



# The Beauty of West Java Cities Through Tourism Slogans

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**Abstract.** This study discusses the beauty of West Java cities recorded in tourism slogans, which are reviewed pragmatically using speech acts. The speech acts contained in tourism slogans refer to the type, function, and language used. The method used is a qualitative descriptive method. Data were collected by downloading via the internet tourism slogans in 27 districts/cities of West Java containing speech acts using Searle's (1979) illocutionary speech act theory. The results of the analysis show that the speech acts in the tourism slogans of the regency/city of West Java contain four speech acts, namely representative/assertive, expressive, directive, and commissive. The beauty of West Java cities through tourism slogans uses more representative and expressive speech acts, namely representative 10 slogans, expressive 8 slogans, directive 7 slogans, and commissive 2 slogans. In addition, the function of speech acting in the slogan is to provide information (name, history, future hopes, etc.). Ask or expect tourists to come or visit and promise that a city has something different. The choice of language used in the slogan generally uses English, Indonesian, and regional languages, especially Sundanese and one Javanese language (Cirebon language). This reality confirms that the local government considers that English is more marketable than Indonesian or regional languages, even though these cities are rich in regional culture that is still thick. Creativity and uniqueness in tourism slogans show that the beauty and excellence of a city can be packaged in concise and concise language.

**Keywords:** slogan · tourism · speech act · West Java

## 1 Introduction

Java is one of the provinces in the Unitary State of the Republic of Indonesia which is rich in culture and natural beauty. Sundanese culture is the main character in addition to other cultures in West Java. Cultural wealth through language, customs, dances, traditional clothing, and so on provides color for cultural excellence in West Java. In addition, its unique natural beauty describes the nature of Priangan which is surrounded by mountains and valleys with extensive tea plantations spread out like green rugs, which is a characteristic of West Java. In addition, the beauty of the beaches owned by West Java is no less charming, such as APRA Beach (*Acronym* from the Ratu Adil Armed Forces), Santolo Beach (*Borrowing* from Zon Tulu in Dutch which means 'sunset'), Pangandaran

(*Compounding* from Pangan- which means food' and -daran which means 'foreigner'). With 27 regencies/cities, each region wants to introduce the beauty and excellence of its region, one of which is expressed through the tourism slogan. According to Lu, Li, and Xu [1], as part of a culture, language is a medium of cognition and communication of tourists and is closely related to the development of tourist destinations.

The local government (district/city) is currently aggressively promoting tourism to introduce the advantages of the region. This is in line with the statement [2] that promoting and marketing tourism potential is a challenge for local governments and their communities. One way to promote tourism potential is to create a tourism slogan related to the tourism potential of districts/cities in West Java. This is very important to introduce and inform the existence of tourist destinations in an area that is equipped with pictures and the motto of an area. In addition, the character or design of tourism in a city/district can increase the knowledge of tourists about destinations, increase the competitiveness of local tourism, and encourage the expansion of tourism in an area.

Tourism slogans are verbal media used to convey meaningful messages so that they can persuade tourists to visit a tourist destination [3]. Tourism slogans can be used to create the identity of a city (*city branding*) or even contribute to creating a national city identity. The tourism slogan of a city is expected to create the identity of a city that is useful for marketing all activities of a city, especially its tourism and cultural potential, such as *city branding* for Bandung is "Paris van Java", "The sunrise of Java" for Banyuwangi City, "Shining Batu" for Batu City and other nicknames that make the image of a city clear so that it can attract tourists to visit the city. Tourism slogans have an important role in promoting tourist attractions to enable consumers to receive and remember that information [4].

Tourism slogans are also related to the presence of language in public spaces, such as street and place name signs, billboards, shop, and office signboards, and signposts. In the Indonesian context, this research has been conducted in Yogyakarta [5], in Malang [6], in Bali [7], and so on. Tourism slogans can be a picture or image of a city, district, province, or country. Therefore, tourism slogans must be informative, easy to remember, and marketable. However, few people know about those slogans. Slogans usually use text in their marketing and advertising [4]. Slogans are easy-to-remember words, phrases, or sentences that are used to advertise a person, a group, or a product [8]. Supphellen and Nygaardsvik [4] state that slogans are short phrases that communicate descriptive and persuasive information. Huadhom & Trakulkasemsuk [3] concluded that a slogan is a type of advertisement that can be in the form of short phrases or sentences (in syntactic form) and serves to convey the identity, image, and goodness of a particular company, product, service, and organization to consumers. In short, it can be emphasized that the slogan is a language phenomenon because it uses language (words, phrases, and sentences) as the medium.

