Realization of Theme on Malaysia Tourism e-Brochure

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Abstract
E-brochure as one kind of promotion media reaches a vast audience in a short time to promote Malaysian tourism spots. Analyzing the occurrence of themes on e-brochures is expected to help Malaysian tourism providers create interesting and efficient promotion media. The theme works as the glue that structures meanings in a clause. This research aims to analyze themes on Malaysia's tourism e-brochure in the forms of topical, textual, and interpersonal themes. The analysis is done using thematic development proposed by Gerot and Wignell (1994). This research is descriptive qualitative research. The objects are e-brochures of seven tourism spots in Malaysia. They are Langkawi, Penang, Pangkor, Port Dickson, Islands of Johor, Tioman, and Malaysia in general. They are chosen randomly to make the analysis objective. 183 clauses work as the data. The analysis shows that most of the themes in Malaysia's e-brochure are in the form of topical themes. The emergence of topical themes in the analysis is mostly in the forms of nouns and noun phrases. Analyzing types of themes is helpful to make the focus of the meaning of the Malaysia e-brochure delivered well as it plays a crucial role in contributing the coherence on it.

Keywords: Promotion media; systemic functional linguistics; tourism; theme

1. INTRODUCTION

Malaysia offers various tourist spots. It covers islands and beaches tourism and adventures with nature tourism. It also includes artificial tourism spots. The broad range of Malaysia's tourism area makes Malaysia a perfect place to go on holiday. It also matches Malaysia's official tourism tagline, i.e., "Malaysia Truly Asia". Malaysia Tourism Promotion Board (2023) elaborates on the tagline "The country's evolution into a cultural melting pot is evident in its unique blend of religions, traditions, festivals, languages, food, and many more" (*Malaysia Truly Asia - The Official Tourism Website of Malaysia*, n.d.). It can be seen that Malaysia has diverse and various things, starting from its traditions, festivals, and even languages. Tourism is regarded as one factor that

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supports diversity and Malaysia's economy. It makes the economy factor run well. To reach more potential tourists and people to come and visit Malaysia, Malaysia created the Malaysia Tourism Promotion Board which works as an online marketing media. On its website, it covers deals and packages, inquiries, addresses, corporate websites, galleries, disclaimers, terms of use, and e-brochures. The use of e-brochures is expected to help people who want to visit Malaysia have a clear view of what activities they are going to choose and spend in Malaysia. E-brochures are used optimally during the pandemic condition, in which people cannot come directly to tourist places. On Malaysia's e-brochure, there are some features displayed on it, such as maps, photos, and captions. Captions on e-brochures are used to describe the photos and maps clearly. The caption and the structure of e-brochures can be analyzed to ensure that the message in e-brochures is delivered for what it is going to say. Analyzing the occurrence of themes in Malaysia's e-brochure is expected to help tourism providers in Malaysia create interesting and efficient promotional media.

Some previous scholars focused on the research of e-brochure. The first scholar is Furnama and Rosa (2020). They put their focus on verbal and visual elements in the Mandeh Island tourism brochure. Their result is "the brochure has all generic structure which is lead, display, emblem (verbal), announcement, enhancer, emblem (visual), tag, and call-and-visit information" (Furnama & Rosa, 2020). The second research was conducted by Soegotto and Istiqomah (2019). In their research, they highlight the use of e-brochures in entrepreneurship. The result of their research shows an effect as "the use of brochures in communicating is very effective for strategic persuasive" (Soegotto & Istiqomah, 2019). Another research came from Luo and Huang (2015). They use eight move-structural models proposed by Bhatia in the American tourism brochure as their theoretical framework. Their research displays that American tourism brochures utilize eight move-structural models "American tourism brochures apply an eight-move generic model in order: Move 1 (attracting tourists' attention); Move 2 (targeting the market); Move 3 (establishing credentials); Move 4 (highlighting specialties); Move 5 (detailing the tourist destination); Move 6 (offering incentives); Move 7 (providing service in-formation); and Move 8 (soliciting responses). Data of the occurrence frequency of each move and strategy demonstrate that Move 1, 5, 7, and 8 are functioning as essential practices in the brochure writing process while Move 2, 3, 4, and 6 are alternative actions with contributions to the effectiveness of promoting destination image" (Luo & Huang, 2015).

