

Reworking the Brochure of Radya Pustaka Museum Surakarta: The Rhetorical One to Attract Locals

Dyah Ayu Nila Khrisna¹, Bayu Budiharjo², Ida Kusuma Dewi³

Universitas Sebelas Maret, Indonesia
Email Correspondence: dahayu@staff.uns.ac.id

Abstract

Background:

Increasing tourists' interest to visit museums can be accomplished through various promotional strategies. However, the Radya Pustaka Museum brochure falls short of successfully informing potential visitors about the museum's potency.

Methodology:

The brochure of Radya Pustaka Museum was first studied. Four locals were asked to review the brochure for naturalness and clarity. An open questionnaire was used, in which the respondents marked the expressions they perceived were unnatural or difficult to comprehend. In using content analysis, the primary data were gathered from the Indonesian descriptive texts in the brochure.

Findings:

Some of the information in the previous brochure of the Radya Pustaka museum was vague and confusing. Grammar mistakes, the frequent use of local cultural words, and overly complex sentences are all factors that contribute to this problem. To begin, all the grammatical errors and typos must be fixed. The museum's name should no longer be miswritten. Capitalization should also be considered when writing names and address forms. Additionally, each sentence must start with a subject.

Conclusion:

The proposed new concept brochure of the Radya Pustaka Museum in Surakarta is projected to increase the locals' interest in having a museum that they are eager to visit. The Appraisal theory was discovered to be useful in assisting the museum with these efforts because it is conceptually similar to rhetorical devices that effectively produce a promotional medium or message to engage the locals in embracing the museum.

Originality:

This study attempts to get the picture of the link between rhetorical strategies and Appraisal resources, as never been previously done, and make the best use of them to attract locals' desire in visiting Radya Pustaka Museum. Due to the small number of studies looking into rhetorical tactics in brochures, this research also intends to fill the gap to shed more light on how the strategies can serve as valuable resources in making intended effects more impactful in communication using brochures.

Keywords : Brochure; Museum; Promotion, Rhetoric, Appraisal

DOI	: http://dx.doi.org/10.24903/sj.v7i1.917
Received	: January 2022
Accepted	: March 2022
Published	: April 2022
How to cite this article (APA)	: Khrisna, D. A. N., Budiharjo, B., & Dewi, I. K. (2022). Reworking the brochure of Radya Pustaka Museum Surakarta: The rhetorical one to attract locals. <i>Script Journal: Journal of Linguistics and English Teaching</i> , 7(1), 42–56. https://doi.org/http://dx.doi.org/10.24903/sj.v7i1.917
Copyright Notice	: Authors retain copyright and grant the journal right of first publication with the work simultaneously licensed under a <u>Creative Commons Attribution 4.0 International License</u> that allows others to share the work with an acknowledgement of the work's authorship and initial publication in this journal.



1. INTRODUCTION

Increasing tourist interest can be accomplished through a variety of promotional strategies. Promotion is a critical component of every cultural organization and should not be overlooked. Promoting cultural institutions, such as museums, is distinct from commercial goods or service promotion. As an organization tasked with the responsibility of preserving culture, the museum is not solely geared toward increasing visitor numbers to increase financial benefits but also aims to attract visitors who are genuinely interested in and benefit from the diverse exhibits. To increase the number of visitors to a museum, the management team administering museums considers visitors from various cultural backgrounds. The communication is geared toward both of the specified target audiences in order to maximize its potency (Cerquetti, 2016).

Two types of museum visitors come to learn about culture: those with a similar cultural background and those with an interest in learning about other cultures. Unfortunately, the first type of museum visitor is rare among Solo locals (Margaret, 2011; Sholikah & Ramadhan, 20221). Many efforts have been made to enhance museum visits, including an initiative called “Gerakan Wajib Kunjung Museum” (must-visit museum program) launched to encourage students and residents of Solo to visit the museum first before travelling elsewhere, as well as numerous other events to pique the interest of locals in the museum. Despite the fact that the number of visitors has barely increased, persistent efforts are required to keep the momentum going. Most likely, the first most constructive thing a museum should do is conduct a ‘self-evaluation.’ According to studies undertaken at the Radya Pustaka Museum Surakarta, the museum has to make significant changes to its collection labels and its marketing and promotion strategies (Budiharjo et al., 2020).

