

## **Metaphors in Promotional Discourse of Indonesian Tourism: Ecological Discourse Analysis**

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### **Abstract**

By incorporating larger datasets on tourism promotion, this paper aims to 1) identify metaphors used to promote Indonesian nature and 2) discuss the promotion frames ecologically based on the metaphors used. The data acquired from the Indonesia Travel website were uploaded and analysed using Sketch Engine and WMatrix5, with the conceptual metaphor theory (CMT) of Lakoff and Johnson (1980, 2003) applied within the ecolinguistics framework proposed by Stibbe (2015). The analysis revealed that metaphor-related words were found in collocational and non-collocational relations in the form of adjectives, nouns, verbs, compound adjectives, and compound nouns to promote Indonesian topography, national parks, non-human species, and nature-based activities. The examined metaphors frame Indonesian nature as THE HOME OF COLOURFUL, UNUSUAL GEMS. However, the dominance of 'prosperity' and 'purity' as selling points articulates human stewardship of the ecosystem. The paradoxes of familiarity and attractiveness identified through metaphors express an eco-ambivalent discourse. Indonesia's natural wealth, conceptualised as a 'treasure', perpetuates a colonialist agency that stewards nature. Future research could look into how English metaphors are translated into Indonesian in tourism promotion discourse. The research can then determine whether the Indonesian metaphors produce a more beneficial discourse for the readers.

**Keywords:** Corpus, Ecolinguistics, Fame, Ideology, Promotion.

### **1. Introduction**

This article examines the metaphor variations used to promote Indonesia's physical environment in tourism. Metaphor is essential in promotion, reflecting cultural and social environment (Bratož 2013). Using the theories of metaphor (Lakoff and Johnson 2003) and ecolinguistics (Stibbe 2015) as a framework and corpus linguistics as a methodological tool, we investigated the metaphors of nature and nature-related terms, later called ecolexicon, employed in the promotion of tourism in Indonesia. Metaphor in tourism discourse frequently offers dreamy and magical experiences as 'staged authenticity' (Belhassen 2020). However, it is essential first to map the physical environment domains to be promoted, which source domains are used, and which tourism selling points are boosted in the promotion.

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Tourism, specifically in tropical countries like Indonesia, has been staged as an essential sector to boost economic growth. In the Indonesian context, tourism is targeted to contribute 4.5% of the country's gross domestic product (GDP) in 2024 (Kusubandio and Tanoesoedibjo 2020). This social context eventually leads the government and stakeholders to promote Indonesian tourism through the media, and officially, the government uses its website to attract tourists to visit. The official tourism website provides information about the destination and constructs a positive image of a country (Malenkina and Ivanov 2018). However, from an ecological perspective, massive promotion of nature or the environment has been criticised regarding human responsibility in managing the destination, even though some attempts have been made to 'befriend' nature through ecotourism activities. Tourism promotion eventually locates nature and wildlife to 'put on performance' (Mühlhäusler and Peace 2001).

Ecolinguists have paid considerable attention to the interwoven discourses between tourism and nature or the environment constructed in tourism promotion. For example, Stamou and Paraskevopoulos (2004) showed that ecotourism in the Dadia forest in Greece expresses consumerism through green packaging. Instead of involving the parallel roles of Non-Governmental Organizations (NGOs), government, World Wildlife Fund (WWF), and tourists in sustainable tourism, nature is merely associated as an integral part of economic growth. Similarly, Trčková (2016) also found that ecotourism advertisements on the Responsible Travel website dichotomise humans and nature. Nature is presented as a static entity, akin to monuments that are 'put on a performance'. It is concluded that ecological principles are not articulated in ecotourism strategies.

More recently, metaphor in tourism has been studied in a variety of settings, as is the case in Kenya, Germany, Spain, the UK and some parts of Indonesia (Atieno and Njoroge 2018; Heriyanto, Manggong, and Sujatna 2020; Isakova, Kryukova, and Aleksandrova 2021; Jaworska 2017; Krisnawati et al. 2021; Stepins 2022). These studies share some differences and similarities in terms of methods and findings. The closest study to be adopted in this paper is that of Jaworska, who investigated tourism promotion corpora from Britain, European countries, and some tropical countries. Through a corpus-based approach, Jaworska (2017) mapped the source domains of the metaphorical expressions using an automatic semantic annotation called USAS by WMatrix, developed by Paul Rayson (2008) from Lancaster University. The semantic domains RELIGION, TASTE, and NATURAL PRECIOUS ELEMENT are used in tropical countries to project tourist destinations as sensory images to increase the appetite to 'consume' the destinations. On the other hand, Western tourism corpora are dominated by the body parts metaphor, which frames A TOURIST DESTINATION AS A CENTRAL PLACE and A TOURIST DESTINATION AS A SLEEPY BODY.

In a broader context, Stepins (2022) compared the metaphor variations used in English, Spanish, and German tourism corpora. Although the paper involved large corpora, the initial method of metaphor was performed manually to identify the possible metaphorical expressions for translation problems. This was followed by a vocabulary search of the metaphor source domain in the larger corpora. The findings showed that the metaphors used in the three languages do not differ significantly in terms of existence/frequency, types and distribution. The marked differences were found in the discursive function

of translation, metaphor frequency, and linguistic preference. In general, the English, Spanish, and German tourism corpora in the data function to project a WARM AND FRIENDLY SERVICE or a WELCOMING ATMOSPHERE.

In the Indonesian context, metaphor has been studied in various data sources: West Java Province website, Sundanese tourism magazine, and Indonesian travel magazine. Using data from the Indonesian promotional language, Pamungkas et al. (2016) investigated the tourism campaign of the West Java government in terms of figures of speech and visual metaphors. Using a qualitative method, they found that nature in West Java is projected as an object and a person to portray tourist destinations as a HIDDEN HEAVEN and a PERSON that attract tourists. While simile was used to compare nature in West Java with hidden gems, personification was salient in the promotion to conceptualise nature as a living being with human capabilities.

In a different paradigm, Heriyanto et al. (2020) found that the metaphor used to promote West Java articulates a relationship between the former colonised and the former coloniser relations, as evidenced by using Dutch terms in the promotion. Furthermore, the tourism advertorials include local folktales to show Sundanese culture-based tourism. In general, West Java is framed as an EXOTIC destination to attract Western visitors to the destinations on offer.