All the previous research focuses on the structure analysis of e-brochures, such as multimodal analysis and genre analysis. None of them puts their focus on the types of themes used in e-brochure. Regarding the gap, this research puts its focus on analyzing the types of themes used in Malaysian e-brochure. This research states the objective is to identify the types of themes in Malaysia's e-brochure. The occurrence of the type of theme is analyzed and elaborated in the findings and discussion.

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2. METHODS

This research put its focuses on several tourism spots in Malaysia promoted by e-brochure on the Malaysia Tourism Promotion Board. There were seven tourism spots used as the object. They were Malaysia; Langkawi, Kedah; Penang; Pangkor, Perak; Port Dickson, Negeri Sembilan; Islands of Johor; and Tioman, Pahang (*Tourism Malaysia*, 2022). All tourism spots used English as their language of promotion on the e-brochure. The seven tourism spots were chosen randomly. The simple random sampling method was implemented because it "was easy to implement and required little knowledge of the population in advance" (*Simple Random Sampling and Systematic Sampling*, n.d.). In collecting the data, the seven tourist places were collected on the website https://ebrochures.malaysia.travel/ , then they were separated into clauses. After getting the data, it was then analyzed using Gerot and Wignell's three types of themes. The three types of themes proposed by Gerot and Wignell were ideational theme, interpersonal theme, and textual theme. An ideational theme or topical theme usually comes at the beginning of a clause. It could be in the forms of nominal group complex, adverbial group, prepositional phrases, or embedded clauses. There were two different types of topical themes, i.e., unmarked dan marked topical themes. The unmarked topical theme was placed as the subject, while the marked topical theme was not always in the subject place. The textual theme dealt with context. It could be in the form of continuative and/or conjunctive adjunct and conjunction. The interpersonal theme could be in the forms of modal adjunct, vocative, finite, or Wh-element (Gerot & Wignell, 1994). Halliday, in Forey (2002), added a description of the three types of themes. Ideational themes functioned to build an experience model, interpersonal themes worked to make use of social relationships, and textual themes built a connection with context (Forey, 2002). Classifying types of themes and the forms of occurrence was the last step in analyzing the data. Finally, the result of the analysis was concluded.

3. FINDINGS AND DISCUSSION

The result of the analysis was presented in the types of themes of seven Malaysian tourism spots on e-brochure. There were 183 clauses in total. The analysis was done in the division of each type of theme. There were three types of themes in Systemic Functional Linguistics (SFL). They were ideational, interpersonal, and textual themes (Gerot & Wignell, 1994). Seven Malaysian tourism e-brochures contained 183 clauses. They were then analyzed and categorized into three types of themes.

3.1 Textual Theme

Textual theme is one type of theme in Systemic Functional Linguistics. Gerot and Wignell elaborate on the textual theme as "relate the clause to its context" (Gerot & Wignell, 1994). Halliday, in Forey, added some information on textual themes. He added that textual theme dealt with "creating relevance to context" (Forey, 2002). It could be said that textual themes worked to build cohesion in clauses. There were 21 themes

(11,48%) regarded as textual theme. The existence of textual theme showed up in various forms, such as conjunction and Wh-word.

a) Conjunction

Conjunction functioned to combine two clauses or more. In Systemic Functional Linguistics (SFL), conjunction worked more than that. It could be used to make clauses in cohesion and to maintain the relevance of clauses with the context. The occurrence of conjunction as a textual theme is shown in the table below.

Table 1. Occurrence of Conjunction as Textual Theme

Clause	Textual Theme	Rheme
5	Beneath the aquamarine waters	are a fascinating world of corals and marine life waiting to be discovered.
22	while visitors to Tengah Beach	can hire a boat and go island hopping.
30	For those shy of the sea,	hop into a glass-bottomed boat and watch the underwater world unfurl below.
79	However, others believe it	may have been a memorial to Pang Kui, a legendary Chinese adventurer said to have lent his skills in seamanship to the bands of pirates this island once sheltered.
138	For some adventure,	hike through the jungle trails leading to unspoilt mangrove swamps.

