

Illocutionary Speech Acts on Balinese Hospitality Advertising Discourse in Russian: A Pragmatic Study

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Abstract—This study aims to determine the types of speech acts, speech forms, and implicatures used by advertisers in promoting hotels as places to stay for tourists while on holiday in Bali. Advertising discourse as much as 50 data were analyzed using speech act theory. The method used in this study is a qualitative method with a pragmatic approach. The results of this study indicate that discourse on Bali hospitality advertisements on the internet consists of 27 assertive, 20 commissive, and 3 directive speech acts. As for the form of speech, most of the discourse on hotel advertisements is indirect speech acts. This is because in the existing hospitality advertising discourse there are still many utterances stated implicitly. The conventional and unconventional implicatures from this hotel advertisement are information, suggestions, invitations, and offers. By knowing this, advertisers can optimize their advertising speech acts to make it more informative, persuasive and commercial.

Index Terms—speech acts, illocution, implicature, advertising, Russian

I. INTRODUCTION

Research related to speech acts in advertising discourse has indeed been carried out extensively, both in the field of tourism and other fields, involving foreign or local languages. However, researchers have not found research on Balinese hospitality advertising discourse on the internet that uses Russian in it. Even though many similar studies have been found, in this article, only 3 articles will be presented as references. The first is a journal article by Ivanova (2011) entitled "*Kommunikativno Pragmatičeskie Aspekty Textov Internet-Reklamy*" or 'Communicative-Pragmatic Aspects of Internet Advertising Texts'. The author explained that to convey messages to readers, linguistic and non-linguistic aspects can be considered. For linguistic aspects, there are internal and external structures of the characteristics of advertisements on the internet that must be considered. The internal structure referred to is related to speech acts in internet advertising texts which are divided into locutionary, illocutionary, and perlocutionary speech acts. The author explains that these three things are one unit in the preparation of ad text that cannot be separated. The external structure of internet advertising text includes the characteristics of the sender, recipient, message form, communication channel, code, theme, and context. All of these are determined by the capability of the internet as a global communication medium. For research on internet advertising texts, Searle's speech act theory was used which includes directive, representative, commissive, expressive, and declarative speech acts.

Furthermore, we also refer to an article entitled "*The Main Features of Speech Acts Usage in Food Advertising Discourse*" written by Strizhkova et al. (2018). In her article, she explained how important the food industry is in the world today and what are the roles and strategies of producers in advertising food to consumers by using speech act aspects in it. The article analyzed 1,240 food advertisements in Russian and 1,230 food advertisements in English using Austin and Searle's speech act theory. The conclusion is that directive speech acts are the most widely used type of illocutionary act in food advertisements. This is because the main intention of the advertiser is to attract the attention of customers through the representation of the advertised product features and encourage them to buy it.

The next article relevant to this research is entitled "*Bali Tourism Advertisements: A Linguistic Analysis*" written by Pratiwi (2019). The article describes the linguistic characteristics used in accommodation advertisements and describes how the situational context is very influential in advertising discourse. The data in this study were taken from hotel,

villa and resort advertisements published in tourism magazines, such as *Bali and Beyond*, *Bali Now* and *Hello Bali*. The results of the study show that accommodation advertisements have high registers because advertisers use formal linguistic features more often than informal ones. Most advertisements use persuasive sentences to promote their products and to convince consumers to buy their products.

Referring to the three articles that are relevant to this research, we see that there are similarities between this research and previous studies, which is examining advertising discourse using speech act theory. The difference lies in the object of study and the data sources analyzed. In addition, this study describes in detail the types of speech acts, speech forms, and implicatures in Russian Balinese hospitality advertising discourse, specifically on the internet. This difference is certainly a novelty of this research, but it cannot be denied that this research is a continuation of previous research and can be a reference for subsequent research.

Technological advancement, one of which is the internet, has brought people various conveniences, including those related to knowledge and information in the economic, educational, political, social, tourism, arts and cultural fields. One of the contents that are often found on the internet is advertising. When we speak about advertising, it cannot be separated from the use of language. Language has two forms, namely spoken and written. Supporting this, Halliday (1994) suggests that written language is used for action, information, and entertainment (Nunan, 1992; in Pratiwi et al., 2018). Advertising language is a language that focuses on persuading people to buy a product or service. This study generally aims to find the language features of Russian Balinese hotel advertisements on the internet media.