Although there has been extensive research on metaphors in Indonesian tourism promotion, no single study has used the corpus-based ecolinguistic method in its discussion. Specifically, the present study is motivated by Jaworska (2017), Stepins (2022), and Stamou and Paraskevopoulos (2004), who examined the corpus-based analysis in the study of metaphors in tourism promotion. In the Indonesian context, most studies in the field of metaphor have only focused on a small set of data and within qualitative methods. Therefore, this paper attempts to fill the gap by including more extensive data sets from the official tourism website, mapping which physical environment domains are most promoted, categorising the source domains with a corpus tool, and critiquing the metaphor from an ecolinguistic lens. In this paper, the following questions are addressed:

- 1) What are the metaphors used in the promotional discourse of Indonesian tourism?
- 2) How are metaphors used to promote Indonesian nature?
- 2) How do the metaphors frame Indonesian tourism promotion in ecological terms?

## **2. Literature Review**

### *2.1. Metaphors in Promotional Discourse*

A metaphor is a linguistic device for describing something as if it were something else (Stibbe 2015). Salem (2022) asserts that metaphor is a cognitive figure of speech based on an underlying similarity between two dissimilar elements and in which the literal meaning is altered. Cognitive linguistics has been accepted as a taken-for-granted theory to map metaphor vehicles' source and target domains to reveal how we talk about one entity with another concept (Lakoff and Johnson 2003). In a traditional view, two domains map metaphors: the source domain, which refers to the concrete entity to conceptualise the target domain, and the more abstract entity (Jahameh and Zibin 2023). The conceptual

metaphor theory (CMT) is used to understand one type of thing in terms of another. However, the use of "frame" in the work of Nerlich et al. (2002) needs to be underlined. They suggest that metaphor works the same way as framing, although it pertains to specific areas of life familiar from everyday interaction. Stibbe said that "metaphors use a frame from a specific, concrete and imaginable area of life to structure how a distinct area of life is conceptualised" (2015, 64).

Despite the depth notion in CMT proposed by Lakoff and Johnson (1980, 2003), Kövecses (2021) has presented some additional concerns in metaphor studies addressing the importance of grammar, multiview, and context in investigating metaphors. Language structure (grammar) and conceptual metaphor structure have been called into doubt by researchers. According to Kövecses (2021), the role of an element in a phrase defines its metaphorical/literal interpretation. Kövecses (2021) finds in the case of the THEORIES ARE BUILDINGS metaphor that only the dependent part of the construction is metaphorical and conjures the source domain, whereas the autonomous elements evoke the target domain. The verb "construct" is metaphorical in "The lawyer *constructed* an argument," as it evokes the BUILDING metaphor, whose subject, "the lawyer," corresponds to the person making the arguments.

Kövecses' (2021) extended idea in CMT is related to the view of metaphor, which was previously solely associated with domain level. Metaphor can be studied from several perspectives, including image schema, domain, frame, and mental space. The knowledge of BUILDING should be founded on numerous image schemes such as CONTAINER and OBJECT, schematic notions such as SIZE and COLOUR, and function the frames of BUILDING such as ROOMS and ROOFS. Furthermore, the mental space level also entails the information not contained in the BUILDING frame alone (Kövecses 2021).

The physical environment, social and cultural contexts can all be used to identify context in metaphors (Kövecses 2021). The physical environment, which includes vegetation, wildlife, landscape, temperature, and other perceptual qualities of the scenario, heavily influences metaphor. For instance, English metaphors are distinguished from those of other English-speaking countries. According to ecolinguistics, biodiversity has a significant impact on our language diversity, including metaphor (Fill and Penz 2018). Gender, class, social cultures, and geographical setting are all social and cultural factors that influence metaphor creation. A noteworthy example can be seen in Chinese metaphors that involve the GAS source domain as a result of the country's Yin and Yang theory (Kövecses 2021).

In promotion discourse, metaphors create imaginative depictions of the advertised products, lead to favourable attitudes and increase motivation to believe in the brand promise (Boujena et al. 2021; Jahameh and Zibin 2023). Some examples of metaphors in the promotion are evident in food products, where meals are conceptualised as gold and jewellery (Jahameh and Zibin 2023). The "jewellery" metaphor is also found in tourism, demonstrating the interdiscursivity of the promotional genre. It proves that, as a discourse, promotion is embodied by social cognition that shares similar concepts between speakers. Stibbe (2015) suggests finding contextual features, or a combination of features, that promotions have in common and that tell the same story. By doing so, we can investigate advertising discourse to examine the underlying stories that advertisements tell about the world.

Advertisement, as a promotional genre representation, directly impacts people's lived experience, influencing how they should think and act (Kenalemang-Palm 2023). However, from an ecological perspective, advertising is said to be one of the destructive discourses whose language patterns lead to massive consumption by offering genuine satisfaction through product purchase (Stibbe 2015). A noticeable example can be seen in the slogan "cools you and the planet" in an advertisement for an air conditioner. The advertiser juxtaposes the consumers and the planet as entities that will benefit from purchasing the product. Despite the appealing stylistic features, the advertiser uses the eco-lexicon "planet" to mislead consumers into thinking that the AC is not harmful to the environment. This example reflects the power of language to convey ideology and socio-cognitive structures embodied in discourse (Boujena et al. 2021; Kenalemang-Palm 2023).

In tourism discourse, advertisers often project destinations as places of escape from the congested worlds of visitors. Modern tourism has three paradoxes: the familiarity paradox, the staging paradox and the attractiveness paradox (Belhassen 2020). The familiarity paradox refers to the psychological need of modern people to take a break from their familiar routines in order to satisfy some familiar needs in an unfamiliar setting, or what is known as escape tourism (Chylińska 2022), as reflected in the metaphors of "gateway" and "retreat". The staging paradox refers to the commodification of the tourist experience, including the space, cultural artefacts, hospitality and any human interaction with the tourist setting. Some examples of metaphors are "taste" and "touch". The attractiveness paradox involves the nature of the landscape or culture that attracts the first tourist to a place, such as "paradise", "emerald", and "crystal" (Belhassen 2020).

## 2.2. *Ecolinguistics: From Language Ecology to Ecological Discourse Analysis*

do Couto (2014) asserts that the initial emergence of ecolinguistics in the 1970s pertained to "language ecology", the study of the (inter)relation between language and the environment. However, the dominance of studies in this field led to a reification that ecolinguistics was merely about the language used in a particular geographical setting. The main principle of ecology that should be adopted in ecolinguistics is the "ecosystem", which includes organisms and populations in a territory, including the (inter)relation between organisms in that population. Therefore, as an extended field of linguistics, ecolinguistics considers the presence of a speech community containing a speech population so that language can be conceptualised as an inter(related) web in an ecosystem that locates language as a behaviour (Skutnabb-Kangas 2004).

