

MOVE AND STEP ANALYSIS OF THE TEXTUAL CONTENT ON THE OVERVIEW PAGE OF THE JUMEIRAH BALI WEBSITE

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ABSTRACT

Tourism and hospitality industries are growing rapidly and encouraging digital communication transformation. This study aims to examine the rhetorical structure in the form of moves and steps in the textual content of the Jumeirah Bali website, particularly the Overview page, using an established analytical framework of move analysis to map communicative units in the text. The data were analyzed qualitatively to identify the communicative units of each segment, such as attracting attention, introducing features, narrating brand values, and encouraging booking actions. The result identified 10 moves and 10 steps on the Overview subpage, covering hotel descriptions, accommodation types or room categories, main facilities, and special offers (packages). Theoretically, these findings expand the application of move analysis from academic and professional texts to digital hospitality media. Practically, mapping moves and steps provides guidance for designing user experience-oriented web content, namely organizing essential information at the beginning, clarifying value propositions, and aligning calls to action with visitor needs.

Keyword: move and step analysis, website, jumeirah bali, textual content analysis

INTRODUCTION

The tourism and hospitality industry is one of the world's fastest-growing and most influential sectors, generating employment and strengthening the global economy (Ashley et al., 2007). In Indonesia, Bali functions as a leading contributor, with a substantial portion of regional income derived from tourism and hospitality (Putra & Astawa, 2022). The island offers diverse destinations, including beaches, mountains, and religious sites, supported by a mature accommodation ecosystem. According to the Central Bureau of Statistics of Bali Province (2024), Bali hosts more than 1,400 starred hotels distributed across its districts and cities. In May 2024, occupancy reached 66.1% for starred properties and 47.02% for non-starred properties, indicating robust demand and a clear market segmentation.

Within this context, Jumeirah Bali, located in Pecatu, Uluwatu, represents a five-star property operated by a Dubai-based group with a global network (Jumeirah, 2024). Its appeal derives not only from location and service standards but also from a distinctive architectural concept that integrates Hindu–Javanese elements from the Majapahit period with contemporary design. This hybrid aesthetic reinforces brand identity and shapes guest expectations. In parallel, Jumeirah's digital presence plays a crucial role. Its official website functions as a primary marketing and communication platform, offering structured information about rooms, facilities, and promotional packages. As such, the website becomes a key communicative space where textual organization influences how users interpret and engage with the brand.

In hospitality, defined as a service industry that prioritizes guest comfort, safety, and satisfaction (Jones, 1996), websites act as the principal interface between providers and potential guests. A website is not merely a collection of interlinked pages presenting multimedia information (Abdullah et al., 2016; Agung, 2001), but also a structured information system that guides users through hyperlinks and organized content (Muhyidin et al., 2020). Therefore, examining how information is rhetorically structured on such platforms is essential to understanding how hotels communicate value, direct user attention, and encourage interaction.

Previous studies have shown that communication in tourism contexts can be effectively analyzed through linguistic and multimodal perspectives. Paramarta et al. (2021), for instance, demonstrate that the structure of government websites reflects communicative intent and

ideological positioning, suggesting that digital interfaces are rhetorically organized rather than neutral. Similarly, Artawa et al. (2023) and Paramarta et al. (2022) highlight how multilingual elements in hospitality signage combine global and local identities, a strategy that parallels how hotel websites integrate brand voice with cultural representation.

Further research by Paramarta (2022) emphasizes that spatial layout and visual-textual design guide audience attention, a principle directly applicable to webpage organization and navigation. In addition, Nugraha et al. (2021) show that meaning in service contexts emerges from multimodal interaction, including text, visuals, and gestures, reinforcing the idea that website communication is inherently multimodal. Supporting this, Adnyani et al. (2021) stress the importance of clear visual hierarchy and accessibility in multimedia design, while Wibawa et al. (2021) underline the need for linguistic precision in tourism discourse. These findings collectively suggest that effective communication in tourism relies on structured, purposeful, and user-oriented design, which is also fundamental to website content organization.

Moreover, studies on tourism education (Kusumastiti & Palupiningsih, 2021; Kurniarini et al., 2021) indicate that clarity, sequencing, and communicative effectiveness are essential competencies in the tourism sector. This further implies that hospitality websites must present information in a coherent and structured manner to meet professional communication standards and audience expectations. Complementing this perspective, Paramarta et al. (2023) show that textual framing in tourism promotion constructs destination image, highlighting the persuasive function of language in shaping user perception.