In advertisements, speakers try to show some facts about the product by showing details and explaining them one by one in a very persuasive way, so that the recipient of the message will be interested in the product and ultimately decide to buy it (Seli et al., 2021).

In this digital era, many tourism agents, such as Balinese tourism agents, use internet facilities as a promotional medium. This is based on the premise that promotion via the internet is seen as easier, cheaper and more practical. Currently, digital marketing is seen as more common because almost every individual today uses internet facilities as a medium of communication (Wiranatha & Oka, 2016). One of the promotions on the internet media is in the form of Bali hospitality advertisements in Russian which are specifically aimed at Russian tourists.

The reason we raised Bali hospitality advertisements as the object of this research is that Bali is one of the tourist destinations visited by many tourists, both local and foreign. Everyone is fascinated by the beauty of the Island of the Gods, including tourists from the Land of the Red Bear. Although thousands of kilometers apart, Bali is a popular tourist destination for Russians. With visits from Russian tourists showing an increase from time to time, Bali must prepare itself to be able to receive Russian tourists well, and hospitality is one of the accommodations needed by tourists as a place to stay while on the island of Bali. The visitor data of Russian tourists to Bali are obtained from the Central Bureau of Statistics for the Province of Bali.

Reppen et al. (2002) stated that advertising language is very complex, both in terms of word choice and sentence structure. Advertising is a persuasive communication that can change people's minds and behavior. Advertisements are structured in such a way, delivered with interesting words or sentences to make people curious and interested in the product. Advertisers will also build a positive product image to convince people to choose or buy the products they offer (Pratiwi, 2019).

Hoteliers have made every effort to arrange advertisements with attractive designs. The use of the Russian language in advertising text is more targeted and in accordance with the rules for writing the Russian language, even in terms of competitive pricing. This is intended for the sale of products that meet expectations. However, based on observations so far, many Russian tourists feel dissatisfied and misunderstand the contents of the advertisements they read with what they receive in the field, so this often creates disputes between hotel producers and their consumers. Based on this background, the researcher feels it is important to conduct research with the title "Illocutionary Speech Acts on Balinese Hospitality Advertising Discourse in Russian: A Pragmatic Study".

II. REVIEW OF LITERATURE

A. *Bali Tourism*

Tourism is seen as one of the driving forces for regional development (Chen & Tsai, 2007), including Bali which is one of the islands in Indonesia which is still the prima donna of local and foreign tourists. There are many things that make Bali different from other tourist destinations, including the building of temples which exist in almost every corner of Bali and the Subak irrigation system, which is a traditional procedure for irrigating rice fields passed down from our ancestors (Putra & Hitchcock, 2021). This is what makes Bali so unique and attractive.

Bali with all its unique culture and people, combined with the harmonization of exotic natural landscapes and people's creativity, can be the basic capital for developing tourism that has a competitive advantage (Arianto et al., 2022). Russian tourists visiting Bali as an international tourist destination have experience expectations of natural charm and especially cultural uniqueness (Ginaya et al., 2018). Before they decide on Bali as their tourist destination, of course, there are many sources of information that they use as a reference so that what they hope for can be realized, one of which is through tourism promotion.

B. *Pragmatics*

Advertisement is very closely related to pragmatic analysis. Leech (2011) says that Pragmatics is the study of meaning in relation to speech situations. Leech also argues that pragmatics as a field of study in linguistics has a close relationship with semantics. This linkage is caused by the object studied, both pragmatics and semantics and both study the meaning of language. This is then followed by the opinion of Wijana (2011) who says that pragmatics is the study of language which is bound by context. So, the use of language depends on the situation and conditions when the speech takes place (Khairina & Pristiwati, 2021).

Advertisements are interesting to analyze because almost everyone knows and sees advertisements in their daily lives, and the language used in advertisements is very unique (Pramawati, 2019). Aiming to inform and persuade people to use the company's products and services, advertisers must write a text that is easy to understand. For this reason, advertisers must understand pragmatics, especially related to speech acts. Furthermore, pragmatics is closely related to the use of the language of the speaker whose language is very much bound by the context and culture of the speaker himself (Basra & Thoyyibah, 2017). Speech acts in linguistics and philosophy of language are utterances that have a performative function in language and communication (Arrosid & Munandar, 2018).

