



ASEAN branding: Exploring the language styles of tourism slogans

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ARTICLE INFO	ABSTRACT
Article history: Received: June 5, 2024 Revised : August 2, 2024 Accepted: August 2, 2024	Creating the Association of Southeast Asian Nations (ASEAN), with its motto, one vision, one identity, and one community, holds an integral role in unifying Southeast Asian countries. With this, there is a need to achieve a united branding. Lerman, Morais, and Luna (2018) elaborate on the importance of being aware of the relationship between language and culture, which aids in creating a brand language that mirrors the culture of their target customers. With this study, brand advertisers can learn the importance of language branding and the differences in the language used to achieve a united ASEAN branding. In understanding ASEAN's branding, Grey's Language Style Theory was employed in the different pre-pandemic and post-pandemic tourism slogans, focusing on the syntactic and lexical features using the descriptive method. The study's findings demonstrate that most syntactic forms of post-pandemic slogans have changed from phrases to sentences. It also reveals that most of the post-pandemic slogans used short sentences and simple, colloquial, and imperative language in their syntactic features. Most of the post-pandemic tourism slogans were modified for the lexical features to use simple vocabulary, glamorization, and repetition. Furthermore, the post-pandemic slogans suggest a more enthusiastic ASEAN tourism branding centered on passion, wonder, and love.
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INTRODUCTION

Grammar plays an integral part in language use, and it encompasses a set of rules based on a string of words, such as phrases and sentences. It is further known that each language has its own grammar rules, which may or may not be shared with other languages. On the other hand, 'brand' plays a vital role in marketing or advertising. Kotler (2008) mentioned that brand refers to the combination of a name, sign, term, and design that identifies one seller to

another group. This further elaborates on the important role of language branding. Lerman, Morais, and Luna (2018) reiterate that understanding the relationship between culture and language will create a brand language that exhibits the culture of their target users. This means that brand marketers may sometimes purposely distort grammatical rules for an effect like music composers and lyricists do, though this may, sometimes, have a negative impact. Luna, Lerman, and Perrachio (2005) analyzed in their study that when grammatical rules are broken in mixed-language advertisements, it will pose a negative impact on persuading clients to focus on brand associations or actions, but when it uses linguistic devices, such as rhyming, it has no negative effect.

This study analyzes the language used in building up ASEAN's branding, which centers on its prime motto: *one vision, one identity, and one community*. However, in 2022, the Association of Southeast Asian Nations (ASEAN) revealed its new logo and tagline, "A Destination for Every Dream," which aims to recapture the resilience of Southeast Asians after the pandemic. The countries affiliated with ASEAN have changed their tourism slogans to cope with the new global demands from tourists worldwide. Rozalina (2020) mentioned that an advertisement slogan aids copywriters in successfully advertising their services or products. Whittier (1958), as cited by Huadom (2017), further defines a slogan as a statement about a product or service worthy of remembering. This means that it should be a continuous, repetitive advertisement. Furthermore, Pike (2004) states the key values a destination slogan should embody, such as *functional destination personality, affective qualities, travel motivation benefits, and symbols of self-expression*. Furthermore, Kohli, Leuthesser, and Suri, as cited by Abdi & Irandoust (2013), elaborate on the three key components of brand identity that can establish companies' connections worldwide. These are *advertising slogans, brand names, and logos*.

With this, it is important to carefully create a slogan with the right words and grammar to advertise the brand. Nordquist (2019) defines *Phrase Structure Grammar (PSG)* as a generative grammar based on phrase structure rules of rewrite rules. PSG describes the syntactic categories that appear in each language and what different internal structures these have. He further elaborates that Noam Chomsky introduced phrase structure functions in the classic form of *Transformational Grammar (TG)*. In this study, identifying syntactic categories served a significant role before identifying syntactic and lexical features.

