a brochure's target audience was a product customer. The viewer was more diverse in electronic media, and the institution was able to set the target consumers of their promotion by using some of the social media facilities, such as hashtags, captions, influencers, community, and others.

Meanwhile, the viewer of non-electronic brochures could not be predicted because these brochures were only shared in the tourism spot and were taken only by visitors. Unfortunately, the institution also could not set the target consumer while sharing their brochures. This study concluded that discourse consumption from electronic and non-electronic media was different in types of media, viewers, and also social contexts.

4 Discussion and Conclusion

Discourse can be thought of as a collection of meanings, metaphors, representations, images, stories, reports, and so on that interact to produce different versions of events [26]. Discourse, according to Chen, is socially shaped and socially constitutive. Any discursive event is viewed as a text, a discursive practice instance, and a social practice instance all at the same time [27]. There may be several discourses, each telling a different story and representing it in a different way.

Theoretical and methodological frameworks for conducting empirical studies of discourse-social context relationships are provided by Critical Discourse Analysis (CDA). The purpose of CDA is to explain the linguistic dimensions of social and cultural phenomena, as well as the modernization process [21]. The interpretation of the discursive process, which includes aspects of discourse production, distribution, and consumption, is required for discursive practice. An in-depth analysis of all parties involved in the production stage is performed to understand the methods for producing the discourse pattern. The used media are examined during the text distribution stage to describe how media distribute the text, through non-electronic and electronic media.

The preceding findings describe the discursive practice as it appears in Banyumas tourism promotion media. A brochure can be thought of as a discourse. Fairclough adds to this by stating that any discursive event is viewed as a piece of text, an instance of discursive practice, and an instance of social practice [27]. Three dimensions of discursive practice cover production, distribution, and consumption produced by Banyumas tourism promotion media.

According to the data, the brochure producers proposed the ideology through Banyumas tourism promotion media, not only about the printed brochure but also about non-printed ones. The influence of the text and also the images make people believe in the

quality of the brochures and the tourist attractions. The headline and a big image in the brochure become the brand image of the tourism destinations and also become the attention gathers (AIDA concept). The brochures are describing the tourist destinations as interesting and beautiful ones which makes people or brochure viewers want to visit. In creating the brochures, the producer considers it of being a success if it is seen and read by all ages, and becomes a medium to inform people anytime and anywhere. As the consequence, the presented ideology is delivered to the people through the text and images as the result of the discourse production, distribution, and consumption. The study ends the discussion by stating that the practice of discourse consistently bridges the gap between discourse and social practice, and social activity can be affected through discourse.

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Authors’ Contributions. This study contributed to education and the industrial sector. According to the Minister of Education and Culture, Indonesia has to carry out three major educational transformations: opening link and match between universities and industry, using technology to support the development of quality, and efficiency, and providing great innovation to Indonesian education system (Tempo, 2019).

The tourism industry receives the contribution from this research. The finding suggests that the industry should be aware of its promotion media. The production pattern plays a critical role in raising awareness of the competitive tourist destination in Banyumas. The study advises the tourism industry to conduct training for tourism practitioners to learn how to create promotional media for non-electronic and electronic media because it can maximize the industry’s goals.

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