Bang and Døør then developed ecolinguistics by proposing the environment as part of the dimensions of life: biological, sociological, and ideological (cited in Bang and Trampe 2014). Studies of dialectology, language geography, and pidgins-creoles have demonstrated the (inter)relationship between humans and nature (biological dimension), their cognitive systems (ideological dimension), and their social environment (sociological dimension) (Steffensen and Fill 2014). However, until the early 1990s, ecolinguistic studies were dominated by language's biological and sociological dimensions. Halliday's (1990) presentation at the first applied linguistics conference in Greece in 1990 on the threat of grammatical structures of language marked the scientific turn of ecolinguistics from "language and

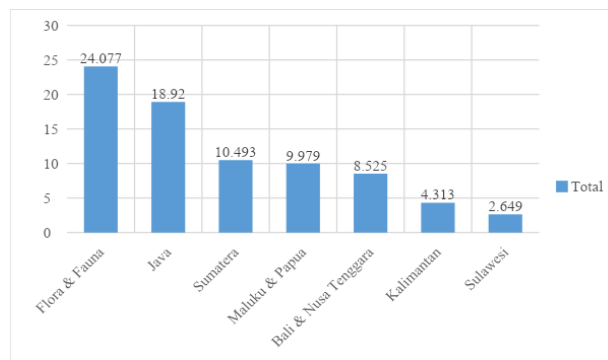
environment" to "language and environmental impacts" (Steffensen and Fill 2014, 4). The presentation was followed by books, associations, and research on critical discourse studies of environmental issues.

In 2014, Alexander and Stibbe proposed the term ecological discourse analysis (EDA) by focusing on how discourse affects how people interact with other people, non-human species, and their environment (Alexander and Stibbe 2014). Despite investigating discourses about the environment and nature, Stibbe (2015) proposed neoclassical dominant discourses such as animal product industries, financial institutions, lifestyle magazines, and economic books. These discourses influence our perceptions of a sphere of life that sustains our lives. The term "eco" in ecolinguistics refers to an ecosystem consisting of interacting organisms, geochemical cycles, and the atmosphere. The proposed idea refutes the reification of "language and ecology" as a phenomenon of language interaction in particular geographical settings. EDA considers taken-for-granted discourses that may promote or endanger our ecological harmony. This ecological awareness can only be achieved by critiquing language from a particular ecological ecosophy so that more stories of environmental awareness can be disseminated.

### 3. Methods and Procedures

#### 3.1 The Corpus

This corpus-based study collected the data from the Indonesia Travel website, which can be accessed at <https://www.indonesia.travel/gb/en/home>. The website has two main pages: destinations and attractions. Under these two pages, there are articles promoting Indonesian tourism with a particular title format: island names and attraction types. Since this study examines how nature or the environment is promoted, we selected articles with the first 10 nouns denoting the physical environment or ecolexicons (Castro and Faber 2014). The articles without ecolexicons were eliminated in the data selection. After careful selection, we found seven main navigations promoting the Indonesian environment, as shown in Figure 1 below.



**Figure 1:** Indonesian Tourism Promotion Corpus

The figure above shows that articles under the "Flora and Fauna" page, followed by articles under the destinations pages for Java, Sumatera, Maluku and Papua, Bali and Nusa Tenggara, Kalimantan, and

Sulawesi, contain the most promotional articles. The data collected showed that the Indonesian tourism website is loaded with environmental tourism promotion. The collected articles were uploaded to the Indonesian Nature Tourism Promotion corpus in Sketch Engine (Kilgarriff et al. 2014). This corpus tool provides the grammatical relations of the data so we can explore and sort lexemes with particular parts of speech. Generally, the corpus is dominated by nouns, adjectives, and verbs. Thus, it can be hypothesised that the metaphorical expressions of the promotional discourse are identified from nouns, adjectives, and verbs. Table 1 below summarises the corpus' parts of speech information.

**Table 1:** Summary of the Parts of Speech in the Indonesian Tourism Corpus

Parts of Speech	Item	Frequency	Examples
Noun	4.374	23.868	island, park, beach
Adjective	1.074	6.618	good, beautiful, large
Verb	943	9.465	be, have, take
Adverb	351	3.315	also, only more
Preposition	75	9.438	of, in, to
Pronoun	23	2.603	you, it, your
Numeral	13	329	one, thousand, million
Conjunction	8	2.394	and, or, but

There are three types of information given above. The first column shows the parts of speech of the corpus, while the second column shows the word variation in the corpus, followed by its frequency, the number of occurrences, or hits. Since the aim of this study is to map the metaphor variation in promotional texts on the official tourism website, collected from different available pages, we did not differentiate the metaphor from each data source. Instead, we treated the corpus as a discourse that articulates how the Indonesian government projects its image to global readers. We, therefore, focused on the nouns that refer to nature or the environment.

### 3.2 Corpus Instruments

This study used two corpus tools: Sketch Engine and Wmatrix5. Sketch Engine is an online corpus tool developed by Adam Kilgarriff. It provides the essential tools for this study: word list, word sketch, and concordances. The distinct difference between Sketch Engine and other corpus tools, such as AntConc, is its ability to show the parts of speech and grammatical relations of the word sketch in collocation relations (Kilgarriff et al. 2014). Sketch Engine has been used by previous researchers in the study of metaphor, such as the metaphor BLOOD in Afrikaans and Northern Sotho (Bosman and Taljard 2021), the COVID-19 metaphor (Abdul Malik et al. 2022), and the BUILDING source domain (Gong, Ahrens, and Huang 2008). These studies mainly used similar tools to the present study: word list, word sketch and concordances. Sketch Engine helped us sort the most frequent nouns and their collocations with other words in different grammatical relations. For example, we can see that the word 'island' is collocated with its modifiers, verbs with 'island' as object, verbs with 'island' as subject, prepositional phrase, adjective predicates of 'island', and some other grammatical relations depending on its contextual use in concordances.