In terms of promotion, museums, including Radya Pustaka Museum in Surakarta, can expose themselves by utilizing tourism text media such as brochures and little pieces of paper folded to fit in regular-sized mailing envelopes or on shelves (Wallace, 2014). The brochure of Radya Pustaka Museum provides users with a quick introduction to the museum and represents world culture in both language and images. A good brochure can 'connect' with its users. This can only happen if the brochure is produced with the correct text structure and linguistic features (Francesconi, 2007). Museum brochures, like other brochures, serve three primary functions; educating, advertising, and identifying (Khrisna et al., 2021). Museum brochures are intended to enlighten the public about the potential that exists within the museum and to encourage the target audience to come. This information pertains to the

museum's presentation, the collections on display, and, if applicable, the museum's program of events.

Because they also serve as an advertisement, the aforementioned information must be presented as attractively as possible to promote the museum's collections and events effectively. However, as a marketing tool, the existing brochure of the Radya Pustaka Museum falls short of successfully informing potential visitors about the museum's potential (Budiharjo et al., 2020).

Given the importance of the brochure, it is vital to examine and suggest improvements to the brochure of Museum Radya Pustaka. Brochures are frequently criticized for their content, including the images, text, and any special linguistic elements (Andereck, 2005; Jalilifar & Moradi, 2019; Ramachandran, 2005). There has been little consideration made to the rhetorical strategies employed in the concept that incorporates the Appraisal system. The discourse, which has been employed for generations, must ensure that tourism promotion messages, which have been shining with socioeconomic benefits for decades, reach potential tourists successfully (Oralkan, 2019). Aristotle's rhetorical approach to persuasion comprises three essential components: Logos for information, Ethos for credibility, and Pathos for emotional influence and this rhetorical triangle is strongly related to Appraisal theory. Appraisal is essentially an assessment of something, such as a person, thing, circumstance, or act (James Robert Martin & Rose, 2003). Appraisal theory also has three attitude evaluation criteria. Attitude is a meaning system that includes emotion, ethics, and aesthetics (James R Martin & White, 2005). Affect shows how emotions are intertwined with natural feelings that have been created since birth. Judgment is how morality is achieved, whereas Appreciation is the instrument by which aesthetics is realized.

Business communication conveys information, concepts, ideas, or messages linked to a commercial action (Katz, 1994). A product is deemed successful in adopting good business communication if it can bridge social interactions between business people and target consumers. The role of language in this situation is part of Appraisal theory in linguistics. Implementing Appraisal Theory in crafting slogans, product descriptions, and commercials is supposed to 'hypnotize' target people into getting the things offered. Thus, it is essential to employ rhetorical and Appraisal frameworks to create engaging content that persuades readers to purchase the promoted product. The brochure of Radya Pustaka Museum could benefit from both of these approaches in order to attract more locals to visit the museum and increase its visitor numbers. To address this issue, an investigation was carried out in order to

support the Radya Pustaka Museum in the development of its brochure and to provide insight into the composition of a rhetorical museum brochure based on Appraisal theory.

Rhetorical strategies, as studies prove, are widely utilized in promotional texts on various media to achieve various purposes. Logos, Ethos, and Pathos function to build the credibility of advertised products and attract buyers in newspapers (Admasari, 2018). The three are used in a more selective fashion within different circumstances depending on brand identities and brand values to solidify advertisers' brand identity over time in Instagram advertisements (Moore, 2020). In point of fact, rhetorical strategies are used in academic articles in Arts and Designs (Suryani et al., 2015), as proven in a study within which the identified strategies are labelled unique. Further, rhetorical strategies manifest in the brochure as one type of promotional text (Apriyanti & Sumira, 2021), not only taking the form of verbal language but the strategies also in taking the form of visual images (Brito & Pratas, 2015). Despite the wide variety of applications of rhetorical strategy in brochures, there does not seem to be much research done in this particular area.

Meanwhile, appraisal resources (particularly evaluative language) in promotional texts on various media are employed to generate emotional impact and evoke aesthetics (Ho, 2019; Krismayanti, 2019; Mocini, 2013). Obviously, rhetorical strategies and Appraisal are featured in promotional texts to achieve certain desired effects. This study attempts to get the picture of the link between rhetorical strategies and Appraisal resources, as never been previously done, and make the best use of them to attract locals' desire in visiting Radya Pustaka Museum. Related to the limited number of research investigating the application of rhetorical strategies in brochures, this research also intends to fill the gap to shed more light on how the strategies can serve as valuable resources in making intended effects more impactful in communication using brochures.