In addition, slogans can be used as a means of communication because slogans carry messages for readers or listeners, or consumers. As a means of communication involving the speaker (slogan maker), listener and message, a slogan can be a speech act. The speech act was first introduced by Austin (1962). Actions performed through speech are generally called speech acts [9]. Speech acts are included in pragmatic studies in which there are certain elements, what is said is different from what is meant, or an

action has a deliberate purpose beyond what the speaker says through the words, phrases, and sentences they convey [10]. An utterance with the intention of the speaker that can influence the listener is a speech act [11]. In addition, speech acts occur when the speaker tries to achieve the intended action through language and when the listener tries to infer the intended meaning from the speaker [12].

There is an example of speech acts in tourism slogans such as *Majalengka Exotic Sundaland* which means 'Exotic Sundanese Natural Majalengka'. Majalengka tourism slogans contain representative or assertive speech acts because they have elements of statements or affirmations that Majalengka as a district city with natural conditions with Sundanese nuances with green mountains and canyons can attract tourists to visit Majalengka. The statement in the slogan emphasizes that Majalengka is an exotic Sundanese nature but has implications for inviting readers to visit Majalengka. The meaning implication can describe locutionary, illocutionary, and perlocutionary speech acts. Austin [13] defines three types of actions in an utterance. First, locutionary acts are meaningful as acts of uttering utterances using grammar, phonology, and language semantics or are considered statements that use language as usual. Second, illocutionary acts are speeches that mean promises, orders, criticisms, greetings, statements, and so on. Third, perlocutionary acts are when the speech achieves certain feedback or effects that are carried out by the interlocutor such as shame, fear, confusion, enjoyment, or entertainment.

The locutionary act refers to the literal meaning of the utterance expressed through the lexical-grammatical component [14]. Illocutionary acts are the performative level of speech with meaning or intent following the wishes of the speaker. Illocutionary acts can be in the form of orders, apologies, mention of names, thanks, warnings, and others that refer to the term speech act. Perlocutionary acts refer to speech leaving an impact on the listener. *Majalengka Exotic Sundaland* occupies the locutionary level when spoken or written without any other purpose, as the language is written. However, *Majalengka Exotic Sundalands* with the meaning of stating/affirming shows that the slogan occupies the illocutionary level. At the perlocutionary level of *Majalengka, Exotic Sundalands* can have an impact on speaking partners/readers (community) to visit or travel to Majalengka. Readers may be curious about the slogan and want to prove its existence by traveling to Majalengka.

Speech acts can be classified into five, namely declarative, representative/assertive, expressive, directive, and commissive [9]; [15] which are explained as follows.

- (1) Representative/assertive is a speech act that has a function as a claim, affirmation, or statement. The intent or purpose of this speech act is to engage the speaker in a commitment (of varying degrees) to something that is the case, with the truth of the proposition expressed. All members of the assertive class are assessed on a rating dimension that includes true and false.
- (2) A directive is a speech act that has the function to make the speech partner do something according to what is said by the speaker. This illocutionary act consists of the efforts made by the speaker to make the interlocutor do something even though the efforts made by the speaker are often indirect in the form of imperative sentences.
- (3) Commissive is a speech act that requires the speaker himself to do something in the future, for example, a promise or a threat to something. Commissive speech acts aim

to persuade the speaker to take some action in the future, even though the action will be carried out five minutes later from the time when the speech was spoken by the speaker.

- (4) Expressive is a speech act that aims to show the speaker's feelings and attitudes towards something. Expressive speech acts are carried out to express the psychological state that is determined in the condition of sincerity about the condition that is determined in the context of the speech. The expressive verb paradigms are thank you, congratulations, sorry, sorry, sorry, and *welcome*.
- (5) Declarative is a speech act that changes the situation because of the power possessed by the speaker. The hallmark of declarative speech acts is the successful performance of the speaker (or one of them) in bringing about a correspondence between propositional abilities and reality. Meanwhile, in perlocutionary acts, the effect or consequence is not a convention but has been designed from the start in such a way that the listener will be affected by what the speaker is saying, either actively or passively. There is an element of intent made by the speaker to direct the contents of his speech to the listener. Perlocutionary expressions are usually found in the types of persuasive actions, propaganda, invitations, motivations, encouraging, doing something, thinking about something, relieving tension, embarrassing, attracting attention, suggesting, and so on.