Most of the textual themes in Malaysia's e-brochure came in conjunction. It might happen because there was information in a clause that was going to be delivered to the audience, so the use of conjunction could help the clause be delivered clearly.

b) Additive

Additive meant adding more information to the clause. One phrase that was commonly used to show addition was the word "and". In Malaysia's e-brochure, there was one clause that uses additive in the theme.

Table 2. Occurrence of Additive as Textual Theme

Clause	Textual Theme	Rheme

| 32 | and cataramans | takes one hour. |

The additive was not widely used in Malaysia e-brochure because the additional information was delivered by using conjunction, instead of additive.

c) Conditional
Conditional was used to show something in a specific condition. The most commonly used to show conditional was the word "if", but there were other words that could be used to show conditional, such as "as" and "as if". Only one clause on the Malaysia e-brochure used conditional as the textual theme.

Table 3. Occurrence of Conditional as Textual Theme

Clause	Textual Theme	Rheme
52	As the sun sets, Batu Feringghi	comes alive with a carnival-like atmosphere with an open-air bazaar selling anything from ornate curios to enticing mementos.

Conditional was not preferably used on Malaysia e-brochure because the purpose of e-brochure was to display the real condition, while conditional was commonly used to show something in a specific condition. The lack use of conditional on the e-brochure could convince potential tourist about the activities in the tourism areas.

d) Causal
Causal related to action as a cause. In Malaysia's e-brochure, there was only one clause that implemented causal in the textual theme.

Table 4. Occurrence of Causal as Textual Theme

Clause	Textual Theme	Rheme
71	To experience the charms of Penang	take a city tour for a glimpse of its nostalgic past.

The single occurrence of causal textual theme might happen because the purpose of making an e-brochure was to describe the tourism areas, not to cause another event to come up.

3.2 Ideational/Topical Theme
An ideational/topical theme is another type of theme that relates to the idea of a clause. Halliday, in Forey, defines ideational/topical theme as "construing a model of experience" (Forey, 2002). Gerot and Wignell divided ideational/topical themes into two

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types, i.e., unmarked and marked topical themes. The two topical themes were elaborated as "In the unmarked case, the topical theme is also the subject. A topical theme that is not the subject is called a marked topical theme. The term marked is used because it stands out. It attracts attention because it is not what we normally expect to find." (Gerot & Wignell, 1994). It could be seen that the ideational/topical theme brought the idea of a clause. It could be in the form of the subject which was called an unmarked topical theme, and a non-subject place called a marked topical theme. Most of the clauses in Malaysia's e-brochure used topical themes in their clauses. There were 161 themes (87,98%) that worked as topical themes. The occurrence of topical themes showed up in two types and various forms, such as nouns, prepositional phrases, personal pronouns, referential, etc.

3.3 Unmarked Topical Theme

There were seven linguistic forms used to represent the unmarked topical theme in Malaysia's e-brochure. They were demonstrative pronouns, dependent clauses, existential, nouns, noun phrases, personal pronouns, and referential.

a) Demonstrative Pronoun

A demonstrative pronoun is a pronoun referring to a noun and its position. The occurrence of demonstrative pronouns as an unmarked topical theme showed up in the table below.

Table 5. Occurrence of Demonstrative Pronoun as Unmarked Topical Theme

Clause	Topical Theme	Rheme
25	There	are plenty of water sports available on this popular beach providing fun and excitement for all.
35	There	is a host of themed attractions in Langkawi providing excitement for young and old travelers alike.
145	These islands	boast beautiful beaches with shady cool trees and clear waters.
167	Those without a strong affinity to water	can still enjoy these sights in a glass-bottomed boat.

Some clauses in Malaysia's e-brochure used demonstrative pronouns as their theme because demonstrative pronouns functioned to point to specific objects on the e-brochure.

b) Existential

Existential refers to the existence. Existential in unmarked topical theme aimed to tell the existence of something. In Malaysia's e-brochure, there was only one existential in an unmarked topical theme.