Wmatrix5 is the online corpus tool developed by Paul Rayson of Lancaster University (Rayson 2008). This corpus tool is mainly used in this paper to categorise the semantic categories of the source

domains based on the UCREL semantic analysis system (USAS), which is based on Tom McArthur's *Longman Lexicon of Contemporary English*. Similar work has proven that Wmatrix5 is a reliable analytical tool for mapping the semantic categories of a particular corpus (Almaghlouth 2022; Buckingham and Alali 2020; Jaworska 2017). In this sense, the semantic categories of the source domains are compared with previous works on metaphor in tourism discourse, particularly those that investigate the Indonesian context. Based on the recent studies, only Jaworska's work is the most relevant for comparison, while other works did not apply the corpus-based method using WMatrix5.

### 3.3 Data Analysis

To identify linguistic metaphors, we adopted the metaphor identification procedure of the Vrije Universiteit (MIPVU) framework (Steen, Dorst, and Herrmann 2010). We selected MIPVU since it provides some more relevant strategies compared to MIP. First, MIPVU focuses on identifying metaphor-related words (MRWs) that encompass any lexical units in the discourse that can be associated with cross-domain mappings in conceptual structure. In contrast, the MIP framework exclusively examines words that are metaphorically employed in both spoken and written discourse. Second, MIPVU bases the MRWs identification on the notion that metaphor is a matter of thought, hence the cross-domain mapping between domains can be perceived as phenomena suggesting a relationship of resemblance between two distinct domains (Bort-Mir and Bolognesi 2022).

Since this paper applied a corpus-based method, we first identified the 100 most frequent nouns through Wordlist and sorted the ecolexicons from the list. We found 68 ecolexicons that were most frequently used in the promotion. From each ecolexicon, we searched the collocations from the word sketch feature provided by Sketch Engine, identified each collocate, and carefully examined whether it was metaphor-related words (MRWs) through a direct (e.g. paradise to refer to an island), indirect (e.g. the beach offers), implicit (e.g. it hides beautiful underwater life), personification (the island stretches), or metaphor signals (e.g. velvet-like beach), or new formations (crystal clear water) (Yu 2020). However, this paper does not determine the type of metaphor, such as direct or indirect, but by the word category of the linguistic metaphor (Stepins 2022). For example, crystal clear is identified as a compound adjective, while paradise is identified as a noun.

Since collocational relations do not identify some indirect metaphors, we also investigated the concordances to examine linguistic metaphors. Therefore, this paper also distinguished metaphors by their collocation and non-collocation relations. The collocation relation was based on the logDice score. Metaphors with a logDice score of at least 5.0 are collocational, indicating that the words associated with the ecolexicon are not used at random (Thomas 2017). The linguistic metaphors were grouped into their semantic domains based on the USAS provided by WMatrix5, following the work of Jaworska (2017). For example, the linguistic metaphors white, blue, velvet-like, turquoise, and green belong to the semantic tag O4.3, which denotes COLOUR and COLOUR PATTERNS. The source domains were treated as frames for how tourism promotion discourse conceptualised Indonesia's beauty in particular concepts. In terms of metaphor interpretation, we discussed how a metaphor promotes the selling point of Indonesian tourism,



whether through natural wealth, purity or remoteness (Trčková 2016). The frequency and relation of the source domains and their functions in the discourse of promotion discoursed through an ecological lens, whether the metaphor promoted beneficial, ambivalent, or destructive stories towards the environment (Stibbe 2015). The judgement of the eco-characteristics was linked to the tourism selling points of the relation between the source and target domains.

#### 4. Findings and Discussion

This paper restricted the 100 most frequent nouns from the whole corpus and found 68 ecolexicons. These ecolexicons were categorised according to Sapir's (2001) concept of the physical environment: topography, national parks, non-human species, and nature-based activities. We then examined the collocations of each ecolexicon and selected those with a metaphorical sense. After careful examination, we found 150 metaphor-related words (MRWs) appearing 252 times in the collocations (200) and non-collocations (52) of the ecolexicon.

We collected the metaphor collocates with  $>5.0$  logDice score using the Word Sketch feature. The higher the logDice score is, the closer the association between the two words will be. The collocate frequency does not always align with the logDice value. For example, the metaphor collocate 'treasured' appeared only once, and the metaphor 'fabled' appeared four times. However, the metaphor 'treasured lagoons' had a higher logDice value of 12.2 compared to the 'fabled island' with a value of 9.6. This statistical information is derived from the frequencies of the base word and its collocate based on the frequency of the whole collocation (Bakarić, Prskalo, and Popović 2022; Rychlý 2008). The score combines the relative frequencies of XY, as in 'fabled island' in relation to X 'fabled' and Y 'island'.

Despite the collocational relations of the metaphor-related words found, it is also essential to identify the grammatical category of the metaphors. Using the 'part of speech' (POS) feature of Sketch Engine, we identified the word category of the MRWs from the concordance lines. For example, POS 'j' refers to an adjective, while 'n' refers to a noun. We used the abbreviation 'adj' to avoid ambiguity to refer to adjectives. Below is a summary of the grammatical categories of the metaphors and the domains of the physical environment that the metaphors conceptualise.

**Table 2:** Metaphors and the Physical Environment in Indonesian Tourism Corpus

Physical Environment Domains	Parts of Speech	Collocation	Non-Collocation	Grand Total
Topography		<b>157</b>	<b>52</b>	<b>209</b>
	Adj	134	4	138
	Noun	20	31	51
	Verb	3	17	20
National Park		<b>35</b>		<b>35</b>
	Adj	4		4
	Noun	31		31
Non-human species		<b>5</b>		<b>5</b>
	Adj	2		2
	Noun	1		1
	Verb	2		2
Nature-based activity	Adj	<b>3</b>		<b>3</b>
		3		3
Grand Total		<b>200</b>	<b>52</b>	<b>252</b>

Table 2 depicts that adjectives dominate metaphors in Indonesian tourism promotion. In terms of the grammatical relation, the adjectives appeared as pre-modifiers of the metaphor in the collocation relation, so the semantic locus found was in the adjective + noun structure. Some prominent examples were 'treasured lagoons', 'precious gem', 'sparkling beaches', 'turquoise water', and 'humble waterfall'. The target domains conceptualised by adjective metaphor mainly refer to topography in collocational and non-collocational relations. Unlike metaphors of topography, metaphors of the national parks, nature-based activities, and non-human species are all in collocational relations, such as found in the direct metaphors 'home', 'gem', 'treasure', 'thundering', 'adrenaline-rushing', and 'breathtaking'.