In language branding, words' role in persuading clients and the style used in forming sentences is crucial. Thus, this study applied an analysis of the language used in the ASEAN tourism slogans. To do this, Grey's (2008)

framework regarding language style was utilized. This focuses on two linguistic features: *syntactic* and *lexical*. Grey (2008) classified ten (10) syntactic features based on the grammatical structure. *Short sentences* attract consumers due to their conciseness, which is why most published slogans use them for easy recall. *Long noun phrases* can also make the clients consider the qualities of the product in comparison to other brands. Another syntactic feature is *ambiguity*, which leads clients to different perceptions and to look for or research more information regarding the brand. The use of *imperative* can also make the consumer do something. Another technique employed in brands is *simple and colloquial language* because of its conversational nature and sense of familiarity. *Present tense* also indicates timelessness, which makes the consumer see the actual state. Using syntactic parallelism is another way to ensure the client remembers the brand. An *association* also alludes to something positive. Using ellipses makes a phrase short, making it easier to remember. Lastly, a brand can use *incomplete sentences* to make the client look for significant ideas.

Another language style identified by Grey is *Lexical Feature*. According to Grey (2008), lexicon refers to all the words in the language with a grammatical function and meaning. He elaborates that there are ten (10) lexical features. *Hyperbole* refers to using adverbs and adjectives to emphasize or elaborate ideas. *Neologism* refers to how words form a new and unfamiliar word, which creates a strange effect because of its unfamiliarity. A brand can further use *weasel words* by using the meaning of a word without being too specific. Using *familiar language* gives clients a sense that they are engaging in the branding due to using second-person pronouns. The use of *simple vocabulary* is likewise integral in branding. It is equally significant to use *repetition* as it creates a musical effect because of alliteration, rhyming, and rhythm. *Euphemism*, when used, can connote meaning to avoid negative and taboo ideas. *Humor* describes how words can catch the attention of the clients. There are also instances where *glamorization* helps in advertising by combining unusual words to make something look glamorous. Finally, *potency* provides imminence and uniqueness, making the client seek further information. With these features, identifying each tourism slogan's linguistic features was focused on using Grey's Language Style.

Additionally, the Cultural Identity Theory (1997) by Collier and Collier was also utilized in this study. When identifying the united branding of the ASEAN-affiliated countries, it is essential to study the cultural Identity embodied by each country and as one ASEAN. Cultural Identity refers to people belonging to a social context based on various cultural categories by sharing collective knowledge such as language, norms, traditions, customs, heritage, and aesthetics. These are constantly maintained and challenged

through constant communication in the given social context. Moreover, cultural identity is achieved when each personal identity pleasantly unites with one communal identity (Erikson, 1993, as cited by Pho, 2018).

Sirisuthikul (2018) cited Bramwell & Sharman, 1999 Yuksel & Yuksel, 2005 Wong, Mistilis & Dwyer, 2011 who reiterated that though there is a need to collaborate for the successful development of tourism, many point out that there are challenges to successful partnerships. One of these is the desire to maintain control, lack of collaborative mindset, and others. This means that to create a united branding, there should be commonalities in unifying the ASEAN vision, identity, and community. To achieve this, there is a need to investigate the use of language in promoting tourism since language is one of the important aspects of creating a brand and, much more so, understanding the similarities and differences of the affiliated countries. Language helps people to communicate successfully with each other. Thus, this study analyzed and compared the syntactic forms, syntactic features, and lexical features of the pre-pandemic and post-pandemic ASEAN-affiliated tourism slogans and how this language style affects the ASEAN branding. To elaborate, this answered the following research questions: 1. What syntactic forms are present in the pre- and post-pandemic ASEAN tourism slogans?; 2. What syntactic features are present in the pre-and post-pandemic ASEAN tourism slogans? 3. What lexical features are present in the pre- and post-pandemic ASEAN tourism slogans?; and 4. Based on the analysis of the syntactic and lexical features, how is ASEAN branding identified in the tourism slogans?