C. Advertising

The ad text is structured in such a way that takes into account linguistic elements so that the message the advertiser wants to convey can be well received by the ad recipient (Strizhkova et al., 2018). Dyer (1982) defines advertising as a means to "draw attention to something, tell or tell someone something" (p. 2). The act of 'calling attention' or 'informing' can be done by word of mouth to an individual or a group of individuals (Chiluwa, 2007, p. 29).

Advertising text contains utterances that are monologue in nature since the utterances only come from one source. In addition to this, there is still very little research that specifically examines the role of illocutionary speech acts in monologue texts (Stede & Peldszus, 2012).

D. Speech Acts

With regard to context, Searle (1969, 1979) agrees with Austin on the fact that the success of a speech act is determined or supported by the context considered by the speech participant (Sbisa, 2002). Meanwhile Leech (1983) states that context is any background knowledge or information that is assumed and shared by speakers and listeners or that contributes to a speech that results in interpretation. Likewise, in understanding the text of Balinese hospitality advertisements, the similarity of background and knowledge between advertisers and tourists will support the success of speech acts that lead to product purchases.

Furthermore, Cutting (2002) divides context into three types. The first type is the situational context which explains that speakers and listeners know what is around them. Advertisers and tourists already know each other and are aware that they are in a tourist environment or destination. The second type is the context of background knowledge that is known by speakers and interlocutors of things that exist in this world, including when advertisers and tourists have knowledge related to hospitality, starting from the type of hotel, its facilities, rules and policies, and price for each type of room. Finally, the co-textual context is the knowledge possessed by speakers, in this case, the ability of advertisers to convey their product offers in writing (Arrosid & Munandar, 2018).

Yule (1996) stated that speech acts include apologies, compliments, or requests made through speech and are classified into 3 types, namely locutionary acts, illocutionary acts, and perlocutionary acts. Furthermore, Austin (1962) defines locutionary acts as the words actually spoken by the speaker, or the act of saying something (Witek, 2015). Locutionary acts are acts of saying something or actions of producing speech (Dylgjeri, 2017). There are Bali tourism advertisements on the internet which are only informative in nature and do not intend to influence consumers to buy the product being promoted. This can be seen in the advertisements which contain information about the geography of Bali, the people of Bali, climate, weather, flora and fauna, Balinese culture, and so on.

The illocutionary acts refer to certain actions taken by the speaker when he says something (Haucsa et al., 2020). This can be seen in the Balinese hospitality advertising discourse which explicitly informs and describes a hotel and all the things that complement it. Advertisers using interesting diction try to offer their products and invite consumers to buy them.

Searle highlighted that speech acts are presented in situations of actual language use. Therefore, he said that the basic assumption of speech act theory is communication as the smallest unit in humans which is the implementation of certain types of actions (Bayat, 2013). Searle divides the types of illocutionary speech acts based on the strength of meaning that exists in these illocutionary acts (Saragi et al., 2019). Illocutionary acts are closely related to the intent of the speaker, for example declaring, asking, promising, asking, giving, ordering, threatening, and so on (Arrosid & Munandar, 2018).

Searle (1979) distinguishes speech acts into five types: 1) Representative (Assertive) Speech Acts; 2) Directive Speech Acts (Impositive); 3) Expressive Speech Acts (Evaluative); 4) Commissive speech acts; 5) Declarative Speech Act. Of these five types of speech acts, each has its own characteristics with an emphasis on its meaning (Sholihatun, 2019). This illocutionary speech act can be seen in hotel advertisements which contain information about the hotel, starting from the name of the hotel, the time it was founded, the location, the distance from the airport, and all the facilities in it, including the types of rooms and the price of each this type of room. The advertisement indirectly invites tourists to buy the products offered. The perlocutionary speech acts can be seen in hotel advertisements which contain

various product offers with all things that attract attention. For example, the ad that contains rooms with a discounted price for a limited period really influences tourists to book the room.

Speech of course can be done directly or indirectly. This is in line with Searle's (1979) statement in Simon and Cartis (2015) which states that speech acts can be carried out directly; an illocutionary act is performed directly by an utterance, or indirectly by performing an illocutionary act directly and doing something else indirectly. The difference between direct and indirect speech acts is based on the observation that sometimes there is a difference between what is intended and what is produced (Geukens, 1978). Direct speech acts will occur if there is a direct relationship between speech structure and function (Oktadistio et al., 2018). Indirect speech acts are not only found in spoken conversations, but also in written advertisements (Prastio et al., 2021).