2. METHODOLOGY

The language expression of the brochure of Radya Pustaka Museum was first studied. Four locals were asked to review the existing brochure for naturalness and clarity. This is to quickly assess their awareness, expectation, and reaction to the brochure. It is assumed that an unclear brochure fails to fulfill its three primary functions. An open questionnaire was used to gather these preliminary results, in which the respondents marked the expressions they perceived were unnatural or difficult to comprehend based on the indicators provided. Using content analysis, the primary data were gathered from the Indonesian descriptive texts included in the brochure. In order to sort the texts containing expressive meaning and

rhetorical appeals, they were examined using Appraisal theory. To create a new rhetorical brochure, it was proposed that rhetorical techniques formulated based on the Appraisal system be used to reconstruct the previous brochure.

3. FINDINGS

3.1. Errors Spotted in the Current Brochure of Radya Pustaka Museum

Initial assessment of the brochure by locals revealed some ambiguous and confusing text in the previous brochure of Radya Pustaka museum. Grammar mistakes, the frequent use of local cultural words, and overly complex sentences are all factors that contribute to this problem (see figure 1).

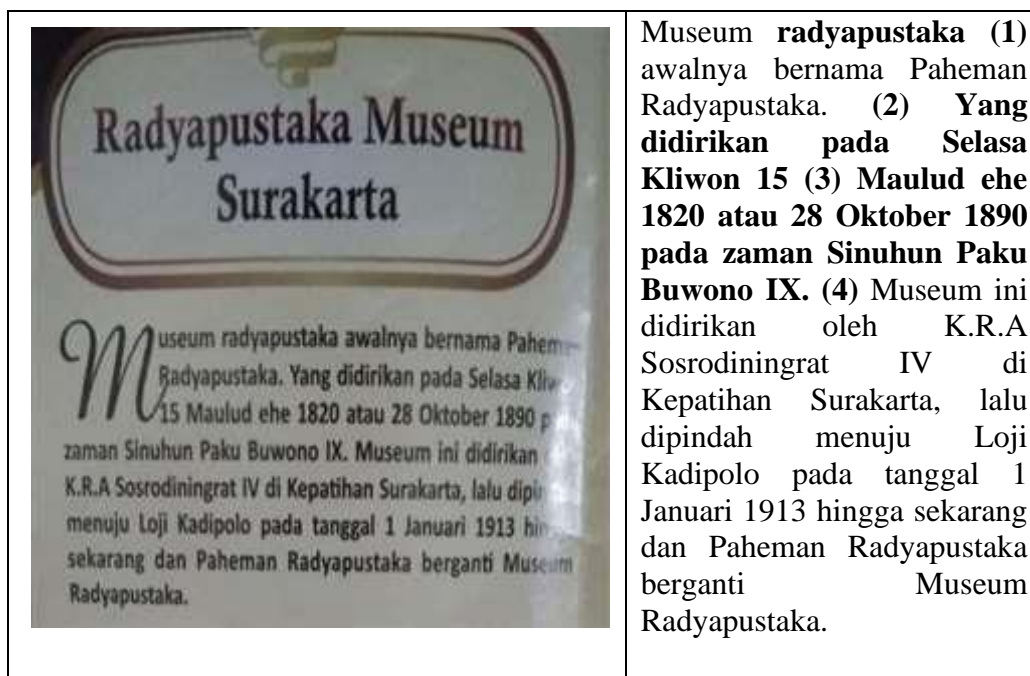


Figure 1. Grammatical Errors in the Current Brochure of Radya Pustaka Museum

The first word bolded in picture 1 does not begin with capital letters as it should. In the brochure, the museum's name is written in lower case. A critical error has been made in the museum's name as well. "Radya" (Palace) and "Pustaka" (Library) should be the two terms that make up Radya Pustaka. They have a large collection of ancient Javanese books and literature, reflected in their name. Figure 2 shows that the museum is "Radya Pustaka" instead of "Radyapustaka." The name on the museum's entrance gate says it all.