METHOD

Research Design

This study was anchored using descriptive research to analyze the language styles of the ASEAN tourism slogans. Furthermore, qualitative and quantitative methods were utilized to examine the data further. Collecting quantitative and qualitative methods ensured a more thorough analysis of the slogans. This design is employed since this study aims to identify the language styles used in creating tourism slogans. The findings indicate that the ASEAN branding can be further identified based on the slogans.

Data Analysis Procedures

In identifying the ASEAN branding, this study used the pre-pandemic and post-pandemic tourism slogans as a research corpus. These were purposely selected because of their importance in tourism, especially in the ASEAN-affiliated countries. Furthermore, in creating these tourism slogans, careful selection of words, phrases, and sentences was considered by

authorities. The researcher purposively selected all the twenty-two (22) official pre-pandemic and post-pandemic tourism slogans of the ASEAN-affiliated countries, including the ASEAN main tourism slogans published on the official websites of the ASEAN-affiliated countries, since tourism nowadays is usually seen on different social media applications. In analyzing the data, *Language Style* by Grey (2008) was utilized to identify the syntactic and lexical descriptions of each pre-pandemic and post-pandemic slogan using the frequency distribution. Aside from this, another theory used is *Phrase Structure Grammar* by Chomsky, a type of rewrite rule used to describe a given language's syntax. The theory of Cultural Identity by Collier and Collier (1997), which can be understood as the experience, enactment, and negotiation of dynamic social identifications by group members in a particular setting, was likewise applied in the analysis. This served as a concluding theory because when people try to identify with or desire to be accepted into various groups, they are inclined to experience not just one identity but often multiple cultural identities at once, just like the countries affiliated with ASEAN. Thus, this study aimed to answer the question of how ASEAN-affiliated countries unite regarding language tourism branding.

FINDINGS

Syntactic Forms of the Pre-Pandemic and Post-Pandemic Tourism Slogans

As shown in Figure 1 below, *phrases* and *sentences* were two syntactic forms present in the tourism slogans.

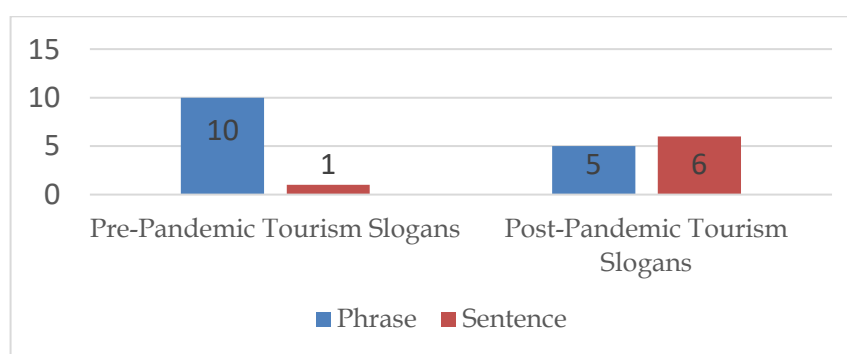


Figure 1. Syntactic Forms

To elaborate further, the study found ten (10) phrases in the pre-pandemic tourism slogans. Nine (9) of these are Noun Phrases, and one (1) is an Adjective Phrase, as presented in Figure 2 below. On the other hand, five (5) phrases are found in the post-pandemic tourism slogans, four (4) of which are Noun Phrases, and one (1) is also an Adjective Phrase, like the pre-pandemic slogan.