Despite these insights, most previous studies focus on physical signage, multimodal interaction, or general digital communication, rather than explicitly analyzing the rhetorical organization of website texts. This creates a gap in understanding how textual content on hospitality websites is systematically structured to achieve communicative goals.

Move analysis provides an appropriate analytical framework to address this gap. Rooted in rhetorical theory, move analysis examines how texts are organized into functional units (moves) that serve specific communicative purposes, supported by smaller elements called steps (Bhatia, 1993). Hyland (2004) further explains that such structures enable texts to achieve coherence and effectiveness by organizing information strategically.

However, existing applications of move analysis have largely focused on academic genres, such as abstracts (Kaya & Yağız, 2020; Nurcik et al., 2022; Putri et al., 2021; Suryani & Rismiyanto, 2019), introductions (Setiawati et al., 2021), and discipline-specific writing (Maswana et al., 2015). While some studies extend to non-academic texts, such as recommendation letters (Afful & Kyei, 2020) and student reviews (Izdihar et al., 2022), applications to digital hospitality websites remain limited.

Therefore, this study addresses the identified gap by applying move and step analysis to the Overview page of the Jumeirah Bali hotel website. By identifying how textual segments are sequenced and how communicative purposes are realized, this study demonstrates how hospitality websites strategically organize content to introduce offerings, highlight features, construct brand identity, and encourage user engagement. In line with this objective, the study is guided by the following research question: What moves and steps appear on the Overview page of the Jumeirah Bali hotel website?

Through this investigation, the study extends move analysis beyond traditional academic genres and contributes to a deeper understanding of rhetorical practices in digital hospitality communication.

METHOD

This study employed a qualitative research design to analyze the textual content of the Jumeirah Bali hotel website. A qualitative approach was selected because it enables an in-depth examination of textual data, particularly in identifying patterns of meaning, structure, and

communicative function within naturally occurring discourse. This aligns with the research objective, which is to describe systematically how textual elements are organized rather than to measure or quantify them. As noted by Sandelowski (2000), qualitative research emphasizes presenting data in its original form while preserving its contextual meaning, making it particularly suitable for analyzing authentic website content.

Furthermore, this study adopts a genre analysis perspective, specifically move and step analysis as proposed by Bhatia (1993). Genre analysis focuses on how texts are structured to achieve specific communicative purposes, requiring detailed and interpretive examination of textual units. Therefore, a qualitative textual approach is the most appropriate method, as it allows the researcher to identify rhetorical patterns, categorize functional units (moves), and interpret how these units contribute to the overall communicative goals of the website. This approach ensures alignment between the research design and the analytical framework used in the study.

The data source is the official Jumeirah Bali website (<https://www.jumeirah.com/id/stay/bali/jumeirah-bali>), which functions as a promotional and informational platform for the hotel. The analysis focuses specifically on the Overview page, as it represents a key entry point for users and encapsulates the main communicative strategies of the website. Data were collected through observation of the textual content using an observation sheet developed based on Bhatia's (1993) genre analysis model and adapted to the needs of this study. The observation sheet was structured in the form of a table containing move and step categories, indicators of communicative function, and a column for textual evidence. This instrument facilitated systematic and consistent identification of rhetorical patterns across the dataset.

Table 1. Observation sheet of the move and step approach adapted from framework by Bhatia (1993)

No	Move	Step	Communicative Function	P	A	Example Text/Visual Evidence	Note
				Present / Absent			
1	Establishing credentials	Hotel name and location	Introducing the hotel's basic identity				
		Year established / brief history	Demonstrating credibility and experience				
2	Describing services & facilities	Room and hotel facilities	Describing comfort and amenities offered				
		Additional services (spa, gym, etc.)	Attracting attention with added value				
3	Promoting the location	Geographical advantages	Highlighting a strategic or attractive location				
4	Including endorsements	Testimonials, ratings, and awards	Building trust through third-party endorsements				
5	Offering incentives	Special offers or discounts	Encouraging action with incentives				
6	Targeting the customer	Mentioning specific customer segments	Aligning promotion with audience needs				
7	Soliciting response	Call to action/contact prompt	Prompting direct action ("Book Now", "Contact Us")				

Data analysis was performed using Bhatia's (1993) genre analysis approach. Each text segment was identified, coded, and classified according to its communicative function. The classification was then aligned with the rhetorical structure in the genre analysis model to evaluate the fit between the actual structure of the text and the theoretical framework applied as a reference. The analysis was conducted manually through repeated reading and thorough observation of each part of the text to ensure consistency and accuracy in interpreting the identified moves and steps.