Figure 2. The Correct Way to write the Name of the Museum

The presence of the relative pronoun ‘yang’ (which) at the beginning of a sentence (2) was also discovered as an error in the brochure. As the first word of a dependent sentence, this word should be used to modify a noun. It is necessary to combine the first and second clauses to form a complete statement. Furthermore, the brochure uses a few Javanese cultural words, some of which go without explanation. One of the instances is the bolded text (3). For youngsters who are unfamiliar with old Javanese culture, these words may sound strange. In the viewpoint of the respondents, the phrases "*Kliwon*," "*Maulid*," and "*ehe*" generate a sense of strangeness in relation to the ancient Javanese calendar system. Even when this information (October 28th, 1890) has already been accessible, the impression is still vividly perceived. Likewise, a long, complex sentence can be challenging to read. Text (4) is one of the examples for explaining the situation. Four clauses of a sentence should be simplified into "*Paheman Radya Pustaka didirikan oleh K.R.A Sosrodiningrat IV di Kepatihan Surakarta. Sejak tanggal 1 Januari 1913, museum dipindah ke Loji Kadipolo dan berganti nama menjadi Museum Radya Pustaka,*" to make it more comprehensible.

The Radya Pustaka Museum's nine masterpiece collections are included in the brochure, but the numbering is incorrect as it does not include the number nine. Those are just a few of the mistakes discovered in a small section of the brochure, precisely the introduction. The above evidence suggests that the brochure did not meet its purpose. It is ineffective as a tool for attracting tourists since it fails to engage them in their own language and culture. The brochure's objective cannot be fulfilled unless it is completely redesigned. It is also vital to use enticing language expression and improve the linguistic elements and correct some typos.

3.2 Rhetorical Expressions in the Existing Brochure of Radya Pustaka Museum

Using the rhetorical terms identified in an existing brochure as a starting point, Table 1 presents the findings of the inquiry. The Appraisal Theory (Martin & White, 2005) and the Rhetorical Techniques (Sulaiman & Wilson, 2019) were used to conduct the investigation.

Table 1 . Rhetorical Expressions Discovered in the Existing Brochure of Radya Pustaka Museum

Museum Collection	Description	Appraisal	Rhetorical Devices
1. Manuskrip	400 buku jawa kuno yang berisi kekayaan budaya jawa dengan cerita wayang, sejarah keraton, jamu, tari, musik gamelan/ karawitan, pawukon dan buku jawa cap	Appreciation (valuation)	Logos: Keying
2. Canthik Rajamala	Canthik Rajamala adalah bagian depan perahu yang merupakan perwujudan tokoh wayang, raden Rajamala. Canthik ini dipercaya mampu memberikan keselamatan untuk perahu yang digunakan Sri Susuhunan Pakubuwana IV bersama sang permaisuri, Kanjeng Ratu Kencana Wungu ketika berpergian ke sungai bengawan Solo	Not found	Not found
3. Tosan Aji & Meriam	Pedang Amangkurat II dan tombak Pancasula yang bersinar keemasan di bawah cahaya lampu terpajang di ruangan Tosan Aji. Sebuah meriam tempur berbahan perunggu jaman Pakubuwono X juga dipajang di teras museum	Appreciation	Logos: Keying
4. Wayang dan Alat Musik	481 koleksi berbagai jenis wayang (1) terpasang dengan indah di Museum Radyapustaka yang di padukan dengan satu set gamelan slendo pelog peninggalan K.R.A Sosrodiningrat IV dan gamelan Larasandi yang diciptakan oleh Ki Partowiyono di tahun 1920 (2) mengajak anda menikmati (3) Harmonisasi budaya lokal yang mendunia . Wayang Beber peninggalan tahun 1223 (4) terpajang dengan indahnya di dalam vitrin (5) disinari cahaya lampu temaram .	Appreciation (1), (3), (4), (5) Affect (2)	Logos: Keying (1), (4) Contrasting (3) Poetic devices (5) Pathos: Ego-targeting (2)
5. Arca Batu	(1) Kecantikan arca Durga Mahesasura Mardhini berdampingan dengan beragam koleksi arca batu dari zaman VII menyajikan (2) perjalanan sejarah yang luar biasa .	Appreciation (1), (2)	Logos: Keying (1), (2)
6. Keramik	Sajian perangkat makan Keraton.	Appreciation	Logos:

	Koleksi alat makan dari Keraton Surakarta, Mangunegaran dan Eropa tersaji dengan menarik dihiasi dengan piala porselin Napoleon Bonaparte untuk Pakubuwono IV pada tahun 1811.		Keying
7. Arca Perunggu	Museum menyimpan 249 arca dan benda peninggalan masa Hindu dan Budha abad ke 7. Prasasti berhuruf Jawa Kuno juga ditampilkan disamping koleksi arca perunggu.	Not found	Not Found
8. Ruang Memorial dan Miniatur	Koleksi lukisan raja-raja Kraton Surakarta dan lukisan pengelola Museum Radya Pustaka terdahulu terpampang dalam ruangan Memorial replika kantor K.G. Panembahan Hadiwijaya. Di ruang belakang museum terdapat pula miniatur makam Bangsawan Imogiri, Panggung Sanggabuwana, Masjid Agung Demak, Kremun dan Joli Jempono (alat angkut bangsawan), yang memperkuat nilai sejarah zaman kejayaan masa lampau . Sebuah mesin ketik huruf jawa juga dipamerkan di ruang tengah museum.	Appreciation (valuation)	Logos: Keying
9. Perpustakaan	Beragam koleksi buku tentang budaya, seni dan sejarah dalam berbagai bahasa dapat ditemui di ruang perpustakaan ini.	Not found	Not found

Even though the brochure contains a large number of grammatical mistakes, it does contain rhetorical statements, albeit in a minimal amount. Keying, ego-targeting, contrasting, and poetic devices are among the rhetorical techniques used in the brochure. Keying can be used to convey tourism themes and subjects effectively. Such expressions like '*luar biasa*' (incredible) in '*perjalanan sejarah yang luar biasa*' (incredible historical journey) and '*kecantikan*' (beauty) in '*kecantikan arca Durga Mahesasura Mardhini*' (the beauty of Durga Mahesasura Mardhini sculpture) convey the concept of treasured historical relics. The museum has also tried to engage its visitors through the use of ego-targeting technique, as evidenced by the phrase '*mengajak Anda menikmati*' (welcome you to enjoy). With this technique, pronouns like 'you', 'we', 'your', and 'our' can be utilized as greeting forms. The pronoun "you" implies that the visitor were the only one in the world who had such an exceptional journey. However, the brochure of Radya Pustaka Museum does not involve tourists from the beginning to the completion of their museum journey. This technique is employed in only one sentence throughout the entire brochure. Additionally, the pronoun '*anda*,' which is used in greetings in Indonesian, should begin with a capital letter. Further, in

the phrase '*budaya lokal yang mendunia*,' (globalization of local culture), the terms '*lokal*' (local) vs '*mendunia*' (global) are contrasted. Words with contradictory connotations are common in tourism advertisements, either explicitly or implicitly. The purpose is to demonstrate the contrast between everyday life and the promoted tourist attraction. As with the ego-targeting technique, the contrasting technique is not used satisfactorily in the brochure. Similarly, only the line '*disinari cahaya lampu temaram*' makes use of poetic devices in the brochure (alliteration). Alliteration (repeating consonant sounds), assonance (repeating vowel sounds), and consonance are frequently used in tourism advertising (repeating consonant sounds surrounding distinct vowels). They are employed to draw attention to a particular subject or offer the further reader information.

Nevertheless, the museum has not attempted to embellish its excellence or eminence to attract attention. The rhetorical techniques of keying, ego-targeting, contrasting, and poetic devices are all used to evaluate things realized in the attitude of Appreciation. Only what they have has been described; nothing has been expressed concerning what they can provide and engage. According to the investigation's results, the brochure only fits one of the three rhetorical principles for being labeled a promotional medium, Appreciation, which appraises things and motives for providing information (Logos). The brochure of the Radya Pustaka museum overlooks both the Affect, which is comparable to Pathos in that it generates emotional responses from visitors, and the Judgement, which is similar to Ethos in that the museum demonstrates its credibility. In comparison, for well-known brands such as Apple, Nike, and Coca-Cola, building an emotional connection with customers is more vital than simply showcasing the products' capabilities on display. Their views of a brand or company are more important to most customers than the features of a product. Apple, for example, despite its high costs, practically all of its products are in high demand. Apple is able to portray its products as the most sought-after things on the market, therefore it will be tough for iPhone consumers to change their minds even if they are supplied with far more advanced capabilities. These data support the idea of reworking the brochure to be more effective as a promotional tool and to attract more locals to the museum.