Searle (in [11]) states that when speakers express utterances related to psychological conditions, they refer to expressive speech acts. Statements of pleasure, pain, likes, dislikes, joy, or sadness are included in expressive speech acts. Speech with expressive action speech is Congratulations! This expression expresses the speaker's happiness for someone's success. Expressive speech acts are related to several expressions with several psychological states such as greeting, thanking, apologizing, complaining, and congratulating [16].

A directive is a type of speech act that speakers use to get other people to do something [9]. Searle [11] states that directive speech acts occur when the speaker's speech tries to make the listener do something. In this case, the speaker wants someone to perform some action. The expressions can be in the form of orders, requests, orders, and suggestions such as Give me a cup of tea. [16] mentions several expressions that are included in directive speech acts such as asking, advising, ordering, challenging, inviting, daring, and pleading.

Commissive is a type of speech act that speakers use to attach themselves to future actions. They reveal what the speaker meant. Searle [11] writes that commissive speech acts occur when the speaker's speech is related to an action in the future. [16] writes that expressive speech acts can be seen in the form of promising, threatening, swearing, and offering.

The author is interested in raising the slogan of regency/city tourism in West Java. Why districts/cities in West Java because the beauty of districts/cities in West Java has tourism potential that must be promoted through tourism slogans to attract and encourage people to travel in West Java districts/cities. The tourism slogans found in regencies/cities in West Java from a linguistic perspective are interesting to study. This study aims to describe and explain the types of speech acts functions, and language choices used in the tourism slogans used in the districts/cities of West Java.

Research on tourism slogans has been carried out by many researchers, but generally, it is related to business, marketing, and advertising. However, only a few focus on linguistics [3]. Previous research on speech acts and slogans has been conducted by researchers. Research on speech acts has been conducted by Purba [17] who discusses speech acts and speech events in the communication process. Research on various speech acts, in particular, has been carried out by Aini, Nurhayani, and Hamamah [18], namely regarding Joko Anwar's threatening speech acts and indirect politeness strategies towards Livi Zheng in the Q&A program: Belaga "Hollywood" on Metro TV. Huadhom and Trakulkasemsuk 2017 have researched tourism slogans focusing on linguistics, especially on the syntactic features of tourism slogans. This study emphasizes the syntactic structure in 100 tourism slogans found in online media. Based on these findings, it can be seen that the Noun Phrase is most dominantly used in tourism slogans in simple declarative sentences. Research Aini et al. [19] entitled "Functions of Implicature in Najwa Shihab's Speech on the Event, 'Department of Najwa's Speech' Episode "Fighting Corona and Waiting for Terawan". The finding is that the directive implicature function dominates its use in the speech because it asks a lot of questions and asks for information from sources. Next is the research conducted by Giyatmi et al. [20] entitled "Speech Acts Found In English Tourism Slogans Used In Indonesia". The result is that the speech acts used in the slogan are representative, directive, commissive, and expressive with the function of providing information about the history, nicknames, and ideas of the city. To expand the study of tourism slogans from a linguistic perspective, especially speech acts, this study focuses on tourism slogans used in districts/cities in West Java with a pragmatic approach and refers to the type, function, and choice of language used.

## 2 Method

This study used a qualitative descriptive method. Qualitative research is more descriptive and does not use numbers. The qualitative research in this paper analyzes West Java regency/city tourism slogan data collected by downloading it via the internet by reading and grouping the slogans containing speech acts so that they will produce findings that are arranged in a particular theme [21].

After the data was obtained, the researcher analyzed the data using the extra lingual equivalent method. The extra lingual equivalent method is used to analyze extra lingual elements, such as connecting language problems with things outside the language, such as meaning, information, speech context, and others [22]. Based on the content, the research data are grouped according to the types of illocutionary speech acts according to [15]: assertive, directive, commissive, expressive, and declarative. The presentation of the results of data analysis is carried out descriptively by mentioning examples of utterances that are included in illocutionary speech acts. Researchers classify the data found based on the lingual form of tourism slogans in 27 districts/cities of West Java based on the type of speech act. Data analysis techniques consist of data reduction, data presentation, and verification. Next, the data is presented and described in the narrative.

### 3 Results and Discussion

The author will elaborate on three things that have been conveyed in the introduction, namely, the types of speech acts, functions, and language choices used in tourism slogans in the city/regency of West Java. Based on data analysis, the beauty of cities in tourism slogans in West Java districts/cities can be grouped into 4 parts, namely speech acts (1) representative 10 slogans, (2) expressive 8 slogans, (3) directive 7 slogans, and (4) commissive 2 slogans. It turns out that representative and expressive speech acts are the speech acts of choice in expressing tourism slogans in West Java.

The function of the speech act in the slogan is to provide information (name, location, history, hope for the future). There are 11 slogans, ask for 5 slogans, and promise 11 slogans. The function of information and promises becomes a forum for expressing tourism slogans that describe the tourism potential of their respective regions.

The language used in the slogan is Sundanese with 3 slogans, Javanese (Cirebon) with 1 slogan, Indonesian with 8 slogans, and English with 15 slogans. English seems to be the main choice when compared to Sundanese or Indonesian by the city and district governments of West Java. Local governments may think that English is more marketable when compared to local languages or Indonesian.

For clarity, the explanation below will explain the types, functions, and choice of language in speech acts used in tourism slogans in West Java districts/cities.

#### 3.1 Representative

Speech acts are representative/assertive related to speech acts that have a function as a claim, affirmation, or statement. The purpose of this speech act is to engage the speaker in a commitment (to varying degrees) to the truth of the proposition expressed in this case a statement or affirmation in a tourism slogan. 10 tourism slogans have representative speech acts, namely Cirebon The Gate of Secret 'Cirebon the Secret Gate', Cirebon Regency Katon 'History of the Knights/Guardians', Pesona Kuningan, Majalengka Exotic Sunda Lands 'Exotic Sunda Natural Majalengka', Banjar Agropolitan, Bekasi City Capital Passenger Satellite City', Bekasi Regency: Bekasi Baru Bekasi Clean, Bogor City Tourism City, West Bandung Regency Breathtaking West Bandung, Yes We Can (Culture, Adventure, Nature) 'West Bandung is Amazing, Yes we can (culture, adventure, nature)', Cimahi Military Heritage Tourism 'Cimahi Military Tourism Full of history. Statements about a city or district based on reality describe how representative speech acts are used in 10 tourism slogans. In this presentation, 4 examples of slogans used in districts or cities that contain representative speech acts will be explained to describe the beauty of these four places.



This slogan explains how Cirebon City is a city full of history, both the history of Islamic development with the guardians and the Cirebon Kingdom of Kasepuhan and Kanoman, Dutch trade with its maritime ports and trains as transportation of goods and passengers physically can still be traced from its past. Therefore, Cirebon City The Gate of Secret; The secret gate is a slogan that describes the history and situation of Cirebon which has a lot of history and secrets (perhaps in line with Indiana Jones films) that need to be proven and enjoyed by tourists with all their wealth and uniqueness, especially religious tourism.



Not inferior to Cirebon City, Cirebon Regency also has a tourism slogan as seen in the picture above, namely Cirebon Katon Regency which means Cirebon City the History of the Knights/Guardians. The knights in the slogan refer to both kings and guardians because their rulers have the title of guardian (in Islam). Many.

great knights took part here, such as Sunan Gunung Jati, Sheikh Datuk Kahfi, Sheikh Magelung Sakti, Prince Wadirectsang (Prince Cakrabuana), Mbah Muqoyim, Kiai Bedil, Demang Kanci, and so on. Many saints and scholars were born and worked in Cirebon. Therefore, if the Cirebon Regency uses the Cirebon Katon slogan, of course, this slogan is very appropriate because the knights (wali and ulama) who take part in this area automatically become a religious tourism destination. Petilasan and struggle of guardians and scholars in places in Cirebon Regency.



The statement of Majalengka Exotic Sundalands 'The Exotic Sundanese Nature' shows a representative speech because it shows the beauty of Majalengka with its beautiful hills and canyons which are productive plantations. The slogan of Majalengka, the exotic nature of Sunda, can be a motivation for tourists to visit this area. The characteristic of the speech act lies in the exotic Sundanese nature. This is what arouses the curiosity of the reader to prove the truth that Majalengka has a very beautiful natural landscape or has a unique charm.



West Bandung Regency (KBB) has rich natural tourism, especially in the Lembang area. If KBB uses the tourism slogan Breathtaking West Bandung, Yes we can (culture, adventure, nature). The offer is that visitors will be amazed by the culture, adventure, and beautiful nature. Sundanese culture is the culture that dominates this area, its beautiful nature can be an adventure arena for those who like to explore with mancakrida (outbound), horse riding, cycling, rock climbing, and so on. KBB has so far become a tourist destination. The existence of this slogan can increase tourist visits to KBB.