Table 1. Syntactic Forms

Syntactic Form	Type	Freq. (Pre-Pandemic)	Example	Freq. (Post-Pandemic)	Example
Phrase	Noun Phrase	9	Kingdom of Wonder	5	A Destination for Every Dream
	Adjectival Phrase	1	Mystical Myanmar	0	
	Verb Phrase	0		0	
Sentence	Declarative	1	It's More Fun in the Philippines	2	Passion Made Possible
	Imperative	0		4	Love the Philippines
Total		11		11	

Based on the Phrase Structure by Chomsky, as shown in Table 2, Noun Phrase is dominantly used in tourism slogans. This further reveals an even use of different noun phrase structures. However, *Adjective + Noun (Adj + N)* was used twice in pre-pandemic tourism slogans like 'Wonderful Indonesia' and 'Wonderful Indonesia.' The word '*wonderful*' acts as an attribute since it is placed before the word it describes, 'Indonesia.' It is also shown in the table above that only four (4) noun phrases were used in the post-pandemic because of the shift to sentences.

Table 2. Phrase Structure of the Noun Phrases

Patterns	Frequency (Pre-Pandemic)	Example	Frequency (Post-Pandemic)	Example
N + PP	1	Kingdom of Wonder	1	Abode of Peace
ADJ + N(s)	2	Wonderful Indonesia		
DET + ADJ + N	1	The Timeless Charm	1	The Timeless Charm
PRN + N	1	Your Singapore		
DET+ ADJ+ N+ PP	1	The Green Heart of Borneo, The Kingdom of Unexpected Treasures		
N + ADV + N	1	Malaysia Truly Asia		

DET + N	1	One Vision, One Identity, One Community	
ADJ + N + CL	1	Amazing Thailand, Always Amazes You	
DET + N + PP			1 A Destination for Every Dream
N + Adj + N + Adv			1 365 Days, Marvelous Thailand Every Day

Syntactic Features of the Pre-Pandemic and Post-Pandemic Tourism Slogans

In language branding, words are vital to convince clients. This means that the style used in forming sentences is crucial. Grey (2008) classified syntactic features based on grammatical structure.

Table 4. Syntactic Features

Syntactic Features		Pre-Pandemic Tourism Slogans		Post-Pandemic Tourism Slogans
Short Sentence	1	1. It's more fun in the Philippines.	6	1. Every Day is a Wonder. 2. Recover Together, Recover Stronger. 3. Now is the Time to Cuti-Cuti Malaysia. 4. Be Enchanted. 5. Love The Philippines. 6. Passion Made Possible.
Long Noun Phrases	2	1. Brunei, The Green Heart of Borneo, The Kingdom of Unexpected Treasures 2. One Vision, One Identity, One Community	1	1. A Destination for Every Dream
Ambiguity			1	1. Now is the Time to Cuti-Cuti Malaysia
Use of Imperative			4	1. Recover Together, Recover Stronger. 2. Now is the Time to Cuti-Cuti Malaysia. 3. Be Enchanted. 4. Love The Philippines.
Simple and Colloquial Language	6	1. Kingdom of Wonder 2. Wonderful Indonesia 3. Simply Beautiful 4. Mystical Myanmar 5. Your Singapore 6. The Timeless Charm	3	1. Simply Beautiful 2. Be Enchanted. 3. Amazing Thailand
Use of Present Tense	2	1. It's More Fun in the Philippines	3	1. Every Day is a Wonder

		2. Amazing Thailand, Always Amazes You		2. Recover Together, Recover Stronger. 3. Now is the Time to Cuti-Cuti Malaysia.
Syntactic Parallelism	1	1. One Vision, One Identity, One Community	1	1. Recover Together, Recover Stronger.
Association			1	1. A Destination for Every Dream
Incomplete Sentences	4	1. Brunei, The Green Heart of Borneo, The Kingdom of Unexpected Treasures 2. Malaysia Truly Asia 3. Amazing Thailand, Always Amazes You 4. One Vision, One Identity, One Community	1	1. A Destination for Every Dream

As we can see in Table 2, in the pre-pandemic tourism slogans, six (6) out of eleven (11) used *Simple and Colloquial Language*, followed by *Incomplete Sentences* with four (4). On the other hand, simple and colloquial language uses conversational and straightforward language for easier readers' understanding. This study has also found six (6) slogans used in short sentences in the post-pandemic tourism slogans. This is further followed using imperative with a frequency count of 4. Using simple and colloquial language and present tense ranks third during the post-pandemic. Finally, with frequency counts of only one each, long noun phrases, ambiguity, syntactic parallelism, association, and incomplete sentences rank last.