4. DISCUSSION

Museum brochure reconstruction begins with an exploration of rhetorical approaches and an implementation of Appraisal theory. In the sections of the brochure where the rhetorical expressions are not present, recommendations are put as potential solutions. In line

with the objectives, there are a number of issues to be addressed. To begin, all the grammatical errors and typos must be fixed. The museum's name should no longer be written incorrectly. Capitalization should also be considered when writing names and address forms. They, in fact, are the blunders to avoid while designing a brochure (Budiharjo et al., 2020). They will also have a negative impact on the effectiveness of the brochures (Kotler et al., 2008). Additionally, each sentence must start with a subject. The absence of a specific subject in several sentences violates Indonesian grammatical norms. Furthermore, a few Javanese local phrases that are utilized throughout the brochure constitute one of the elements that confuse the readers. As a result, it is critical to globalize the terminology. It can be accomplished by selecting more general terminology or by retaining the original phrases while including appropriate information about the terms to make the text more accessible to the readers.

Dealing with the application of Appraisal theory, employing the aspect of Affect is critical to do to get an 'emotional touch' with the local visitors. Some Javanese notions having a strong influence on Javanese people daily life, such as *Tata krama* (ethical), *andhap-asor* (humble), and *tanggap in sasmita* (indirect) Sukarno (2015) can be employed as one of the alternatives of the solutions. As a response, the rhetorical formulations must be aligned with the principles. Regarding Affect, bringing back the memories of the locals to their ancestors' lives in the past will allow them to have an intense feeling with their cultural heritage. An imperative expression such as "Jelajahi kekayaan budaya tradisional Jawa melalui ratusan koleksi buku Jawa kuno yang dimiliki Museum Radya Pustaka" (Try to discover the rich heritage of traditional Javanese culture through the exploration of the Radya Pustaka Museum's great collection of ancient Javanese manuscripts) is recommended to be employed since it can elicit more interest than simply stating what the books are about, as is done in the existing brochure (see table 1, number 1). The brochure can also use passionate expressions to further engage the reader by using lexical items representing happiness and satisfaction. They are manifestations of Affect and Pathos that can be used to convince potential visitors.

Defining the museum through the exposure of Judgement is just as essential as utilizing Affect. It can be powerful to be used as part of the museum slogan. Some historical museums use clever slogans like "History happened here," "Your adventure begins here," "Proof of everything is at the museum," or "You are responsible for your culture" to persuade people to come and see what they have on display. From the viewpoint of Appraisal, the

slogans aim to captivate visitors by activating product 'behavior' (Judgement), thereby suggesting "I should go there." The slogan appears to have nothing to do with the products offered, but the message conveyed by the slogan leaves an impression on those who hear it, ensuring proper business communication. As a result, businesses or industries do not need to focus on product specifications that are generally evaluated on Appreciation. It is more about chemistry with potential customers. However, for a historical museum, establishing a tagline may not be the only approach to connect with visitors. Exposing the strength of the museum through its brochure can also motivate tourists to participate in preserving cultural heritage. It may begin with a powerful statement involving judgment to manifest ethos such as the expressions of 'acknowledged', 'trusted' or 'valuable'. It is to show that the museum is a credible and respectable place for locals to learn further about their culture. In addition, Judgement can also be used to define the value of museum collections. The museum collections masterpieces should be depicted in a way that attracts visitors. The term "authentic" can be utilized to refer to the museum's credibility as a source of accurate and reliable information.

Promoting the museum by using more words with expressive meaning and rhetorical techniques might be another useful strategy. To draw in more locals, the deployment of graduation resources in the language of travel brochure can be optimized. As part of the appraisal system, graduation is concerned with the up-scaling and down-scaling of values, which is relevant to the tourism discourse. The values of affect, judgment, and appreciation are all gradable resources in the context of attitude (Martin & White, 2005). For the purposes of tourism discourse, however, the up-scaling graduation is advised (Jalilifar & Moradi, 2019). Metaphors are one of the up-scaling graduation types strongly associated to rhetorical approach. Metaphors are frequently used to teach new or difficult concepts, address sensitive topics, and persuade others. In fact, all of these activities are essential in rhetoric. We use a metaphor to describe the indescribable (Morley, 2018). Unfortunately, there is very little mention of this technique in the museum's current brochure. To portray the existence of Radya Pustaka Museum in a remarkable way, metaphorical expressions can be used. Metaphorical expressions combined with a alliteration, assonance, and consonance can create a stronger effect on the reader (Djafarova & Andersen, 2008). A speaker's credibility can be enhanced when the addressee is able to appreciate the intricacy and importance of a metaphor (ethos) (Oswald & Rihs, 2014). Metaphorical expressions will likewise be beneficial in describing the museum's masterpiece collection. They can take forms of keying and ego-

targeting rhetorical approach with the purpose of arousing people's interest to explore the relics. The employment of this type of expression can be a powerful move as nonliteral meaning in metaphors is confirmed to possess a strategic function in tourism promotion texts.

Several other ways to attract more people include revealing mystical histories utilizing expressions appraising judgment, such as 'washed' and 'sanctified'. They can potentially attract locals who believe they would receive blessings. This demonstrates that commodifying local rituals as tourist events for commercial reasons makes them more acceptable in an increasingly contemporary and religious environment (Schlehe, 2017). Concerning the utilization of judgment for the purposes of persuasion, such phenomenon is also attested in English billboard advertisements (Megah S & Noorh, 2018), signifying that judgment is a proper device of delivering persuasion. Javanese are well-known for their robust cultural traditions. Yogyakarta and Solo are two areas that are brimming with Javanese heritage. Even in the present world, this ancient culture endures. This reflects the Javanese's steadfast will to preserve their ancestors' traditions. Numerous Javanese customs have been preserved and are still observed today. As a sense, museums must continue to flourish as a repository of cultural history.

5. CONCLUSION

Marketing efforts at the museum must be increased in order to bring in more visitors. To be more precise, the proposed new concept brochure of the Radya Pustaka Museum in Surakarta is projected to increase the locals' interest in having a museum that they are eager to visit and their excitement to learn more about their culture and history. There must be an emphasis on attracting visitors to the museum by highlighting the positive aspects of their experience. It was discovered in this study that the Appraisal theory of Functional Systemic Linguistics can be used to help the museum implement these efforts because it is conceptually similar to rhetorical devices that allow the museum to effectively produce a promotional medium or message to engage the locals in embracing the museum. The employment of Appraisal theory as a strategy in the development of Logos, Ethos, and Pathos is expected to influence and motivate locals into visiting the museum. Integrating the appraisal theory's up-scaling Graduation system with rhetorical methods like keying, ego-targeting, contrasting, exoticizing, comparing, or even using humour and poetic devices could result in a highly powerful commercial message. However, further investigation is needed to examine the new museum brochure concept's effectiveness. Visitors can be invited to evaluate the brochure's readability and acceptability, and the increasing number of museum

visitors can be used to gauge its future viability. The brochure's usability will improve as more people realize the value of museums.

6. REFERENCES

- Admasari, C. G. (2018). *Rhetorical analysis: Strategies of car promotion in newspaper advertisements*. Unika Soegijapranata Semarang.
- Andereck, K. L. (2005). Evaluation of a tourist brochure. *Journal of Travel & Tourism Marketing*, 18(2), 1–13. https://doi.org/10.1300/J073v18n02_01
- Apriyanti, D., & Sumira. (2021). *Analyzing persuasive strategies used in e-brochures*. <https://doi.org/10.2991/assehr.k.210424.049>
- Brito, P. Q., & Pratas, J. (2015). Tourism brochures: Linking message strategies, tactics and brand destination attributes. *Tourism Management*, 48, 123–138. <https://doi.org/10.1016/j.tourman.2014.10.013>
- Budiharjo, B., Dewi, I., Khrisna, D., & Nababan, M. R. (2020). Readers' perception and comprehension on the English translation of Radya Pustaka Museum. *Proceedings of the First International Conference on Communication, Language, Literature, and Culture, ICCoLLiC 2020, 8-9 September 2020, Surakarta, Central Java, Indonesia*. <https://doi.org/10.4108/eai.8-9-2020.2301337>
- Cerquetti, M. (2016). More is better! Current issues and challenges for museum audience development: A literature review. *Current Issues and Challenges for Museum Audience Development: A Literature Review (December 1, 2016)*. *Journal of Cultural Management & Policy*, 6(1). <https://ssrn.com/abstract=2897566>
- Djafarova, E., & Andersen, H. C. (2008). The contribution of figurative devices to representation of tourism images. *Journal of Vacation Marketing*, 14(4), 291–303. <https://doi.org/10.1177/1356766708094751>
- Francesconi, S. (2007). *English for tourism promotion: Italy in British tourism texts*. Ulrico Hoepli Editore.
- Ho, N. K. M. (2019). *Evaluation in English and Chinese marketing communications: An adaptation of the Appraisal framework for the genre of luxury fashion promotional texts*. Heriot-Watt University.
- Jalilifar, A., & Moradi, Y. (2019). Tourism discourse revisited: An analysis of evaluative strategies in tourist brochures from a systemic functional linguistics perspective. *Journal of English Studies*, 17, 211. <https://doi.org/10.18172/jes.3595>
- Katz, B. (1994). *Komunikasi bisnis praktis* (Suharsono (ed.)). Pustaka binaman Pressindo.
- Khrisna, D. A. N., Budiharjo, B., & Dewi, I. K. (2021). *Menerjemahkan brosur promosi museum* (1st ed.). Diomedia.