Table 6. Occurrence of Existential as Unmarked Topical Theme

Clause	Topical Theme	Rheme

170	There	are several villages scattered around the island's coastline, the larger ones being Salang, Tekek, Genting, Paya and Juara.

A single occurrence of existentialism as the theme in Malaysia's e-brochure might happen because most of the clauses on the e-brochure placed the subject first and in a specific subject.

c) Noun

The noun refers to any class of person, place, or thing. Some clauses in Malaysia's e-brochure used nouns as unmarked topical themes.

Table 7. Occurrence of Noun as Unmarked Topical Theme

Clause	Topical Theme	Rheme
8	Langkawi	is the largest of a multitude of islands that lie off the coast of Kedah state, in the far northwest of Peninsular Malaysia.
27	Restaurants	serve a variety of local and international fare with live music and energetic ambience.
45	Penang	is one of Malaysia's most famous resort destinations.
99	Lumut	is a 4-hour drive from Kuala Lumpur via the North-South Highway.
166	Marine life such as Napoleon fish, golden striped trevally, bumphead parrotfish and shoals of fusiliers	swim playfully in the depths.

Some clauses (31,15%) used nouns as their theme. It might happen because they named the object, place, or person specifically, for example, Penang, Lumut, and restaurants. It was chosen to make readers easy to notice and identify the object, place, or person.

d) Noun Phrase

Noun phrases consisted of determiners and nouns. In Malaysia's e-brochure, there were some noun phrases emerged as the theme.

Table 8. Occurrence of Noun Phrase as Unmarked Topical Theme

Clause	Topical Theme	Rheme
9	The island	comprises a archipelago of 99 islands

39	Some handicraft centers	have batik workshops for visitors to try their hand at batik-painting.
90	The privately-owned island resort	boasts one of the finest beaches in the Straits of Malacca.
124	The magical islands of Johor	are endowed with crystal clear waters, powdery white sand and colorful marine life.
176	This village	is the gateway to Tioman by air and sea.

Some clauses used noun phrases as their theme. The reason for choosing a noun phrase as the theme was similar to choosing a noun, i.e., to name a specific object, place, or person, but a noun phrase introduced a noun or pronoun as its head.

e) Personal Pronoun

Personal pronoun relates to the pronoun. There are some definitions of personal pronouns. One of them defines personal pronouns as "pronouns that refer to a specific person or thing in a sentence and can be divided into two groups: nominative and objective" (Tutoring and Writing Services, n.d.). The occurrence of personal pronouns as a theme in Malaysia's e-brochure emerged in some clauses.

Table 9. Occurrence of Personal Pronoun as Unmarked Topical Theme

Clause	Topical Theme	Rheme
100	It	can be reached by taxi or bus from Ipoh, Kuala Lumpur or Butterworth.
135	They	are accessible from the Tanjung Leman jetty, 60km from Mersing.
177	It	is also the closest village to the Berjaya Tioman Beach, Golf & Spa Resort, the island's only five-star accommodation.

Some clauses in Malaysia's e-brochure used personal pronouns as their theme because personal pronouns functioned to replace the noun in the clause. Using personal pronouns could serve as a good way to help e-brochure producers avoid noun repetition.

f) Referential

Referential meant referring to a specific phrase. The use of referential on Malaysia e-brochure was shown in some themes. They referred to the previous clause.

Table 10. Occurrence of Referential as Unmarked Topical Theme

Clause	Topical Theme	Rheme
56	The numerous luxury resorts here	offer a relaxing seaside getaway.
68	Both of these beaches	are only accessible by boat or by hiking trails from Teluk Bahang.
102	Its proximity to the nation's capital and ample accommodation facilities	make it a preferred destination for a host of events and recreation.
122	The museum here	offers glimpses of the town's history.
164	Its warm waters and good visibility	make it a paradise for underwater explorations.

Some clauses in Malaysia's e-brochure used referential because it could help convey objective and precise details of the context in a clause. The use of referential, such as "its", "these", and "here" helped readers refer to the theme with the correct details.