It's not wrong if KBB has a variety of natural attractions so it's worthy to say it's amazing to soak up its culture, adventure, and beautiful nature. Of the four examples above, words or phrases that show representative speech acts are statements that are informative about an area and can be proven physically and non-physically (something that can be felt), such as secret gates, the history of the knights, the exotic and amazing nature of Sundanese.

### 3.2 Directive Directive

Speech acts have the function to make the speech partner do something according to what is said by the speaker. The efforts made by speakers are often not in the form of imperative sentences, but implicitly contain commands. It is common to start with a verb that in this case uses a verb in English, such as discover, visit, go, and the Sundanese hayu ameng (let's go traveling). There are 7 slogans in the non-speech directive, namely Discover Garut Preanger Paradise 'find the paradise of Priangan Garut', Visit Ciamis Culture Art of Galuh Kingdom 'visit Ciamis art and culture of the Kingdom of Galuh', Visit Bogor Everyday 'visit Bogor any time', Go Karawang 'go to Karawang', Hayu Ameng to Cianjur 'let's go on a trip to Cianjur', Visit Sukabumi, 'visit Sukabumi', Explore the city of Tasikmalaya. The directive's speech acts are expressed in tourism slogans in West Java cities, in this case, Garut City, Ciamis City, Bogor City, Karawang City, Cianjur City, Sukabumi City, and Tasikmalaya City. For details, the use of directive speech acts can be seen in the following explanation.





This Garut Regency tourism slogan is very impressive because visitors are expected to find Priangan paradise in Garut. Priangan paradise means a place that is very pleasant and peaceful, and what visitors (tourists) want can be achieved. Of course, an offer that is very tempting for tourists with a tourism slogan like that. Moreover, Garut does have the potential for natural, culinary, cultural, and historical beauty. With the tourism slogan, Garut moves and encourages curious people to visit Garut.

The tourism slogan with the next directive speech act is Ciamis Regency by carrying out Visit Ciamis Culture Art of Galuh Kingdom 'visit Ciamis Cultural Arts of Galuh Kingdom'. This slogan asks tourists to visit Ciamis. Why Ciamis, because Ciamis is the source of the Galuh Kingdom's cultural arts. The history of the Galuh kingdom is in Ciamis so it is very important to be able to visit Galuh for tourists who like history and cultural arts. With a slogan image that describes the advantages of Ciamis, tourists will be tempted to visit Ciamis City. Ciamis tourism slogan can be seen in the image below.



Karawang is known as the City of Pangkal Perjuangan with the tourism slogan Go Karawang 'Karawang is known' or 'Go means also rocking Karawang' is an area famous for the Jaipong dance. This jaipong dance is energetic because the movements are agile and utilize the hips as a point of a movement that is by the stomping music accompaniment so that it looks dynamic and full of enthusiasm. Therefore, Karawang got the nickname Rocking Karawang which came from the Jaipongan dance. In addition, Karawang is a productive industrial area, and many immigrants from outside, especially from foreign countries. Curious tourists can visit Karawang according to the tourism slogan Go Karawang.



The tourism slogan that contains the next directive speech act is *Hayu Ameng ka Cianjur* 'let's travel to Cianjur'. The word *ameng* means 'play or play', but in the context of the slogan, let's travel to Cianjur. Traveling is a verb or verb that is similar to visiting, discovering, and so on. The only slogan that uses the local language (Sundanese) is the slogan of the Cianjur Regency. It is necessary to appreciate slogans that use the local languages because it is uniquely proud of its wealth. The reality is that generally the slogans are written in English although what is promised is the local wealth of the region. Cianjur regency is an elevated plain with green tea gardens and valleys with rice fields

that produce rice with quality rice ‘cianjur rice’ which is famous for being delicious. The tourism slogan of the Cianjur Regency can encourage tourists outside the region or foreign tourists to travel to Cianjur.



### 3.2.1 Commission’s Speech Act

A commissive speech act is a speech act that requires a speaker to do something in the future, such as a promise or threat to something. The commission’s speech act is aimed at persuading speakers to take some actions in the future even though those actions will be in five minutes. In addition, this speech act relates to some commitment to the future or relates to the promise of a place, city, district, or province. This speech act is characterized by a commitment or promises that if you visit a city, you will get something that is not obtained in other cities or regions such as the two slogans in Pangandaran Regency and Sumedang Regency below.