- Kotler, N. G., Kotler, P., & Kotler, W. I. (2008). *Museum marketing and strategy: designing missions, building audiences, generating revenue and resources*. John Wiley & Sons.
- Krismayanti, E. (2019). *Attitudinal resources employed in tourism promotional videos "Wonderful Indonesia"* [Universitas Negeri Semarang].
<http://lib.unnes.ac.id/id/eprint/34302>
- Margaret, A. (2011). *Profil wisatawan museum Radya Pustaka Surakarta*.
- Martin, James R, & White, P. R. (2005). *The language of evaluation : appraisal in English*. Palgrave Macmillan.
- Martin, James Robert, & Rose, D. (2003). *Working with discourse: Meaning beyond the clause*. Bloomsbury Publishing.
- Megah S, S. I., & Noorh, S. N. F. M. (2018). Appraisal analysis of judgment of English billboard advertisements on roads in Batam. *Anglo-Saxon: Jurnal Ilmiah Program Studi Pendidikan Bahasa Inggris*, 9(2). <https://doi.org/10.33373/anglo.v9i2.1658>
- Mocini, R. (2013). The promotional functionality of evaluative language in tourism discourse. *Lingue e Linguaggi*, 9, 157–172. <https://doi.org/10.1285/i22390359v9p157>
- Moore, S. (2020). Rhetorical strategies of Forbes' 2019 most valuable brands. *Elon Journal of Undergraduate Research in Communications*, 11(1), 64–73.
- Morley, I. (2018). *Methapors and rhetoric*.
<https://imogenmorley.wordpress.com/2018/08/23/metaphors-and-rhetoric/>
- Oralkan, A. (2019). Highlighting cross-cultural differences as rhetorical strategies in tourism marketing for Eurasian countries. *Eurasian Economies*, 112.
- Oswald, S., & Rihs, A. (2014). Metaphor as argument: Rhetorical and epistemic advantages of extended metaphors. *Argumentation*, 28(2), 133–159. <https://doi.org/10.1007/s10503-013-9304-0>
- Ramachandran, S. (2005). Analysing visual and textual content of tourism brochures: a case of Malaysian destination image. *TEAM Journal of Hospitality and Tourism*, 2(1), 69–80.
- Schlehe, J. (2017). Contesting Javanese traditions. *Indonesia and the Malay World*, 45(131), 3–23. <https://doi.org/10.1080/13639811.2016.1219494>
- Sholikah, B., & Ramadhan, B. (20221). "Ayo ke Museum di Solo." *Republika*.
<https://www.republika.co.id/berita/r3sh6s330/ay0-ke-museum-di-solo>
- Sukarno, S. (2015). Politeness strategies in responding to compliments In Javanese. *Indonesian Journal of Applied Linguistics*, 4(2), 91.
<https://doi.org/10.17509/ijal.v4i2.686>

Suryani, I., Yaacob, A., & Hashima, N. (2015). Comparison on the rhetorical promotional strategies used in performing art and visual art research. *Proceedings of the 2nd International Colloquium of Art and Design Education Research*, 1–5.

Wallace, M. (2014). *Writing for museums*. Rowman & Littlefield.