Lexical Features of the Pre-Pandemic and Post-Pandemic Tourism Slogans

Table 5. Lexical Features

Lexical Features	Pre-Pandemic Tourism Slogans	Post-Pandemic Tourism Slogans
Hyperbole	0	0
Neologism	0	0
Weasel Word	0	1 1. Now is the Time to Cuti-Cuti Malaysia
Familiar Language	2 1. Your Singapore 2. Amazing Thailand, Always Amazes You	0
Simple Vocabulary	6 1. Kingdom of Wonder 2. Wonderful Indonesia 3. Simply Beautiful 4. Malaysia Truly Asia 5. Mystical Myanmar 6. It's More Fun in the Philippines	7 1. Every Day is a Wonder 2. Recover Together, Recover Stronger. 3. Simply Beautiful 4. Be Enchanted 5. Love The Philippines 6. Amazing Thailand 7. A Destination for Every Dream

Repetition	3	1. Malaysia Truly Asia 2. Amazing Thailand, Always Amazes You 3. One Vision, One Identity, One Community	2	1. Recover Together, Recover Stronger. 2. Now is the Time to Cuti-Cuti Malaysia
Euphemism	0		0	
Humor	0		0	
Glamorization	2	1. Brunei, The Green Heart of Borneo, The Kingdom of Unexpected Treasures 2. The Timeless Charm	3	1. Abode of Peace 2. Passion Made Possible 3. The Timeless Charm
Potency	0		1	1. Now is the Time to Cuti-Cuti Malaysia

Table 5 explicitly shows that the most used lexical feature for the pre-pandemic and post-pandemic tourism slogans is a simple vocabulary with a frequency of 6 and 7, respectively. This is followed by repetition during the pre-pandemic with a frequency of 3 and a frequency of 2 during the post-pandemic. Following this is glamorization with a frequency of 3 during the post-pandemic and two during the pre-pandemic. The use of familiar language has a frequency of 2, while potency and weasel words during the post-pandemic have a frequency of 1 for each.

These findings are further discussed in the succeeding section of this research for better understanding and implications.

DISCUSSION

Grammar consists of syntax that studies language sentences. It further deals with how words turn into phrases and phrases into sentences (Leba, S, Usyapanti, R, Butarbutar, R, & Bawawa, M., 2021). The study results show that most updated slogans' syntactic forms have shifted from phrases to sentences. It also shows that most of the post-pandemic slogans used short sentences and simple, colloquial, and imperative language in their syntactic features. For the lexical features, most of the post-pandemic tourism slogans have shifted to simple vocabulary, glamorization, and repetition.

Syntactic Forms of the Pre-Pandemic and Post-Pandemic Tourism Slogans

Sharhan & Al-Abedi (2018) cited Crystal as saying that a 'phrase' is an element of structure that contains more than one word and does not contain the subject-predicate structure found in a clause. According to Hewson (1992), on the other hand, a 'sentence' can be defined as an 'ideal' string of words with underlying utterances that branch from the definition of a community

language as a set of sentences. It is further defined as a word, clause, phrase, or a group of clauses or phrases forming a syntactic unit that expresses various moods or purposes, such as a statement, a question, a directive, an exclamation, or the performance of an action.

Declarative sentences are used to give us a statement, provide a fact, offer an explanation, or convey complete information, unlike noun phrases, which are just groups of words. As presented in Table 3, the tourism slogan of the Philippines, *"It's more fun in the Philippines,"* shows the straightforwardness of the approach. This also implies a comparison with others by using the word *'more,'* which implies that it is the best destination to have more fun.

