

Development of French Language Promotional Content for Cilacap's Leading Tourist Destinations

Dendi Ridho Pramana Yulianto*, Neli Purwani

Universitas Negeri Semarang, Indonesia

Email: dendirp8@students.unnes.ac.id*, npurwani@mail.unnes.ac.id

Keywords	Abstract
Tourism promotion; French language; Cilacap tourism; Multilingual content; Destination branding.	This study aims to develop French-language promotional content to support the international tourism promotion of Cilacap's leading tourist destinations. The research addresses the limited availability of foreign-language promotional materials, particularly in French, despite the growing interest of Francophone tourists in Indonesian destinations. A qualitative descriptive method was employed, involving data collection through observation, documentation, and interviews with local tourism stakeholders. The research process included destination analysis, selection of key tourism objects, linguistic adaptation, and content development in French, emphasizing cultural accuracy and persuasive communication. The findings show that well-structured and culturally adapted French promotional texts can enhance destination image, improve accessibility for Francophone tourists, and support local tourism branding strategies. The developed promotional content includes destination descriptions, attractions, facilities, and cultural highlights tailored to French language norms and tourism discourse. This study contributes to tourism communication studies and provides practical implications for local governments and tourism managers in developing multilingual promotional materials to increase international tourist engagement.

INTRODUCTION

Tourism promotion plays a crucial role in increasing the visibility of destinations in an increasingly competitive global tourism industry (Kumar & Barua, 2024; Nemyrovska & Levseitseva, 2024; Veseli et al., 2025). Effective promotion enables destinations to communicate their uniqueness and value to potential visitors. Through strategic promotional efforts, regions can position themselves favorably in the international tourism market. Promotion also influences tourists' perceptions and decision-making processes. Therefore, tourism promotion is a fundamental component of sustainable tourism development (Costa et al., 2022; Devkota et al., 2023; Kusumastuti et al., 2024; Olszewski-Strzyżowski, 2022).

In the era of global tourism, destinations are no longer competing only at the national level but also internationally (UNWTO, 2022; Hennessey & Morrison, 2021). Globalization has intensified competition among tourist destinations worldwide (Zhang et al., 2021; Kim & Ritchie, 2020). As a result, destinations must adopt innovative and inclusive promotional strategies (Prentice, 2020; Nechita & Antonescu, 2021). One essential strategy is the use of foreign languages in tourism promotion (Almeida et al., 2021; Shih & Yang, 2022). The urgency of this research lies in the fact that Cilacap Regency has never developed French-language promotional content despite being a potential destination for Francophone tourists,

who numbered over 300,000 visitors to Indonesia in 2023 (BPS, 2024). Without such materials, the region loses a strategic opportunity to attract this market segment (Li & O'Connor, 2021).

The availability of promotional materials in foreign languages has become a strategic necessity rather than an option. Tourists tend to seek information that is easily accessible and linguistically familiar. Promotional materials in foreign languages help reduce misunderstandings and information gaps. They also demonstrate a destination's readiness to welcome international visitors. Consequently, multilingual promotion contributes to a positive destination image.

Language functions not only as a communication tool but also as a medium of cultural representation (Hall, 2021; Nguyen & Tran, 2020). Through language, cultural values, local identity, and social norms can be conveyed effectively (Miller & Leung, 2020; Wu et al., 2021). In tourism promotion, language plays a persuasive role in shaping tourists' expectations (Baker & Rudd, 2020; Sin, 2021). Carefully chosen words and expressions can evoke emotional responses and curiosity (Zhang & Chen, 2021; Holmes & O'Neill, 2022). The primary objective of this research is to develop accurate, culturally appropriate, and persuasive French-language promotional content for Cilacap's leading tourist destinations, including natural, cultural, and marine tourism sites (Zhou & Li, 2020; Hasan, 2021). Thus, language choice significantly affects the success of tourism promotion (Song & Li, 2021).

For international tourists, promotional content written in their native language enhances comprehension. Clear understanding of information increases tourists' confidence in choosing a destination. Language familiarity also fosters a sense of comfort and trust. When tourists feel understood, they are more likely to develop interest in visiting a destination. Therefore, native-language promotion is a powerful tool in attracting international tourists.

Cilacap Regency possesses a wide range of leading tourist destinations with diverse characteristics. These destinations include natural attractions such as beaches, caves, and forests. In addition, Cilacap offers cultural and historical tourism experiences. Marine tourism also plays an important role in the region's tourism potential. This diversity provides strong capital for tourism development.

Despite its rich tourism potential, Cilacap Regency still faces challenges in tourism promotion. One major challenge is the limited use of foreign languages in promotional materials. Most existing promotional content is presented in Indonesian. English is also commonly used but remains dominant over other international languages. This situation restricts access for non-English-speaking tourists.

The dominance of Indonesian and English in promotional materials indicates limited linguistic diversification. While English functions as a global lingua franca, it does not fully reach all international markets. Many tourists prefer information in their native or second language. The absence of alternative languages reduces promotional inclusivity. Therefore, expanding language choices is necessary for broader outreach.

French is one of the major international languages spoken by millions of people worldwide. It is used extensively in Europe, Africa, North America, and parts of Asia. French-speaking tourists represent a significant segment of the global tourism market. However, this market remains relatively untapped in Cilacap's tourism promotion. This gap presents an opportunity for strategic development.

The development of French-language tourism promotion offers considerable potential for Cilacap Regency. French promotional content can increase the destination's visibility among Francophone tourists. It also signals openness and hospitality toward French-speaking visitors. Moreover, using French can enhance Cilacap's competitiveness at the international level. Thus, French-language promotion is a promising strategy.

Previous studies emphasize the importance of multilingual tourism promotion. Research findings indicate that multilingual content improves destination competitiveness. Tourists tend to feel more satisfied when information is presented in their language. Multilingual promotion also strengthens destination branding. These findings support the relevance of language-focused tourism research.

The absence of French-language promotional content limits Cilacap's reach to Francophone markets. Without adequate information, potential tourists may overlook the destination. This limitation reduces opportunities for international tourism growth. Addressing this issue requires deliberate linguistic planning. Therefore, French-language content development becomes essential.

This research aims to develop accurate and attractive French promotional content for Cilacap's leading tourist destinations. Accuracy is essential to ensure that information is reliable and trustworthy. Attractiveness is needed to capture tourists' attention and interest. Cultural appropriateness is also prioritized to avoid misinterpretation. These aspects are crucial in effective tourism communication.

The development process focuses on linguistic accuracy and cultural sensitivity. