



**MUHAMMADIYAH
GORONTALO
INTERNATIONAL
SEMINAR**

MGIS Volume: 1, Nomor 1, Juni 2025

Published: 21 Juni 2025

ARTICLE HISTORY

Received: 18 Mei 2025

Revised : 04 Juni 2025

Accepted: 07 Juni 2025

Language and Tourism: Unlocking the Magic of Words in Enhancing Danau Limboto's Promotion on Digital News Platform

Happy Anastasia

University of Muhammadiyah Gorontalo, Gorontalo, Indonesia

happyanastasia@umgo.ac.id

Abstract. In this digital era, tourism promotion increasingly relies on language strategies to create compelling narratives. The use of expressions with magical elements plays a crucial role in shaping visitor perceptions. However in the context of promoting Danau Limboto, the strategic utilization of such expressions remains underexplored in digital promotion. This study examines how tourism discourse, particularly magical expressions, enhances the representation of Danau Limboto on digital news platforms. A qualitative approach, employing *discourse analysis*, is applied to analyze English-language digital news about Danau Limboto. The findings reveal four identified characteristics of tourism promotional language classified as magical expressions: euphoria (5 data), vagueness (5 data), elitism (3 data), and patronization (3 data). Strengthening magical expressions might significantly enhance visitor emotional engagement. This research contributes to tourism communication strategies, aiding destination branding and optimizing promotional content through effective linguistic approaches, while also serving as a reference for tourism stakeholders in developing more engaging communication strategies.

Keywords: Limboto Like, digital promotion, discourse analysis, magical words, tourism narratives