It is also evident in imperative sentences in the post-pandemic slogans. An imperative sentence expresses commands or requests and further gives instructions or some advice. As seen in the tourism slogans, they hint that tourists should do something, and that is mainly to visit and fall in love with their country.

These findings imply that Noun Phrases (NP) are the most preferred linguistic syntactic form for ASEAN tourism slogans. According to Kusumawardhani and Rakhmanita (2022), a noun phrase consists of aspects such as an identifier, adjective, noun modifier, quantifier, preposition phrase, participle clause, conjunctions, and indefinite clause. Additionally, using NP usually helps readers engage with a lot of information, and it is also important to consider that slogans must be short, catchy, and memorable. An example of an NP is the slogan *'Kingdom of Wonder,'* which contains a Noun (N) + Prepositional Phrase (PP).

In contrast, Adjectival Phrase (AdjP) consists of an adjective that acts as the head of a phrase with its syntactic role as *attributive* and *predicative* (Casim, 2012). She further elaborates that the term *attributive* refers to the role of 'adjective' and 'noun' when they are used as modifiers of the head of an NP; for example, *'blue'* in the phrase *"the blue bag"* is considered attributive. The word *'blue'* becomes predicative when the statement is changed to *'the bag is blue.'* This means attributive and predicative are identified based on their position in a phrase or a sentence. In the slogans, one (1) adjectival phrase was utilized in the phrase: *'Mystical Myanmar,'* which can be deduced as *Adj (adjective) + N (noun)*. The word *mystical* functions as an attributive since it is placed near the word being described, which is *Myanmar*. The use of the word *'mystical'* gives tourists a sense of awe, mystery, and fascination, which can be the goal of the tourism authorities of Myanmar.

Furthermore, Table 2 shows that most of the head nouns are the names of the countries being studied. One example is using the second-person pronoun 'your' to make the tourists feel that they can own, belong to, or own 'Singapore'. Using the names of the countries as head nouns also helps the tourists remember the country's identity and culture or attributes, like the slogan of Thailand, which declares to the tourists how the country always amazes people.

It is also evident in Table 3 that one (1) declarative sentence was found in the pre-pandemic tourism slogans. In the post-pandemic era, there are two (2) declarative sentences and four (4) imperative sentences. This means that imperative sentences are preferred. Sentences have different purposes or moods: declarative, exclamatory, interrogative, and imperative. According to Jiang & Ren (2023), an imperative sentence refers to statements that can illicit commands, requests, persuasion, or prohibition. Thus, it means that advertisers prefer to use imperative sentences because aside from telling the clients to do something, it can also persuade them to accept an idea or a thought. So, in this case, the ASEAN countries attempt to advise the tourists to visit their country by persuading them. In the case of the Philippines, for example, is how it tells the tourists to 'Love the Philippines.' This shows how brand marketers from the Philippines persuade tourists to love their country by visiting it.

Aside from the imperative sentence, declarative sentences were also applied in the slogans. It is further defined by Jiang & Ren (2023) that a declarative sentence can be a statement that can describe a feature or narrate an action or a change without the involvement of an emotional expression. The purpose of a sentence is usually to state a fact further. As shown in the table, an example of a declarative sentence is the slogan: 'Passion made possible.' This statement presents a narration of what their country's passion is all about.

The analyzed data similarly implies a change in the syntactic form of the post-pandemic tourism slogans. It increased from one (1) sentence to six (6) sentences. This may also be a strategy that authorities have considered when advertising their country's tourism. In sentences, more information is visible.

Syntactic Features of the Pre-Pandemic and Post-Pandemic Tourism Slogans

As shown in Table 4, most of the slogans are written in short sentences. Usually, readers look at the slogans only at a glance or in a brief time. Hence, short sentences are better. This is evident in the post-pandemic tourism slogans of Myanmar '*Be enchanted*,' Philippines' '*Love the Philippines*', and Cambodia's '*Every day is a wonder*'. In the study by Rosalina (2020), she found that eleven short sentences were also used in the iPhone slogans the researcher analyzed. The study by Koa (2019) additionally reveals that using short sentences in *Revlon's* advertisements helps effectively convince clients.