The analysis results are presented in a descriptive narrative form and supplemented with tables to clarify the structure of the analyzed text. This approach allows for detailed mapping of the move and step patterns on the overview page and shows how these patterns support the communicative purpose of the site in the context of hotel promotion

RESULTS AND DISCUSSION

This study focuses on identifying the pattern of moves and steps on the Overview page of the Jumeirah Bali hotel website and analyzing the rationale behind its textual structure. The Overview page was deliberately selected based on its strategic role as the primary entry point for users and as a summary page that integrates key information about the hotel. It typically contains essential content, including a general description of the hotel, accommodation types, facilities, and promotional offers. As such, this page functions as a central hub that introduces the brand, highlights its value propositions, and directs users to other sections of the website.

The selection of the Overview page was guided by specific criteria: (1) it represents the first point of contact between the website and potential guests, (2) it consolidates the most important information from different sections of the website, and (3) it reflects the overall communicative purpose of the website, which is to inform, persuade, and encourage user engagement. Due to these characteristics, the Overview page can be considered representative of the broader communicative strategy employed across the website.

Therefore, analyzing this page provides insight into how the website organizes its textual content rhetorically to achieve its marketing and communicative goals. The analysis identified a total of 10 moves and 10 steps, indicating a structured and purposeful organization of information that supports user navigation and decision-making.

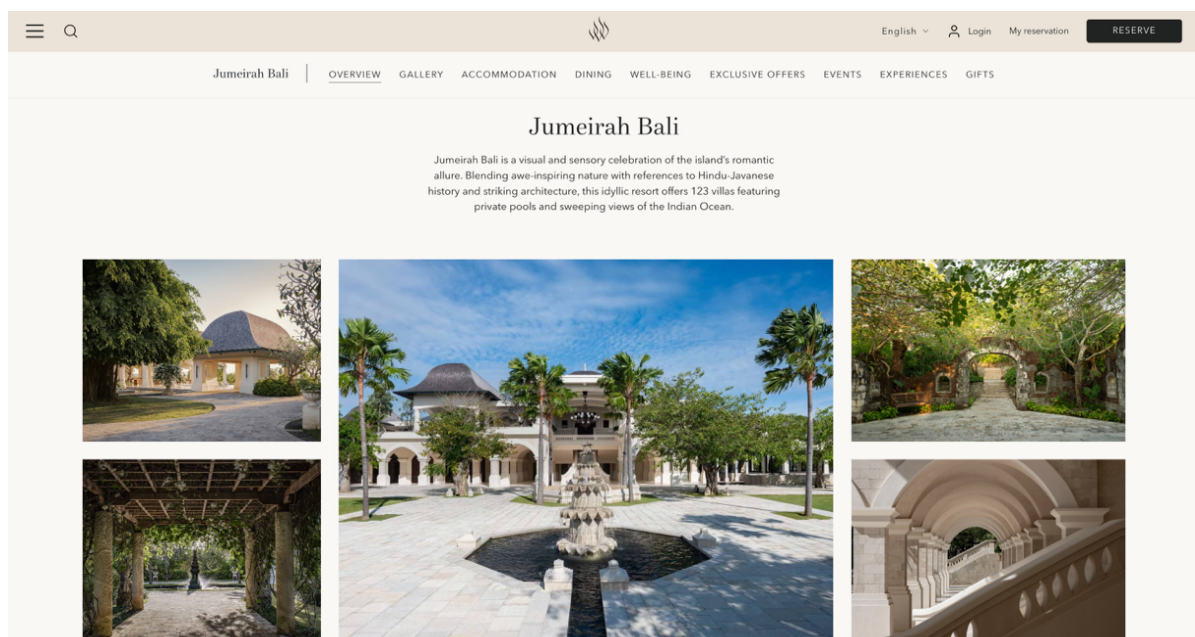


Figure 1. The home page or “Overview” page on the website

Figure 1 above shows the Overview page, the first page users see when visiting the website. This section introduces Hotel Jumeirah Bali with a brief overview. According to the analysis, the content includes 10 moves and 10 steps, covering a short description of the hotel, available room types, facilities, and special offers like packages. The Overview page serves as a starting point, providing essential information for visitors before they explore other subpages. The initial display of the Overview page and details of the identified moves and steps are shown in the following table.

Table 2. Details of Moves and Steps in the Textual Content of the Overview Page of the Jumeirah Bali Website

No	Move	Step	Communicative Function
1.	Jumeirah Bali	Jumeirah Bali is a visual and sensory celebration of the island's romantic allure. Blending awe-inspiring nature with references to Hindu-Javanese history and striking architecture, this idyllic resort offers 123 villas featuring private pools and sweeping views of the Indian Ocean.	Establishing credentials
2.	Accommodation	Relaxed living with breathtaking views. Sink into the rhythm of island life, where Jumeirah's warm hospitality enriches the allure of this Balinese locale.	Detail product features
3.	Two Bedroom Villas	Beyond the azure horizon Two-bedroom villas with calming views.	
4.	Villas	The soothing call of the garden or waves Unwind in your spacious oasis with exceptional amenities and a private pool.	
5.	Exclusive Offers	<ol style="list-style-type: none"> 1. Jumeirah Escapes : Enjoy up to 25% savings, including breakfast and generous privileges. 2. Early Advantage : Unlock up to 20% savings when you reserve your Bali getaway in advance. 3. Jumeirah Signature Escapes : Immerse yourself in elegant, tropical surroundings with our Signature Escapes. Unwind in a stunning villa and revel in the heartfelt warmth of our hospitality, where every moment is thoughtfully crafted for your comfort and joy. 	Present promotional incentives
6.	Dining at Jumeirah Bali	Dine cliffside or seaside, savouring Southeast Asian flavours, flame-grilled dishes, and sunset cocktails at our diverse and vibrant restaurants.	Detailing features & benefits (amenities/experience)
7.	Well-being	Embark on your wellness journey in our sun-dappled slice of paradise, enhanced by the finest facilities and an extensive menu of treatments at Talise Spa.	
8.	Discover Bali's wonders	Explore our thoughtfully curated stories.	Soliciting response (call-to-action)
9.	Facilities	Encircled by tropical gardens, our facilities include a stately ballroom, a soothing spa, a fully-equipped fitness center, and the lively Peafowl Kids Club, ensuring enjoyment for all ages.	Detailing features & benefits (amenities)
10.	Arunika Batik	A Fusion of Heritage: Jumeirah Bali Partners with Iwan Tirta for Exclusive Arunika Batik	Providing evidence (endorsement/partnership as proof of quality)

Based on Table 2, the Overview section on the Jumeirah Bali website shows that its structure follows a pattern consistent with Bhatia's (1993) move and step theory. The sequence of presentation begins with establishing credentials, which serves to build trust and brand identity, followed by detailing features and benefits to explain the product's advantages more clearly. After that, there is an incentives section that encourages users to make a booking, followed by a call to action or navigation element that helps users to take action, and ends with a proof or endorsement section that reinforces trust in the brand. This structure is also in line with the AIDA (Attention, Interest, Desire, Action) model, which describes the stages a person goes through in making a decision, as well as the principle of progressive disclosure in web design, which displays information from the most important to the most detailed according to user needs.

The opening section of the Jumeirah Bali page establishes the hotel's credentials. It describes the location, services, and beauty of the building to create an initial impression that this hotel is a luxury resort. This helps readers understand the hotel's position and quality from the start. After setting the brand identity, the page shifts focus to the Accommodation section, which introduces two types of rooms: Two Bedroom Villas and Villas. The information is organized from a general overview to more specific details, allowing readers to picture their experience at Jumeirah Bali. According to Bhatia's (2004) view, this approach reduces ambiguity and makes the service easier to understand. In service marketing, this presentation emphasizes the hotel's added value and highlights the advantages that set Jumeirah Bali apart from its competitors (Kotler & Keller, 2016).

After the accommodation section, the page features Exclusive Offers to motivate or incentivize users to make a booking. This section showcases appealing deals such as discounts or exclusive packages that give prospective guests more reasons to consider booking. This approach aligns with Cialdini's (2009) principles of reciprocity and scarcity, which indicate that people are more likely to act when presented with limited offers or special opportunities. Additionally, this technique supports the idea of value-based pricing, where prices are adjusted based on the perceived value by customers (Nagle, Hogan, & Zale, 2016).

Furthermore, the content continues with sections on Dining at Jumeirah Bali, Well-being, and Facilities. These three sections broaden users' understanding of the services provided by the hotel. Descriptions of the cuisine, fitness, spa, event rooms, and children's recreational facilities emphasize that Jumeirah Bali offers not only a place to stay, but also a complete and emotionally rewarding experience. This is in line with the concept of the experience economy, which emphasizes the importance of creating memorable experiences for customers (Pine & Gilmore, 1999), as well as the service-dominant logic theory, which places value as the result of cooperation between service providers and users (Vargo & Lusch, 2004). The visual display and navigation links in this section also serve to keep users engaged so they continue to explore the page without losing their way.

The Discover Bali's Wonders section aims to encourage users to explore more content about destinations around the hotel. This section provides additional information about tourist attractions in Bali that are relevant to readers' interests. This strategy keeps users engaged even if they are not yet ready to make a booking. Based on the theory of information foraging, this method helps users remain within the brand environment and strengthens their engagement with the content (Pirolli & Card, 1999; Nielsen & Loranger, 2006). Thus, this page is not only a promotional medium but also serves as a means of education and inspiration for potential guests.

The last section, Arunika Batik, showcases a collaboration between Jumeirah Bali and renowned batik designer Iwan Tirta. This collaboration highlights local cultural values and provides tangible evidence of the hotel's commitment to quality and authenticity. This collaboration also serves as social proof, which can increase user trust in the brand (Cialdini,

2009). From a user experience design perspective, this section creates a strong closing impression by presenting aesthetic and cultural values that linger in the reader's memory, in line with the peak-end rule principle, which states that experiences are best remembered based on their most interesting parts and their conclusion (Fogg, 2003).

Overall, the sequence of presentation from the opening to Arunika Batik not only serves as an information catalog but also creates a strategic communication flow. This arrangement builds trust in the brand, makes it easier for readers to understand the services offered, stimulates interest in making reservations, and concludes with credible evidence that enhances the hotel's image. This structure aligns with Bhatia's (1993) theory of professional promotional rhetoric and supports the concept of modern digital marketing that emphasizes a clear, valuable, and persuasive flow of information. Therefore, the Overview page on the Jumeirah Bali website can be viewed as a strategic starting point that not only provides information but also fosters trust and encourages a purchasing decision step by step.

These findings are consistent with previous move analysis studies, which indicate that texts across different genres tend to follow recognizable rhetorical patterns shaped by communicative purposes. For instance, Hyland (2004) highlights that effective texts are organized through sequences of functional units that guide readers toward intended outcomes, a pattern clearly reflected in the structured progression of the Overview page. Similarly, studies on promotional discourse suggest that establishing credibility, presenting offerings, and encouraging action are common rhetorical moves used to influence audience decisions, supporting the patterns identified in this study.

However, this study also extends previous research by demonstrating that such move structures are not limited to traditional written genres, such as academic texts or formal documents, but are also evident in digital hospitality websites. Unlike earlier studies that primarily focus on linear texts, the findings reveal that website discourse combines structured rhetorical sequencing with interactive and multimodal elements. This confirms and complements prior tourism communication research, which emphasizes visual and cultural representation, by showing that textual organization itself plays a central role in shaping user engagement and interpretation.

In addition, a notable distinction emerges in the flexibility of move realization. While traditional genres often follow relatively fixed patterns, the Overview page exhibits a more dynamic structure, where certain communicative functions such as highlighting value and reinforcing credibility are distributed across multiple sections rather than confined to a single position. This reflects the non-linear reading behavior typical of digital environments, where users navigate content selectively.

Thus, the findings not only support existing theories of genre and rhetorical structure but also broaden their application to contemporary digital contexts. They demonstrate that while the core principles of move analysis remain relevant, digital media introduce new dimensions of flexibility and user-centered design that enrich the understanding of how texts function in modern communication.

CONCLUSION

This study examines the rhetorical structure of the Overview page of the Jumeirah Bali website using a move and step framework through a qualitative approach. The findings indicate that there are 10 moves and 10 steps, which appear to be organized into a sequential persuasive flow. This sequence generally begins with establishing brand credentials, followed by presenting features and benefits, offering incentives, encouraging user action, and concluding with elements that reinforce trust, such as partnerships. This pattern appears to align with AIDA logic and the principle of gradual disclosure in web usability, suggesting that rhetorical

strategies may play a role in enhancing user experience and potentially influencing the decision-making process of prospective guests.

From a theoretical perspective, this study suggests that the frameworks proposed by Bhatia and Hyland remain applicable in analyzing communicative structures beyond traditional written genres, particularly in the context of digital hospitality websites. However, given that the analysis is limited to a single webpage, these findings should be interpreted as indicative rather than generalizable.

From a practical standpoint, the results may serve as a useful reference for lecturers in teaching business and professional writing, particularly in illustrating how promotional texts are rhetorically structured. In addition, the findings could be used as a learning resource for students to analyze various forms of promotional discourse, such as brochures, booklets, and website content. For researchers, this study may offer a methodological example for applying move and step analysis to digital texts, which can be further developed in future studies with broader datasets.

Overall, this study contributes to the growing body of research on genre analysis in digital contexts by providing an initial exploration of how move and step structures operate in a hotel website. Future research is recommended to examine multiple webpages or compare different hotel websites in order to provide more comprehensive and generalizable insights into rhetorical practices in digital hospitality communication.

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