The commission’s follow-up to the slogan of tourism in Pandangaran is that Pangandaran is a world-class tourist destination. So, Pangandaran with all its beauty is at the same level as other tourism in the world. If there are tourists to Pangandaran, they will not be disappointed because the level is equivalent to the beauty of other tourism in the world which is certainly worthy of visiting national and foreign tourists. Its beautiful beaches, good waves for surfing, its distinctive community culture, its cuisine, and all the richness of Pangandaran are very promising to visit.



The commission's speech on the tourism slogan of Sumedang Regency can be seen in the use of Sumedang Simpati. Sympathy means 'love, liking, agreeing'. Sumedang simpati can be interpreted as pleasant because sumedang is full of love and liking even though sympathy is an acronym for prosperous, religious, advanced, professional, and creative. Apart from the acronym, Sumedang is an area with natural beauty that is not inferior to other regions, both of its natural beauty with the Jatigede Reservoir, its culture, and its art with renggong horses (horses that can dance), and its famous culinary, sumedang tofu. It is very appropriate to slogan Sumedang Simpati because Sumedang is indeed the reality.

### 3.2.2 Expressive Speech Acts

Expressive speech acts aim to show the feelings and attitudes of the speaker towards something. Expressive speech acts are carried out to reveal the psychological state related to the speech conveyed. The expressive. Verb paradigms used are "thank you", "congratulations", "apologize", "condolences", "regret".



Expressive speech acts can be seen in the tourism slogan of Depok City, namely Depok Friendly City 'Depok a friendly city'. The hospitality of Depok City can be seen in many immigrants from various tribes in Indonesia and they are comfortable and at home living in Depok City. Many malls, supermarkets, and hotels, that grew up in Depok City show that Depok City is comfortable and friendly for business and shopping. In addition, culinary, cultural, and fruit plantations (star fruit) have become icons of Depok City so that they become tourist destinations worth visiting.



Subang Full of Charm ‘Subang full of charm’ is a tourism slogan of Subang Regency which is included in the expressive speech act because it states the reality of Subang which is full of charm of its natural beauty, fertile agricultural land, successful fish farming, famous tea and pineapple plantations, distinctive sisingaan culture. Subang full of charm is a tourism slogan that is following the reality of Subang which is worthy of being visited by domestic and foreign tourists because of its beautiful nature, rich natural resources, and good and friendly human resources.



Expressive speech acts are used in the tourism slogan of Indramayu Regency by Indonesian that Indramayu is exciting. The excitement of Indramayu is the largest fish-producing Daerah in West Java, national mango producers (Mango City), national rice producers (food barns), and diverse beach tourist destinations (Lemah Abang Beach, Cibugel Beach, Eretan Beach, Tirtamaya Beach, etc.), and natural tourist destinations of Patra Earth Deer Park, Indramayu Monitor Lizard Island, and so on. Therefore, it is feasible if Indramayu Regency is exciting because of its diverse tourism potential. The greatness of Indramayu can be proven by tourists coming to Indramayu. The expressive speech act can be seen from the chosen slogan, namely Indramayu seru. Exclamation is an adjective that means great. Curious tourists will be motivated to come to Indramayu.



Stunning Bandung where the wonder of West Java begins ‘Bandung stunning where the magic of West Java begins is a very evocative tourism slogan of the city of Bandung. The city of Bandung has been famous for a long time so the Dutch ruler Herman Willem Daendels coined the nickname that Bandung is a Paris van Java ‘The city of Paris in java’. In addition, the greatness of Bandung is a city full of history because there are many cultural reserves with old buildings, for example, the Asian-African Conference in Bandung at Gedung Merdeka, Dutch buildings that are used as offices and banking, Jalan Braga which is full of memories. The city of Bandung is also known as the City of Flowers because it is beautiful and has many big trees and was once a bicycle carnival place decorated with flowers by Dutch girls. Besides being known as the City of Flowers, Bandung is also known as the City of Education because of the famous Bandung institute of technology (ITB) early colleges and other universities that are many in the city of

Bandung. The culinary tour is diverse and famous, such as Bang Bopak seafood, kalong rice, batagor, surabi, colenak, and so on. The air is cool because it comes from a large ancient lake surrounded by mountains. Thus, the tourism slogan used is very much in line with the real reality of the real city of Bandung.