Another syntactic structure of the MRWs was compound adjective, adjective + adjective, noun + adjective, and noun + present participle. Some examples were 'soft white sand beaches', 'crystal clear shallow water', and 'adrenaline-pumping white water rafting'. In Sketch Engine, compound adjectives cannot be identified directly but by the first or second constituent of the compound from the 'modifiers of the lexeme' grammatical relation. Even though the compound adjectives should be identified manually, the concordance and POS features are quite helpful in analysing the syntactic metaphor structures. The same procedure can be applied to identify compound nouns, as shown in 'perfect tropical paradise', 'fabled island of Bali', 'lush aqua water', and 'a hidden gem'.

The other two notable syntactical structures in metaphor collocates are noun + preposition and verb + object, as shown in 'home to many species', 'home of some endangered species', 'the Alor islands hide a long list of splendors', and 'this land stretch offers a natural paradise'. The noun + preposition metaphors can be identified directly, while the verb metaphor can be identified indirectly. We cannot generally conclude that the verb 'offer' is used by non-human subjects to call it a metaphor.

#### *4.1 Metaphors in Indonesian Tourism Promotion*

As stated in the methodology, we used WMatrix5 to categorise the semantic domains of the metaphor vehicles in Indonesian tourism promotion. The metaphors used in Indonesian tourism promotion are presented in the metaphor vehicles, as shown in Table 3. The salient semantic domains that dominated the promotion were COLOUR, RESIDENCE, NATURAL PRECIOUS ELEMENTS, THE JUDGMENT OF APPEARANCE, RELIGION, and GIVING. The semantic domains have some differences and strategies to promote the target domains. For example, the RELIGION source domain only promotes topography and non-human species. On the other hand, nature-based activities are promoted through ANATOMY AND PHYSIOLOGY, whereas the other target domains do not use these body-related term domains. Table 3 below summarises the source and target domains of the metaphors and some examples of the metaphor vehicles used in Indonesian tourism promotion.

**Table 3:** Source-Target Domains in Tourism Promotion

Source Domains (USAS)	Metaphor Vehicles (examples)	Environment Target Domains			Grand Total
		National Park	Nature- Based Activity	Non- Human Species	
COLOUR	turquoise, blue, green, pale, pink- hued, translucent, yellowish white, glittery, light blue, soft white, white, white gray, whitish brown				90
RESIDENCE	home, house	31			16
NATURAL PRECIOUS ELEMENT	gem, jewel, sparkling, treasure, treasured				28
JUDGEMENT OF APPEARANCE: BEAUTIFUL	breathtaking, pristine, decorated	4			23
RELIGION	fabled, gods, heaven, magic, magical, majestic, paradise			2	19
GIVING	give, make, offer, provide			2	17
COMPARING: UNUSUAL	exotic, mysterious, quaint				7
ANATOMY AND PHYSIOLOGY	adrenaline- pumping, adrenaline- rushing		3		3
EVALUATION: GOOD	magnificent				2
CALM	calm, tranquil				2
NO POWER	humble				2
SENSORY: SOUND	thundering				1
SENSORY: SMELL	fragrant			1	1
EMOTION	blushed				1
NOTICEABLE	stand out				1
<b>Grand Total</b>		<b>35</b>	<b>3</b>	<b>5</b>	<b>209</b>

Some noticeable findings of the metaphor domains and vehicles are evident in Table 3 above. First, COLOUR was only used to conceptualise topography, specifically referring to beach tourism as evident in 'blue water', 'light blue sea water', 'whittish brown sand', 'white grey sand', 'turquoise water', 'pink-hued sand', 'yellowish-white sand', 'green water', 'blue water', and 'white sand'. The

dominance of the COLOUR metaphor in the Indonesian tourism website invites the global readers' senses and imagination of Indonesia's tropical beaches. This finding proves that advertising uses metaphor to generate consumer preference and cognitive and emotional connections narrated on the website (Boujena et al. 2021). The metaphorical expressions that describe beach tourism make the promoted destinations more appealing to consumers, eventually making the promotion more memorable and generating more engagement (Jahameh and Zibin 2023). Some universal COLOUR metaphors, such as 'green', 'blue', and 'white' express physical resemblance metaphors from the source to the target domain (Stepins 2022). These metaphors are used intertextually across nations to promote remote destinations that suggest beach tourism with clean water, as in Spanish tourism (Stepins 2022).

The most common metaphor found was related to the semantic category of RESIDENCE, found in the metaphors of 'home' and 'house' used to refer to the national parks and topography. Indonesia has 54 national parks where tourists can see endangered species like orangutans, komodo dragons, leopards, birds, and many other species of flora and fauna (Brookes 2022; W. Pamungkas and Jones 2021). The expression 'home to over a hundred species of wildlife' frames the Indonesian National Park as a safe place to protect endangered species. The concept of 'home' is borrowed to project a place of collective identification, implying that the species are intimately connected to the national park habitats (Davies 2014). The metaphor 'home' projects that well-managed national parks provide an ecosystem that protects biodiversity.

As a form of advertising, the metaphor of 'home' is often juxtaposed with the quantification of species. Examples include 'home to many species not found anywhere else', 'home to over a hundred species of wildlife', 'home to many other amazing wildlife', 'home to various tropical flora', 'home of several endangered species of flora', 'home to numerous other animals', and 'home to over 540 types of corals, more than 1,000 types of coral fish and around 700 types of mollusks'. The advertising strategy relies not only on the MRWs, but also on the number of species of flora and fauna that inhabit the national parks. This advertising strategy exemplifies the paradox of attractiveness in modern tourism, where natural wealth is promoted to attract tourists (Belhassen 2020). The different number or quantification used in the promotion shows that the website wants to highlight the biodiversity of Indonesia's national parks and to give readers an idea of the corresponding ecosystem that national parks provide (Wu 2018).

The next dominant source domain in tourism promotion was NATURAL PRECIOUS ELEMENT, which was used to promote topography. Some MRWs identified in the data were 'jewels', 'treasures', 'gems', 'crystal' and 'treasured'. The universal metaphors 'gems' and 'crystal' were also found in Europe and other Asia and Pacific regions (Jaworska 2017). While the use of 'gem' in European tourism is to promote a luxurious destination, the metaphor 'gem' in the Indonesian context is used to promote the remote destination, as shown in 'Put these hidden gems into your bucket list, and enjoy some of the most astonishing tropical landscapes in eastern Indonesia!' The metaphor 'gem' does not refer to a luxurious trip or location but to the natural beauty of eastern Indonesia, known for its rich underwater life and other natural riches. The adjective 'hidden' locates the tourist as the agent who 'unlocks' the

treasure to become its owner. This metaphorical pattern conceals a promise of ownership and control (Francesconi 2008).