E. Implicature

In the use of language, the meaning contained in it often cannot be understood clearly just by looking at the elements or units that make it up. The meaning of speech acts can only be understood through conversational implicatures. Conversational implicature is formed from a combination of language and situation (Black, 2011). Implicature is closely related to meaningful conventions in the communication process. It is used to understand the difference between "what is said" and "what is implied". What is said can be understood based on the language used, while what is implied can only be understood based on the surrounding context. Thus, what is said refers to the meaning of language, while what is implied refers to the implicit meaning of the utterance. Therefore, implicature shows the difference between what is said and what is meant (Amrullah, 2015).

Based on this statement, we believe that Balinese hospitality advertising discourse written in Russian can be understood by Russians who can understand Russian well. As for the intent of the advertising discourse, Russians can understand it based on the context that surrounds it.

III. METHODS

The method used in this study is a qualitative method with a pragmatic approach. A pragmatic approach is needed to find out the types of speech acts, speech forms, and implicatures of Balinese hospitality advertisement discourse in Russian on the internet.

The source of the data used in this study is the discourse of Balinese hospitality advertisements in Russian on the internet. The data in the form of discourse on Balinese hospitality advertisements were taken by us from various sites on the internet for the 2016-2020 period. The period chosen by us was based on the reason that during this period, Russian people increasingly used internet facilities as a source of information, including in obtaining information regarding tourist destinations and hotels as one of the accommodations needed for travelling. However, many Russian tourists still rely on sources of information through word-of-mouth from family or friends to determine the hotel they will choose as a place to stay while on vacation.

The data collection techniques of sorting and note-taking techniques are used. The initial step taken by us was to collect as many Balinese hospitality advertisements in Russian on the internet as possible. The 50 data on hotel advertisement discourse that was collected were sorted and grouped according to the type of speech act, the form of the speech, and the implicature, and the data were analyzed.

The data analysis technique in this study was carried out as follows: 1) To determine the type of speech act, we analyzed each data that contains pragmatic embodiments, whether the data has the meaning of reports, statements, mentions, orders, invitations, suggestions, requests, prohibitions, news, order, congratulations, anger, shock, hatred, termination, cancellation, or permission; 2) To find out the form of speech, we analyzed each data by looking at the contents of the advertising discourse as a whole. If in an advertising discourse there is a text that explicitly promotes the hotel, then the advertising discourse has a direct speech form. Meanwhile, if in an advertising discourse there is no text that explicitly promotes the hotel, then the advertising discourse has the form of indirect speech; 3) To determine the implicature, the researcher analyzes each data by reading the entire advertising discourse and determining the implicit meaning that exists in the hospitality advertising discourse.

The technique of presenting the data in this study is an informal method by presenting data with detailed and thorough sentence exposure. To know the amount of data based on a predetermined classification, we present the data in the form of tables.

IV. RESULTS AND DISCUSSION

The following data are analyzed with the classification made by Searle regarding illocutionary acts based on 5 criteria, such as a) Assertive: this illocution is bound to the truth of the proposition expressed, for example: stating, proposing, bragging, complaining, expressing opinions, reporting, telling, suggesting, and demanding; b) Directive: this illocution aims to produce an effect in the form of an action performed by the speaker. These illocutions are for example ordering, requesting, demanding, and giving advice; c) Commissive: this illocution is tied to future actions, for example, promising, offering, and making vows; d) Expressive: this illocutionary function is to express the psychological attitude of the speaker towards the situation implied in the illocution, for example, thanking, congratulating, apologizing,

criticizing, praising, condoling, and so on; e) Declarative: the success of illocution will result in a match between the contents of the proposition and reality, for example, resigning, baptizing, firing, naming, punishing, isolating, raising (employees), and so on (Rosyidi et al., 2019). In addition, the data will also be analyzed based on the form of speech and its implicature.