### 3.3 Speech Act Function

The function of the speech act in the slogan is to provide information (name, location, history, future hope) 8 slogans, ask for 7 slogans and promise there are 12 slogans. The function of information and promises is a forum to express tourism slogans that describe the tourism potential of their respective regions.

Name information relates to the nickname of a city, but not all cities have nicknames. Sometimes the nickname of a city is not mentioned, but it is the latest trends in the vision and mission of a city that are the basis for making tourism slogans. Information related to history is contained in the slogan of The Gate of Secret 'Gate of Secret' because the City of Cirebon holds a lot of history regarding the development and rule of Islam. Meanwhile, Cirebon Regency is also not inferior because it is part of the history with the slogan of Cirebon Katon Regency 'narrating the arrival of knights/guardians' who came and came from this place. Next is the Kuningan Regency which is full of history and cultural peculiarities and is marked by the Linggarjati Museum which is the history of the Linggarjati Agreement between the Netherlands and Indonesia as well as the famous Seren Taun culture. It became the greatest in Kuningan so it was worthy of the slogan of Pesona Kuningan tourism.

The information function of a city can be in the form of future expectations, such as the slogan of Bogor Regency, The City of Sport and Tourism 'City of Sports and Tourism', Bandung Regency agrees to be 'different and integrated', Bandung City Stunning Bandung Where The Wonders of West Java Begins Bandung Stunning where the magic of West Java begins, Tasikmalaya Regency Wilujeung Sumping 'welcome to Tasikmalaya'. The information function will add insight to tourists regarding the existence of a city.

Tourism slogans that contain the function of asking are slogans that use the verb expect which is characterized by discovering, visit, go, hayu, and jelajah. In this case, the verbs used vary, namely in Sundanese, Indonesian, and English. The slogans that belong to this group (asking) are Discover Garut Preanger Paradise 'find the paradise of Priangan Garut', Visit Ciamis Culture Art of Galuh Kingdom 'visit Ciamis cultural arts of Galuh Kingdom', Visit Bogor Everyday 'visit Bogor at any time', Go Karawang 'go to Karawang' or 'shake Karawang', Hayu Ameng ka Cianjur 'let's travel to Cianjur', Visit Sukabuni 'Visit Sukabumi', and Explore Tasikmalaya City.

Tourism slogans that function to promise the uniqueness of a city are found in Cirebon The Gate of Secret 'Cirebon Gerbang Rahasia', Cirebon Katon Regency 'narrates the History of knights/Guardians', Pesona Kuningan, Majalengka Exotic Sunda Lands 'Majalengka Alam Sunda yang Exotic', Banjar Agropolitan, Kota Bekasi Kota Satelit Penopang Ibu Kota', Kabupaten Bekasi, Bekasi Baru Bekasi Bersih, Kota Bogor Kota Pariwisata, West Bandung Regency Breathtaking West Bandung, Yes We Can (Culture, Adventure, Nature) 'West Bandung Amazing, Yes we can (culture,adventure, nature)', Cimahi Military Heritage Tourism 'Cimahi Milter Tourism Full of History', Word class

destination” Pangandaran world class tourist destination, Depok city: Friendly City: Friendly City, Sukabumi City, incredible Sukabumi gurilaps ‘The extraordinary Sukabumi Gurilaps’ Subang Full of charm Regency: full of charm, Indramayu Seru Regency, Sumedang Simpati. Sympathy means ‘love, liking, agreeing’ that Sumedang is rich in culture and natural beauty which is the hope of the government and its people. In addition, Purwakarta Istimewa is information about purwakarta’s future expectations which are full of privileges.

### 3.4 Language Selection

The language used in the slogan is Sundanese 3 slogans, Javanese (Cirebon) 1 slogan, Indonesian 8 slogans, and English 15 slogans. It seems that English is the leading choice in making tourism slogans when compared to Sundanese or Indonesian by the west Java city and regency governments.

Local governments likely consider that English is more selling if it is compared to a regional language or Indonesian. Therefore, the use of English is the primary choice in making slogans.