Another source domain worth noting is JUDGMENT OF APPEARANCE, which appeals to the readers' visual senses. Some examples were 'pristine beaches', 'breathtaking waterfalls', 'pristine reefs', 'naturally decorated by karst formations', 'breathtaking panorama', and 'pristine seas'. The positive image advertised by Indonesian tourism refers to natural purity. However, it is assumed that the 'pristine' metaphor is thought to be borrowed in tourism to promote destinations in need of development (Jaworska 2017). Oceans and beaches are advertised for their cleanliness and purity in order to emphasise the underexplored areas that may trigger tourists' travel. Tourism sites are presented as unique conditions with exciting opportunities to be experienced and exploited (Francesconi 2008). Similar strategies are found in CALM, NO POWER, SENSORY: SOUND, SENSORY: SMELL, EMOTION, and NOTICEABLE to promote the Indonesian topography.

Regarding the frequency of metaphors used to promote Indonesian tourism, the semantic domain RELIGION is worth discussing. Some noticeable metaphor examples were 'tropical pristine paradise', 'underwater magic', 'majestic waterfall', 'hidden heaven in eastern Indonesia', and 'magical sites'. This finding contrasts with the studies of Jaworska and Krisnawati et al. (2017; 2021) that found RELIGION the most dominant metaphor in Asian and South Pacific tourism sites. While Krisnawati et al. (2021) only identified 'paradise' and 'heaven' as RELIGION conceptual domains, the present research added some MRWs to highlight them using the corpus tool. The metaphors 'magic', 'magical' and 'majestic' belong to the RELIGION concept that is not always associated with wonderful and peaceful destinations (K. Pamungkas, Sujatna, and Heriyanto 2016). The metaphor 'majestic' in 'This majestic creature (Javan rhinoceros) is known as one of the rarest mammals on earth' refers to an endangered mammal. Another example of RELIGION metaphor found in 'majestic ficus trees' refers to endemic flora. Thus, the domain of RELIGION in tourism expands to promote Indonesia's endemic and endangered species.

The metaphor of RELIGION also articulates the universality of RELIGION as a source domain in tourism promotion. The juxtaposition of 'hidden' and 'heaven' in Indonesian tourism is a strategy to attract potential tourists to underexplored destinations. While previous work has suggested that 'paradise' is associated with ultimate beauty (Krisnawati et al. 2021), it is argued that the RELIGION metaphor eventually perpetuates colonialism, as the promoted destinations are former colonised countries (Jaworska 2017). The repetition of 'hidden paradise' in promotion articulates a paradox of familiarity in modern tourism (Belhassen 2020). Global tourists are presented with experiences and places they have never had. The hidden paradise is also located as a place to escape from the congested works of tourists.

Another distinctive metaphor domain in Indonesian tourism is ANATOMY AND PHYSIOLOGY, which promote nature-based activities, as shown in 'adrenaline-rushing white water rafting activities' and 'adrenaline-pumping white water rafting'. These two compound adjectives conceptualise nature-based activities as a tourism attraction that signals its senses to body awareness (interoceptive senses) (Agapito, Mendes, and Valle 2013). Human bodily awareness, as seen in the metaphors 'adrenaline-

rushing' and 'adrenaline-pumping', results from the human senses of the external environment, giving signals to the brain from the internal body (Craig 2003). The present finding differs from the tourism promotion strategies in European and British websites that use the BODY metaphor to frame the centre of tourist attraction, such as in "the heart of Cornwall" and "at the mouth of the stunning Sal River" (Jaworska 2017).

A similar metaphor strategy is also evident in the West Java tourism promotion, where *kaki langit biru* 'horizon' frames the sky as a human with *kaki*, which means 'legs' in Indonesian (K. Pamungkas, Sujatna, and Heriyanto 2016). Despite the use of human body-related source metaphors, the current finding showed that the GIVING metaphor entails tourism sites as PERSONs, as shown in 'Mara River Lodge offers an undeniably exciting wildlife', 'the ever-wonderful Indonesia doesn't only provide beautiful beaches', and 'the colourful corals and numerous fish and other unique sea creatures offer snorkelling and diving experiences'. The findings contribute to previous works identifying the PERSON metaphor of nature tourism destinations (Heriyanto, Manggong, and Sujatna 2020; Krisnawati et al. 2021). In the present paper, the human body metaphor directly links tourists' senses when engaging in nature-based activities. This strategy articulates the staging paradox that commodifies tourist experiences and interactions with the tourism setting (Belhassen 2020).

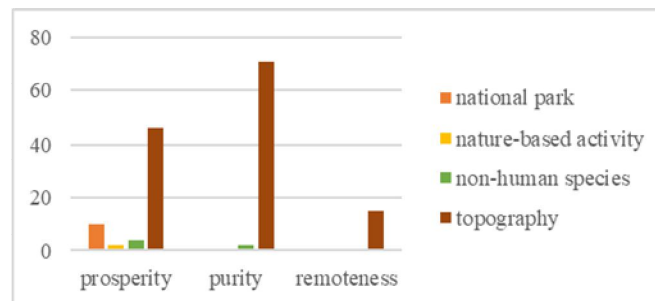
The other metaphor source domain that was evident in the data was the SENSORY domain, comprising SOUND and SMELL, used to promote non-human species. Some notable examples were 'thundering water' and 'fragrant atmosphere'. While European tourist destinations are conceptualised as objects of consumption, identified by the TASTE metaphor in 'taste some of the red, white, rose, and sparkling wines', Indonesian tourism is promoted through a different strategy. The sensory domain of sound refers to rushing stream waterfalls. Tourists are tempted to imagine the sound of water/nature in a quiet, remote, pristine area. This sensory metaphor conceptualises a paradox of familiarity that invites tourists to escape their routines. This paper shows that the metaphor reflects not only the social and cultural environment (Bratož 2013) but also the ecological environment or biological dimension (Bang and Døør 1993).

This section concludes that the metaphor variation in the Indonesian tourism website shares some similarities and differences with the variations found in previous works. In the Indonesian context, the findings contribute to mapping the source domain varieties identified with a corpus tool. It also categorises the types of physical environments essential for identifying tourism promotion. Since this paper involved more extensive data than previous works, the metaphor conceptualised from the investigation is slightly different—Indonesian tourism promotion projects a HOME OF COLOURFUL, UNUSUAL GEMS. The metaphor conceptualisation articulates the familiarity and attractiveness of Indonesian tourism paradoxes.