TABLE 1
ILLOCUTIONARY SPEECH ACTS TYPE, SPEECH TYPE, AND IMPLICATURE IN BALINESE HOSPITALITY ADVERTISEMENTS IN RUSSIAN ON THE INTERNET
(TOTAL AD DISCOURSE: 50 DATA)

Illocutionary Speech Acts Type	Amount	Total
Assertive		27
- Reporting	-	
- Stating	23	
- Mentioning	4	
Directive		3
- Ordering	-	
- Inviting	-	
- Suggesting	3	
- Asking	-	
- Forbidding	-	
Commissive		20
- Reporting	20	
- Ordering	-	
- Inviting	-	
- Asking	-	
- Forbidding	-	
Expressive		
- Congratulating	-	
- Angry	-	
- Surprised	-	
- Hateful	-	
Declarative		
- Deciding	-	
- Cancelling	-	
- Forbidding	-	
- Allowing	-	
Speech Acts Total Data		50
Speech Type	Amount	
Direct	16	
Indirect	34	
Speech Form Total Data		50
Implicature	Amount	
Conventional	16	
Nonconventional	34	
Implicature Total Data		50

In the following, 4 examples of data analysis will be presented from 50 ad data that have been collected and analyzed.

1. Курортный отель Melia Bali — экзотическая красота и великолепие острова Бали. Поддайтесь чарам тропической природы, проведя свой отдых в курортном отеле Meli á Bali — райском храме отдыха, который непременно покорит Вас своим особым теплом и эксклюзивными услугами.

‘Melia Bali Resort - the exotic beauty and splendor of Bali. Let yourself be enchanted by tropical nature by staying at Meli á Bali Resort, a temple of heavenly relaxation which will surely captivate you with its warmth and exclusive service’.

The advertising text was taken from <https://skyekspert.ee/ru/hotel/melia-bali/>.

By referring to Searle's (1969) theory of speech acts, the ad text above can be categorized as assertive speech acts. It is said so because in the speech there are sentences that are informative, superior, and suggesting. It is informative because the ad text reports that Melia Bali is one of the exotic hotels in Bali. If potential tourists search further for the location of this hotel, information will be obtained that the hotel is located in the Nusa Dua area. The Nusa Dua area is a very beautiful hotel area and most of the tourists who stay at the hotel come from the upper economic level. In addition, the sentences in the ad text are proud or superior to the Melia Bali hotel. This can be seen from the clause *райском храме отдыха, который непременно покорит Вас своим особым теплом и эксклюзивными услугами* ‘temple of heavenly relaxation which will surely captivate you with its warmth and exclusive service’. In this clause, it is written that Melia Bali is a very enchanting hotel that can provide exclusive services. In fact, every hotel will provide services in accordance with hospitality service standards. The existence of this clause is intended so that ad readers, in this case, Russian tourists, can imagine the beauty of the hotel and are interested in choosing it as a place to stay in Bali.

Based on the form, the speech in the ad text can be categorized as direct speech acts. It is a direct speech act because in the ad text it is clearly stated that the Melia Bali hotel is an exotic hotel and a representation of the splendor of the

island of the Gods. There is also a clause whose meaning is imperative to advise tourists to stay at the hotel, such as the clause *Поддайтесь чарам тропической природы, проведя свой отдых в курортном отеле Meli á Bali 'Let yourself be enchanted by tropical nature by staying at Melia Bali Resort'*.

The implicature of this speech is that tourism agents offer Russian tourists to stay at the hotel. Even though there are no performative verbs that explicitly offer these products, with statements that brag about the beauty of the hotel building and exclusive services, it can be interpreted that the advertisement is promoting the Melia Bali hotel and hopes that Russian tourists will choose it as a place to stay.

2. Это неординарный отель, расположенный в Семиньяке. По достоинству The Oberoi, Bali смогут оценить любители истории и древних цивилизаций. Изысканный стиль, в котором ощущается историческая нотка, подарит незабываемый отдых на берегу океана. Оригинальность гостиницы в том, что на его территории собрана великолепная коллекция антиквара.

'This is an amazing hotel located in Seminyak. History and ancient civilizations lovers will be able to appreciate The Oberoi, Bali. Modern style with a touch of history will give you an unforgettable vacation by the sea. The originality of this hotel lies in the extraordinary collection of antiques collected from its vicinity'.

When it comes to places to stay in Bali, The Oberoi hotel is one of the hotels that is quite well-known and attracts many tourists. This is because the hotel is located in the center of the famous crowd in Bali, namely in the Seminyak area. Seminyak is a tourism area in Bali in form of a beach resort area. In this tourist area, it is very easy for tourists to find luxury resorts, luxury restaurants and private villas.