Another syntactic feature used in Koa's is the use of long noun phrases, such as the finding of this study. Accordingly, when long noun phrases are used, the product seems to have more qualities than other brands. Present tense has been found to give a sense of seeing and feeling the product in real life. This can be true of destination slogans since the goal is to make the tourists travel to the country. Thus, using the present tense helps persuade the tourists, like the slogan of the Philippines: '*It's more fun in the Philippines*.' This slogan makes the tourists feel that they can experience more fun if they come to the Philippines. This can also be felt in Cambodia's change of slogan from the phrase '*Kingdom of Wonder*' to the sentence '*Every day is a wonder*.' The shift to the present tense implies Cambodia's goal of making the tourists feel that they will experience wonderful things upon visiting Cambodia.

The use of syntactic parallelism was also evident in the research corpus. This is evident in the post-pandemic tourism slogans of Indonesia (*Recover together, recover stronger*). This slogan embodies the goal of tourism after the pandemic, which is to recover after the dreadful pandemic the world has felt for more than a year. Many lives and livelihoods were lost during the pandemic; hence, recovering together and recovering stronger and more substantial makes us feel that we are one as we move forward with our lives. However, the study by Permatasari & Yulia (2013) found no use of parallelism since the advertisements maintained using simple sentences to catch the attention of clients. According to Rizqiyah, Kweldju, & Apriana (2020), using syntactic parallelism increases clarity and readability, which can be more convincing.

Lexical Features of the Pre-Pandemic and Post-Pandemic Tourism Slogans

According to Grey, the lexicon deals with all the words in the language with a grammatical function and meaning. Most lexical features used both during the pre-pandemic and post-pandemic used *simple vocabulary*. According to Melynda (2017), advertisers use simple yet catchy vocabulary in

their product promotion to attract consumers' attention. The use of simple vocabulary helps catch the attention of the readers. In the post-pandemic slogans, Malaysia used the word '*cuti-cuti*,' which means '*holiday*.' So, this is a form of *potency*, a novelty that makes the client look for more information. As tourists, we look for the meaning of '*cuti-cuti*.' Thus, this means it is effective because it entices tourists' curiosity. It was also found in Rosalina's (2020) study that 20 data samples used simple vocabulary because it is easier to translate and can be understood by clients since the clients could be young or old. Regarding the destination slogans, tourists could also be young or old, and using simple vocabulary ensures a better understanding of the slogans.

Aside from the use of simple vocabulary, repetition in the slogans was likewise evidently placed second in terms of usage. Three (3) slogans used repetition in the pre-pandemic and two (2) in the post-pandemic. Firdausi, Yannuar, & Basthomi's (2022) study about coworking space websites' headlines similarly shows that repetition of grammatical elements is third in rank. As shown in Table 5, the slogan 'One Vision, One Identity, One Community' uses repetition with the repetitive use of the word one. Furthermore, the slogan 'Malaysia Truly Asia' also uses repetition since it implies a repetition in rhyme scheme with the end syllables 'sia' for both Malaysia and Asia. The rhythm created in the words 'amazing' and 'amazes' also embodies repetition to create a musical effect that can make the slogan easily remembered. On the other hand, it can also be seen that in the post-pandemic slogans, two (2) countries used repetition. The slogans 'Recover Together, Recover Stronger' and 'Now is the Time to Cuti-Cuti Malaysia' imply the use of repetition by repeating words like 'recover' and 'cuti-cuti.'

Comparable to the study by Momayezalashjar & Shuraki (2022), it was also found that advertisers did not use euphemisms in advertising learning a language on social media since they usually include fake meanings and soften the meaning of an offensive word. This is contrary to the findings of the study of Firdausi, Yannuar, & Basthomi (2022), which found that the most-used lexical feature is hyperbole with 50% of the total data.