The tourism slogan that uses the Sundanese language is the slogan of Hayu Ameng ka Cianjur ‘Let’s Melancong ka Cianjur from the beautiful Cianjur Regency and produce cianjur rice. Next, the slogan that uses the Sundanese language is Bandung Bedas Regency Agreed to ‘Beda Terpadu’. Tasikmalaya Regency does not have a distinctive slogan, but the statement of wilujeng sumping in Tasikmalaya Regency is considered to be a tourism slogan because this slogan is found in the tourism office of Tasikmalaya Regency. The choice of Sundanese language is considered to represent the cultural reality of the peoples that exist in the area. In addition, the use of another regional language, namely Javanese (Cirebon language), is spoken in Cirebon Katon Regency ‘Narrating the History of the Knights/Guardians’. So, the choice of language in the tourism slogan relates to the policies of its local government.

The use of Indonesian in tourism slogans there are 8 slogans, namely Pesona Kuningan (1), Banjar Agropolitan (2), Bekasi City Satellite City Supporting the Capital City (3), Bekasi Regency, Bekasi Baru Bekasi Bersih (4), Jelajah Kota Tasikmalaya (5), Sumedang Simpati (6), Purwakarta Istimewa (7), and Indramayu Seru (8). The use of Indonesian in the slogan uses adjective forms, verbs, and nominal to strengthen and attract tourists. Of the 8 Indonesian-language tourism slogans, the four regions are the center of Sundanese culture and language, namely Kuningan Regency, Tasikmalaya City, Sumedang Regency, and Purwakarta Regency.

15 tourism slogans use English in the regencies and cities of West Java. The slogan explains the state and potential of tourism in regencies and cities, namely Cirebon Language The Gate of Secret ‘Cirebon Gerbang Rahasia’ (1), Majalengka Exotic Sunda Lands ‘Exotic Majalengka Alam Sunda’s Exotic’ (2), Visit Bogor every day ‘Visit Bogor At Any Time’ (3), West Bandung Regency Breathtaking West Bandung, Yes We Can (Culture, Adventure, Nature) ‘West Bandung Is Amazing, Yes We Can (Culture, Adventure, Nature)’ (4), Cimahi Military Heritage Tourism ‘Cimahi Military Tourism Full of History’ (5). Discover Garut Preanger Paradise ‘Discover the Paradise of Priangan Garut’ (6), Visit Ciamis Culture Art of Galuh Kingdom ‘Visit Ciamis Seni Budaya Kerajaan Galuh’ (7), Go Karawang ‘Go to Karawang’ (8), Visit Sukabumi, ‘Visit Sukabumi’ (9),

Depok Friendly City, 'Depok A Friendly City' (10), Pangandaran World Class Destination 'Pangandaran World Class Tourist Destination' (11), Bogor The City of Sport and Tourism 'City of Sports and Tourism' (12), Sukabumi City Incredible Sukabumi Gurilaps 'The Extraordinary Gurilaps Sukabumi' (13), Subang Full of Charm 'Subang Full of Charm' (14), and Stunning Bandung Where The Wonders of West Java Begins 'Bandung is mesmerizing where the magic of West Java begins' (15).

## 4 Conclusion

Based on the presentation above, the beauty of Javanese cities through tourism slogans found in West Java regencies/cities aims to introduce and motivate tourists to travel to West Java regencies/cities. The various tourism slogans used indicate the use of linguistic elements, namely the use of speech acts that are part of pragmatics. Speech acts used in tourism slogans in West Java regencies/cities are speech acts (1) representative of 10 slogans, (2) expressive 8 slogans, (3) directives of 7 slogans, and (4) commissions of 2 slogans. Representative and expressive speech acts are the most chosen speech acts in expressing tourism slogans in West Java regencies/cities. Expressing affirmation and admiration is part of a representative and expressive speech act so the use of the speech act is widely used in tourism slogans.

Tourism slogans are not just sweeteners of a city or region but have an important function in introducing and promoting the advantages of the region. The function of tourism slogans is recorded from the choice of words or phrases used by each region. There are three functions of tourism slogans used in 27 regencies/cities of West Java, namely the function of giving information (name, location, history, hope for the future) in a city, the function of asking or hoping which is marked with the verbs come, visit, find, explore in cities in West Java, and the function of promising that these cities will make tourists feel paradise, wonder, excitement, friendliness, and so on.

The choice of language used in tourism slogans in West Java regencies/cities is English that dominates. Of the 27 tourism slogans, 15 tourism slogans use English, 8 slogans use Indonesian, and 4 slogans use regional languages, namely Sundanese 3 slogans, and 1 slogan uses Javanese (Cirebon). This reality shows that English is the main choice when compared to Sundanese or Indonesian by the West Java regency/city government. Perhaps the local government thinks that English is more selling if it is compared to the regional language or Indonesian.

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