#### 4.2 Frames of Indonesian Nature in Promotion

As a form of advertising, the Indonesian tourism website portrays Indonesian nature as the HOME OF COLOURFUL, UNUSUAL GEMS. The conceptualisation of tourism destinations as a 'home' that

stores natural riches identified by their colour, uniqueness, and luxury needs to be further discussed through an ecological lens. Adopting the work of Trčková (2016), this section maps the 'selling points' used in the Indonesian tourism website from the metaphor. Figure 2 below shows the four main physical environment domains promoted: topography, national park, non-human species, and nature-based activities. To comprehend the context, the metaphors that conceptualise each physical environment domain were examined through the concordance lines. From the annotations, we categorised the selling points and the type of physical environment they modify, finding 'prosperity' in all physical environment domain promotions. In addition, topography is also promoted through its 'purity' and 'remoteness', whereas non-human species are also promoted through their purity.



**Figure 2:** Frames of Tourism Selling Points in the Indonesian Context

The idea of prosperity refers to the natural wealth of Indonesian tourism destinations. Below is an example of prosperity selling points found on the website.

- 1) Comprising more than 1500 islands off Sorong, Raja Ampat Islands presents otherworldly scenery of steep, lush jungle-covered islands, serene white-sand beaches, treasured lagoons, and pellucid turquoise water. (<https://www.indonesia.travel/>)

The metaphor identified from the example above was 'treasured', which modifies 'lagoons' as one of the destinations promoted in Raja Ampat Islands. The idea of 'something great of wealth and value' in the metaphor 'treasured' cannot be separated from the idea of 'treasure' that is stored up or hoarded. This metaphor strategy frames the Indonesian destination as a place that stores natural beauty, the value of which is compared to jewels and other precious metals. The website casts (potential) tourists as agents with capital who can 'find' the treasure hidden in the destination. This finding resonates with the promotion strategy in *Responsible Travel*, which uses metaphors to frame ecotourism as a valuable object that satisfies tourists' sensory images (Trčková 2016). Nature is portrayed as a static entity that is dichotomised from humans. This selling point strategy is also similar to the Spanish tourism websites, which promote nature-based tourism based on economic diversification and segmentation of tourism development and growth (Malenkina and Ivanov 2018). Indeed, the Indonesian website managed by the Ministry of Tourism and Creative Economy promotes Raja Ampat tourism based on its natural wealth, considering the number of islands and natural sites it owns. The other metaphor source domains promoting prosperity are RELIGION and RESIDENCE.

Indonesia is also promoted through its purity, identified through the metaphors of COLOUR and JUDGEMENT OF APPEARANCE. The concept of 'purity' pertains to the pristine and spotless areas of the destinations. Below is an example of the COLOUR metaphor.

2) On this beach, glittery pink-hued sand perfectly contrasts the mesmerising turquoise waters.  
(<https://www.indonesia.travel/>)

The above sentence promotes East Lombok, West Nusa Tenggara Province. Two direct colour metaphors were identified: 'pink-hued' and 'turquoise'. Both are non-universal metaphors, unlike 'green' and 'blue' in other tourism promotions to represent beach tourism. The 'pink-hued' colour characterises Pink Beach due to the microorganisms on the beach that produce red pigments on the coral reefs. This distinctive feature becomes the selling point of East Lombok. In addition, the 'turquoise' colour is derived from a blue-green gemstone. The colour stimulates the (potential) tourists' imagination of the tropical and clean beach offered on the website. The metaphor strategy provokes the readers' visual sense of the resemblance of the colour of the beach to the beauty of a gemstone. Not only does the colour evoke the visual sense, but it also depicts the pure and clean beach.

The COLOUR metaphors are closely related to the concept of NATURAL PRECIOUS ELEMENTS. The colours 'turquoise' and 'crystal' contain the semantic feature of jewels or gems. The interwoven concept found in colour and natural precious elements shows that the source domains are usually concrete entities. The abstract concept of colour resembles jewels. The interdiscursivity of the present finding with the metaphors used in food products with the metaphor of jewels (Jahameh and Zibin 2023) shows that metaphor is a social cognition perceived by similar speech communities, i.e. advertisers, who share similar experiences, values and beliefs.

In addition to COLOUR, the metaphor of JUDGMENT OF APPEARANCE identified by the MRW 'pristine' also promotes the purity of Indonesian nature, as shown in example (3) below.

3) The moment your barefoot touches the velvet-like sand of the pristine beach, you definitely won't regret the trip! (<https://www.indonesia.travel/>)

The example above promotes Dodola Island, south-west of Morotai Island, North Maluku. In example (3) above, two MRWs were identified: the compound noun 'velvet-like' and the adjective 'pristine'. The 'velvet-like' metaphor projects the soft sand as if the tourists were walking on velvet. The experience offered in example (3) is emphasised by the JUDGMENT OF APPEARANCE 'pristine' to entail the unspoilt beach. However, the notion of 'pristine' cannot be separated from 'civilisation' as the agent that may corrupt or pollute the environment. This strategy dichotomises nature and humans. Indirectly, tourism promotion locates (potential) tourists as the 'civilised' agents who will own and control the site (Francesconi 2008). This finding resonates with Jaworska (2017) on using the 'pristine' metaphor to promote destinations needing development. Morotai Island is an underdeveloped regency with poor infrastructure development policies. Infrastructure development, such as parks, culinary centres, and hotel buildings, can damage the environment. The risk of poor management is dangerous for the mangrove forests (Radianto et al. 2019).



The other selling point of the metaphor in Indonesian tourism is 'remoteness', which refers to a hidden area, often conceptualised as a NATURAL PRECIOUS ELEMENT and COMPARING: UNUSUAL. Below is an example.

- 4) Pari Island is one of the most populated island, yet it still holds a hidden gem, such as the unsullied Perawan Beach, home to diverse coral reefs and breathtaking marine scenery. (<https://www.indonesia.travel/>)

The compound noun metaphor 'hidden gem' was repeated in the promotion. The idea of being 'hidden' triggers the imagination of (potential) tourists to experience nature exploration. With their material capital to fly to Indonesia, the tourists are welcome to 'find' the treasure hidden in Indonesian land. This kind of promotion perpetuates a colonial legacy that is evident in the 'former colonised' countries. The intertextuality of the 'hidden gem' metaphor in other former colonised countries proves that tourism advertisements promote Western stewardship of the ecosystem (Francesconi 2008; Jaworska 2017). Compared to the tourism promotion of formerly colonised countries, the metaphor strategy for tourism promotion of non-colonised countries differs. In European tourism promotion, tourist destinations are conceptualised as the 'hosts'. They are the owners of the destinations, and the tourists are located as the guests (Stepins 2022).