About 20 years ago, most of the tourists who vacationed on the island of Bali did not know the name Seminyak. This is because previously the area was a remote area separated by paddy fields and fields from the Kuta and Legian areas. The rapid development of highway infrastructure that unites this tourist area with Kuta and Legian has turned this area into a favorite tourist destination, especially for tourists who like nightlife and culinary tourism.

The Seminyak area is very strategically located because it is close to the tourist area of Legian and tourist attractions of Kuta Bali. When compared to the Kuta and Legian areas, Seminyak offers a more luxurious resort area and the atmosphere is much calmer. Here, tourists can also easily find upscale boutiques along the main roads in the Seminyak area. Apart from luxury boutiques, along Jalan Petitenget and Jalan Kayu Aya there are restaurants with international chefs that offer a variety of menus. Most of the menu is Western food, although several restaurants serve Indonesian food.

During the day, the beach in Seminyak is not as busy as Kuta beach, Pandawa beach or Melasti Ungasan beach. But before sunset, tourists who like nightlife start arriving. Along the edge of the beach began to look beautiful lighting and music.

The advertisement written above is taken from <https://travel.miruvashihnog.ru/5-zvezdochnye-oteli-na-bali.html>. Referring to Searle's (1969) speech act theory, the ad text speech above can be categorized as an assertive speech act as well as a commissive speech act. It is because in the speech there are sentences that are informative, bragging, suggesting, as well as affirming. It is informative because the ad text proclaims that The Oberoi is one of the extraordinary hotels with historical nuances in Bali. If potential tourists search further for the location of this hotel, information that the hotel is located in the Seminyak area will be obtained. In addition, the sentences in the ad text are proud or superior to The Oberoi hotel. This can be seen from the clause *Это неординарный отель* 'This is an extraordinary hotel' which clearly shows that The Oberoi is a very beautiful hotel. Moreover, the ad text contains the phrase *смогут оценить* 'can appreciate' which is addressed to art lovers who are amazed by the beauty of the hotel which has a historical nuance. Of course, The Oberoi is not the only hotel with historical nuances, but advertisers use this diction with the aim of giving more value to the advantages of The Oberoi hotel. In the ad text, there is also one complete sentence that brags and features Hotel The Oberoi, which is the sentence *Изысканный стиль, в котором ощущается историческая нотка, подарит незабываемый отдых на берегу океана* 'A Modern style with a touch of history will give you an unforgettable vacation by the sea'. This sentence really invites tourists to choose The Oberoi as a place to stay by stating that the beauty of the hotel will leave a deep impression on tourists.

The ad text is also commissive in that it contains affirmative sentences, such as *Оригинальность гостиницы в том, что на его территории собрана великолепная коллекция антиквара* which will be translated as 'The originality of this hotel lies in the extraordinary collection of antiques collected from its vicinity.' This sentence clearly confirms that The Oberoi is a hotel that clearly shows its uniqueness with a collection of antiques there, both antiques as decoration, and antiques as elements of the hotel building.

Based on its form, the speech in the advertisement text can be categorized as indirect speech acts. It is said to be an indirect speech act because in the ad text there are no words that directly invite or offer tourists to stay at The Oberoi hotel. However, with so many words or clauses that have the meaning of favoring or bragging about the beauty of the hotel, advertisers are actually offering and inviting tourists to stay at the hotel.

The implicature of this speech is that tourism agents offer Russian tourists to stay at the hotel. Even though there is no performative verb that explicitly offers the product, with clear wording that favors The Oberoi hotel, it can be interpreted that the ad is promoting a hotel and hopes that Russian tourists will choose it as a place to stay.

3. Всем известно, что на прекрасном острове Бали при всей его красоте не так много пляжей «не для серфинга» — почти все они с огромными волнами и предназначены преимущественно для экстрима. В этом смысле район Джимбаран на Бали — настоящий рай для любителей плавать, релаксировать и наслаждаться классическим пляжным отдыхом. Лучшим отелем района считается Belmond Jimbaran Puri Bali — его роскошь очаровательно маскируется под аутентичность и простоту, в результате чего возникает ощущение необыкновенной душевности, тепла, первозданной красоты и настоящего умиротворения. Сюда едут на сладкий хани-мун, скрываются от городской суеты, выбирают с детьми или просто познают Бали в его лучшем проявлении.