The pre-pandemic tourism slogans did not use ellipses, imperatives, and ambiguity. This may be because using ambiguous sentences entails confusion for readers, though the creativity of the brand advertisers could be shown using ambiguity.

ASEAN Branding through the Tourism Slogans

Considering the importance of tourism in a certain place, it is essential to consider the culture when tourists visit, which is why countries have

tourism authorities or advertisers who make sure to advertise their tourism, especially their culture. Meng & Liu (2020) define cultural tourism as an activity wherein tourists experience various learnings and discoveries and consume tangible and intangible cultural and scenic spots or products from the concerned destination. In this case, the ASEAN-affiliated countries have their advertisers who continually update their countries' cultural tourism. Because of the pandemic felt by the entire world, each country's tourism has been affected. Thus, in late 2021, when the borders gradually opened, tourism needed to be updated to gradually open to tourists again, which is why the tourism slogans of ASEAN countries were also changed to cope with the new normal challenges and requirements. It is also important to note that cultural identity differences must be considered when producing tourism slogans.

According to Erikson (1993 as cited by Pho, 2018), cultural identity refers to people belonging to a social context based on various cultural categories by sharing collective knowledge such as language, norms, traditions, customs, heritage, and aesthetics. These are constantly maintained and challenged through constant communication in the given social context. Moreover, cultural identity is achieved when each personal identity pleasantly unites with one communal identity. This means that the readers with the use of language style in writing tourism slogans tends to persuade and attract readers more. This likewise shows that language becomes a reason cultural identity is achieved when the language style relates to each other to achieve unity, evident during the pre-pandemic ASEAN tourism slogan '*One Vision, One Identity, and One Community.*' It shows the vision achieved by realizing one vision: being wonderful, fun, and amazing ASEAN.

Furthermore, it also denotes in the post-pandemic tourism slogans that the motto: '*A Destination for Every Dream,*' is achieved by telling us how the countries are amazing, wonderful, abode of peace, and enchanting. As Collier and Collier (2009) said, the theory of Cultural Identity, which can be understood as the experience, enactment, and negotiation of dynamic social identifications by group members in a particular setting, was likewise applied in the analysis. This serves as a concluding theory because when people try to identify with or desire acceptance into various groups, they are inclined to experience not just one identity but often multiple cultural identities simultaneously, just like the countries affiliated with ASEAN. Hence, each country's different personal identities co-existed harmoniously, finally creating a united ASEAN branding.

CONCLUSION

Language is an important tool for communication. To achieve unity, a universal language must exist. Aside from this, having one vision further aids in achieving unity. With the creation of ASEAN, the important goal is achieving its vision of having one identity and one community. This can be achieved by having commonalities, especially with the tourism slogans employed by each ASEAN-affiliated country. These should be coherent with each other to achieve a united branding.

The findings show that most of the updated slogans' syntactic forms have shifted from phrases to sentences. It also exhibits that the majority of the post-pandemic slogans opted to use short sentences and simple, colloquial, and imperative language in their syntactic features. For the lexical features, most of the post-pandemic tourism slogans have shifted to simple vocabulary, glamorization, and repetition. Furthermore, the post-pandemic slogans suggest a more enthusiastic ASEAN tourism branding centered on passion, wonder, and love. Through this new branding, ASEAN will continue to market Southeast Asia as a single destination and raise awareness of the region's diversity of offerings that travelers could rediscover once borders open again worldwide. However, this study was limited to analyzing the pre-pandemic and post-pandemic ASEAN tourism slogans, focusing on the syntactic and lexical features.

The findings of this research can be further used in future research, delving into the importance of language in achieving a united branding. Researchers can also use another corpus to explore other branding further. Finally, this research can help language and marketing students and advertisers consider the importance of selecting and writing good tourism slogans for better branding.

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