The other metaphor source domain promoting Indonesian 'remoteness' is identified from the COMPARING: UNUSUAL metaphor, as shown in example (5) below.

5) Explore the lush forest as you uncover nature's mysteries. (<https://www.indonesia.travel/>)

WMatrix5 categorises the 'mysterious' metaphor into the COMPARING: UNUSUAL source domain. This strategy is absent in the British, German, and Spanish tourism websites, as well as the West Java tourism website and the Indonesian travel magazine (Jaworska 2017; Krisnawati et al. 2021; W. Pamungkas and Jones 2021; Stepins 2022). Jaworska also investigated tourism websites of countries in the Asia-Pacific region, but found no COMPARING metaphor. Thus, this finding contributes to the evidence that Indonesian tourism is promoted by comparing tourist homes with destinations. The experience of 'exploring' and 'uncovering' nature satisfies their psychological needs. The unfamiliarity of lush forests to the tourists is used as a selling point in the promotion. There is also an interwoven discourse between unfamiliarity and exploration experience. Without explicitly using the metaphor of TASTE/TOUCH, example 5) above commercialises the tourists' experience of interacting with the tourist setting (Belhassen 2020). As a promotional genre, the tourism website impacts the tourists' lived experience and influences their thinking and actions (Kenalemang-Palm 2023). The rewording of nature exploration, hidden gems, and mysteriousness shows the colonial legacy that locates tourism sites as underexplored places waiting for the master to deplete. We can, therefore conclude that the underlying stories of tourism promotion articulate an eco-ambivalent discourse. Despite portraying the country as a safe ecosystem that protects the non-human species, metaphors of human stewardship are palpable in the promotion.

This section shows that Indonesian tourism is mainly promoted by its natural wealth, purity, and remoteness. These three selling points are identified from the metaphor variation, mainly conceptualised as colourful, unusual gems. Interdiscursivity is evident in the analysis. The 'treasure'

metaphor associated with nature, repeated in the promotion, is a powerful tool for shaping readers' cognition and action in tourist destinations. The rewording of 'exploration' and 'hidden treasure', which is palpable in the promotion across tourism websites, perpetuates the colonial legacy. The former colonised countries are projected as static entities waiting for their masters. This finding contrasts with the Western tourism promotion, which is conceptualised as the FRIENDLY HOST.

## 5. Conclusion

This paper has discussed the metaphors and their frames towards Indonesian tourism promotion. Using a more extensive set of data from the Indonesia Travel website, the paper used Sketch Engine and Wmatrix5 to identify the metaphor vehicles, source domains, and target domains. The results show that the metaphor source domains conceptualise Indonesian tourism as a HOME OF COLOURFUL, UNUSUAL GEMS. Indonesia is promoted as an ecosystem that protects its endangered and endemic species. In addition, the Indonesian tourism website also promotes natural beauty by emphasising the visual sense to capture the imagination of tourists. Compared to previous studies, this paper contributes to the expanding maps of both the source and target domains of metaphors in Indonesian tourism, specifically those denoting the environment. This paper also proves the usefulness of corpus-based analysis in identifying the collocational and non-collocational relations of the metaphors.

Generally, the metaphors found frame Indonesian tourism by its prosperity, purity, and remoteness. The intertwined use of COLOUR and NATURAL PRECIOUS ELEMENT metaphors frames the purity and remoteness of Indonesia. This paper also confirms that as a formerly colonised country, the promotional strategies in Indonesian tourism articulate a colonial legacy that locates (Western) tourists as agents or stewards of nature. Ecologically, this promotional strategy articulates an eco-ambivalent discourse. As a part of social practice, tourism promotion should consider humans, the environment, and non-human species as part of an ecosystem. The domination of human stewardship palpable in tourism promotion should be reconsidered in order to promote more ecological awareness.

This paper limits its discussion to promoting the environment on the official Indonesian tourism website, using English textual data. Further research can compare the translation strategies of metaphors in both English and Indonesian tourism on the website. With corpus-based analysis, future researchers can use the parallel corpora of tourism promotion to identify the metaphor shifts in both languages. In addition, researchers can also critique the ideological shift, if any, in tourism promotion from two different languages. Furthermore, future research can extend the analysis by discussing the promotion of culture on the tourism website. This can provide a more comprehensive analysis of the metaphors.

## منظمة السياحة الإندونيسية: تحليل التنوع الأيكولوجي

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### الملخص

تهدف هذه الورقة، من خلال إدماج مجموعات بيانات أكبر عن تشجيع السياحة، إلى (1) تحديد المجازات المستخدمة لتعزيز الطبيعة الإندونيسية و(2) مناقشة أطر الترويج التي تستند إيكولوجياً إلى المجازات المستخدمة، تم تحميل البيانات التي تم جمعها من موقع السفر الإندونيسي على شبكة الإنترنت وتم تحليلها باستخدام WMatrix5 و Sketch Engine، وتفسيرها استناداً إلى الإطار الإيكولوجي - اللغويات الذي اقترحه ستيفي. (2015). وكشف التحليل عن أن الكلمات المتصلة بالمجاز وجدت في العلاقات القائمة على التقاسم والعلاقات غير القائمة على التماثل في شكل تسميات، وأسماء، وأفعال، وصفات مركبة، وأسماء مركبة لتعزيز الطبوغرافيا الإندونيسية، والمتنزهات الوطنية، والأنواع غير البشرية، والأنشطة القائمة على الطبيعة. والمجازات المدروسة تشكل الطابع الإندونيسي موطناً للثقافة المنفردة. ومع ذلك، فإن هيمنة "الرفاهية" و"النقاء" كونها نقاط بيع تعبر عن الإدارة البشرية للنظام الإيكولوجي. وتعبّر مفارقات المعرفة والجاذبية التي تم تحديدها عن طريق المجازات عن خطاب متسامح إيكولوجيا. ثروات إندونيسيا الطبيعية، التي تصورت على أنها "الكنز"، تديم وكالة الاستعمار التي تستضيف الطبيعة.

الكلمات المفتاحية: الجسد، علم اللغة الإيكولوجي، الإطار، الإيديولوجيا، الترويج.

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