‘Everyone knows that on the beautiful island of Bali, in all its beauty, there are few beaches that are “not for surfing” – almost all with big waves and geared primarily for extreme sports. In this regard, the Jimbaran area of Bali is a real paradise for those who like to swim, relax and enjoy a classic beach vacation. Belmond Jimbaran Puri Bali is considered the finest hotel in the area - luxury is masterfully disguised as authenticity and simplicity, resulting in an extraordinary feeling of soulfulness, warmth, pure beauty and true peace. People come here for a sweet honeymoon, to hide from the hustle and bustle of the city, to get out with the kids or just to get to know Bali at its best’.

In general, the ad describes a hotel located in Jimbaran, Bali. Jimbaran is the name of a village in Badung Regency, Bali Province. This area is located in the southern area of the island of Bali, approximately 15 minutes from Ngurah Rai international airport. Before developing into a tourist spot, Jimbaran was a fishing village, where most of the residents made a living by being fishermen. But now has changed, almost most of the local residents of Jimbaran make a living engaged in tourism.

The main attraction of Jimbaran Bali tourism lies in the white sand beach, which is known as Jimbaran beach. There is uniqueness in Jimbaran beach and Kedonganan beach which becomes the main attraction of these two destinations. In addition, the uniqueness of Jimbaran beach cannot be found in other beach attractions on the island of Bali. The uniqueness is in the cafe located on the edge of Jimbaran beach, which specifically serves grilled seafood, with Jimbaran Bali special spices. Most tourists are interested in visiting Jimbaran beach in the afternoon because besides being able to enjoy a meal before dinner, they can enjoy the beautiful sunset.

After observing the hotel advertisements in the text above, such as advertisements taken from <https://www.elle.ru/stilzhizni/puteshestviya/luchshie-oteli-bali/>, we then studied them based on a pragmatic approach. According to Searle's (1969) speech act theory, the advertisement text above can be categorized as an assertive speech act. It is because in the speech there are sentences that are informative, bragging, suggesting, as well as affirming. It is informative because the ad text informs readers that Belmond Jimbaran Puri Bali is one of the best hotels in the Jimbaran area, Bali. Advertisers also add that the hotel is a representation of Bali which is so beautiful with white sand that really spoils marine lovers with all their activities. In addition, the sentences in the ad text are proud or favor the area's classic beach. It can be seen from the clause *В этом смысле район Джимбаран на Бали — настоящий рай для любителей плавать, релаксировать и наслаждаться классическим пляжным отдыхом* ‘In this sense, the Jimbaran area of Bali is a real paradise for those who love to swim, relax and enjoy a classic beach vacation’. Jimbaran area, specifically Belmond Jimbaran Puri Bali, is a very beautiful hotel area that is described as a paradise because of its beautiful beach as its attraction. By using such attractive diction, advertisers hope that tourists will be interested in staying at the hotel.

Based on the form, the speech in the advertisement text can be categorized as indirect speech acts. It is said to be an indirect speech act because in the ad text it is not clearly written that offers or invites tourists to stay at the hotel. Moreover, advertisers generalize that everyone already knows Bali, including the Jimbaran area which is a beautiful destination as a tourist attraction. By using such expressions, advertisers indirectly hope that tourists will choose Belmond Jimbaran Puri Bali as a place to stay for tourists while on vacation on the island of the Gods.

The implicature of this speech is that tourism agents offer Russian tourists to stay at the hotel. Even though there are no performative verbs that explicitly offer these products, with a statement that boasts about the beauty of the hotel area and all the activities that tourists can do there, it can be interpreted that the ad is promoting the Belmond Jimbaran Puri Bali hotel to tourists and inviting them to stay there.

4. Один из лучших 5-звездочных отелей Бали, расположенный в Нуса Дуа на берегу океана. Его по праву считают не только одним из самых красивых, но и одним из самых роскошных. Интерьеры и экстерьеры способны поразить даже самого разбалованного путешественника. Отпуск, проведенный в стенах The St. Regis Bali Resort, способен подарить только положительные эмоции. С первых минут вы ощутите дружескую атмосферу и индивидуальный подход к каждому постояльцу. Профессиональный персонал способен выполнить любую вашу просьбу, что, конечно же, сказывается на качестве вашего отдыха.

‘One of the best 5-star hotels in Bali, located on the beach of Nusa Dua. The hotel was considered not only one of the most beautiful, but also one of the most luxurious. The interior and exterior can impress even the most demanding traveler. A vacation spent within the walls of The St. Regis Bali Resort gives only positive

emotions. From the first minute, you will feel a friendly atmosphere and an individual approach to each guest.