3.4 Marked Topical Theme

There were three linguistic forms used to represent marked topical themes in Malaysia's e-brochure. They were adverbial phrase, prepositional phrase, and complement.

a) Adverbial Phrase

Adverbial phrases consist of adverbs and qualifiers. The occurrence of adverbial phrases as a theme in Malaysia's e-brochure emerged in some clauses.

Table 11. Occurrence of Adverbial Phrase as Marked Topical Theme

Clause	Topical Theme	Rheme
119	Built in the 16th century, this lighthouse	was used to guide vessels sailing to Melaka, then a thriving port-of-call in the region.
161	Until today, the island	bears a startling resemblance to a sleeping dragon.

Some clauses in Malaysia's e-brochure used adverbial phrases to add or modify the theme, such as giving a detailed date or time. It might happen to highlight the important date, time, or place to the readers.

b) Prepositional Phrase

Prepositional phrases consisted of prepositions and the object it affected. The occurrence of prepositional phrases as a theme in Malaysia's e-brochure emerged in some clauses.

Table 11. Occurrence of Prepositional Phrase as Marked Topical Theme

Clause	Topical Theme	Rheme
19	On the western coastline of Langkawi	lie the beaches of Datai, Kok, Burau Bay and Tengah.
62	Further west from Teluk Bahang	are several beaches which lie off the beaten track.
118	Close to Blue Lagoon	is Cape Rachado or Tanjung Tuan Lighthouse.
121	To the northeast of Port Dickson	is the Lukut Fort, erected to protect the tin-rich town of Lukut.
155	Nearby beaches of Penyabong, Air Papan, Teluk Buih and Tenglu	are also worth visiting.

Some clauses in Malaysia's e-brochure used prepositional phrases to add or modify the theme by giving detailed prepositions of the subject. The use of specific locations was seen in many themes in Malaysia's e-brochure.

c) Complement

The function of complement was to complete a predicate in a clause. The occurrence of complement as a theme in Malaysia's e-brochure emerged in some clauses.

Table 11. Occurrence of Complement as Marked Topical Theme

Clause	Topical Theme	Rheme
51	Dubbed the Feringghi Walk, the bazaar	offers shoppers a host of souvenir items.
140	Famed for its tall palm trees, white sand and secluded coves, this	is the ideal tropical getaway.
156	Hailed as one of the best island getaways in the world, Tioman	is famed as the setting for "Bali Hai' in the Hollywood musical, South Pacific.

Some clauses on Malaysia's e-brochure used to complement. Complement was chosen as it completed the meaning of the clause.

3.5 Interpersonal Theme

The last type of theme was the interpersonal theme. The function of interpersonal themes was to make use of social relationships (Halliday, in (Forey, 2002)). Gerot and

Wignell added that interpersonal themes can be in the forms of "modal adjunct, vocative, finite, or Wh-elements" (Gerot & Wignell, 1994). There was only one clause in the Malaysia e-brochure that used an interpersonal theme. It was in the form of polarity.

Table 11. Occurrence of Polarity as an Interpersonal Theme

Clause	Interpersonal Theme	Rheme
76	Not to be missed when visiting this island	are the spectacular street art and wrought-iron markers scattered around the heritage city of George Town, particularly along Armenian Street.

Polarity emerged as an interpersonal theme in Malaysia's e-brochure. It emerged as a way to measure negative or positive emotion in the clause. A single occurrence of polarity showed that Malaysia's e-brochure preferred to use positive clauses in elaborating its business.

4. CONCLUSION

Malaysia e-brochure applies three types of themes proposed by Gerot and Wignell. They are textual, topical, and interpersonal themes. Textual theme shows up in forms of conjunction, additive, conditional, and causal. The topical theme emerges in demonstrative pronoun, existential, noun, noun phrase, personal pronoun, referential, adverbial phrase, prepositional phrase, and complement. Interpersonal themes can be seen in forms of polarity. Most clauses on Malaysia's e-brochure use topical themes as their preference. Knowing the theme used in Malaysia e-brochure gives readers a clear view of what the text is going to be about

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