The professional staff is able to fulfill your every request, which of course affects the quality of your holiday’.

The ad text is taken from <https://travel.miruvashihnog.ru/5-zvezdochnye-oteli-na-bali.html>. Of the many existing hotel advertisements, we are interested in analyzing the hotel advertisement text above because The St. Regis Bali Resort is a good 5-star hotel and is in great demand by tourists. The St. Regis Bali Resort is located on the beach of Nusa Dua Bali with all the amenities, such as an outdoor lagoon swimming pool, spa salon with a complete menu, free airport-hotel shuttle service by limousine car, as well as free Wi-Fi service at throughout the resort area and hotel rooms. Equally attractive, all villas and suites feature traditional fabrics and panoramic ocean views, iPod docks, flat-screen TVs, DVD players and balconies or terraces overlooking the garden, pool or sea. Some of the suites and villas have a private bath or plunge pool. Butler service St. Registration is available 24 hours. In addition, tourists can work out at the fitness center or participate in a relaxing sauna session to unwind. In this hotel, international dishes are available at the Doll Restaurant and Kayuputi Restaurant, various pastries at the Gourmand Deli, as well as a variety of fresh drinks at the Vista Bar and King Cole Bar. Complete facilities and friendly service from this hotel are the main attraction for classy tourists.

Based on Searle's (1969) speech act theory, the advertisement text above can be categorized as an assertive speech act. Assertive speech acts are speech acts that function to express the truth of information. The text of the ad is said to be so because in ad speech there are sentences that are informing, reporting, saying, and mentioning. Besides that, the ad text is also proud, proposes, as well as emphasizes. It is informative because the ad text tells the reader that The St. Regis Bali Resort is one of the best hotels in the Nusa Dua area, Bali. Advertisers also add that the hotel is both beautiful and luxurious because it is equipped with classy interiors and exteriors. The existence of a sentence stating that the hotel's professional staff always provide good service to its guests is an advantage carried by the ad text. This can be seen from the existence of the sentence *Профессиональный персонал способен выполнить любую вашу просьбу, что, конечно же, сказывается на качестве вашего отдыха* ‘Our professional staff can satisfy your every request which brings joy to your vacation’. The purpose of this sentence is that the advertiser wants to emphasize that The St. Regis Bali Resort is one of the best hotels in the Nusa Dua area that has complete accommodations. Of course, the various amenities of this accommodation can provide a sense of comfort for anyone who stays in it. In addition, advertisers favor this hotel because of the optimal service provided by the hotel's professional staff to every visitor. With all these facilities and advantages, the quality of tourists' holidays will feel more guaranteed.

By seeing its form, the speech in the ad text can be categorized as indirect speech acts. It is an indirect speech act because in the ad text there are no sentences that offer tourists to stay at the hotel. However, the sentences that make up the ad text above are almost all positive sentences that describe the advantages of The St. Regis Bali Resort. By using such expressions, advertisers indirectly hope that tourists will choose The St. Regis Bali Resort as a place to stay for tourists while on vacation on the island of a thousand temples.

The implicature of this speech is that advertisers or tourism agents offer Russian tourists to stay at The St. Regis Bali Resort. Even though there are no performative verbs that explicitly offer these products, with statements that boast or favor the privileges of the hotel and all the accompanying accommodations, it can be interpreted that the advertisement offers Russian tourists to choose The St. Regis Bali Resort as a place to stay for tourists while on vacation on the island of Bali.

V. CONCLUSION

Based on the analysis of the collected data sources in the form of Balinese hospitality advertising discourse in Russian on the internet, it can be concluded that most of the advertising discourse reviewed based on the type of illocutionary act is categorized as assertive, commissive, and directive speech acts. This is marked by the presence of pragmatic embodiment which can be interpreted as information, news, statements, suggestions, offers, and invitations. Meanwhile, based on the form, the discourse on hospitality advertisements consists of direct speech and indirect speech. This can be identified from sentences that are explicitly written or hidden. For implicatures that complement the identification of problems in this study, two types of implicatures are obtained: conventional and non-conventional. When compiling a discourse on Russian-language Balinese hospitality advertisements on the internet, an advertisement copywriter must pay attention to and understand the characteristics of Russian tourists, one of which is to be firm, clear, practical, and straightforward. Therefore, the choice of diction to compose a sentence is an important thing to consider.

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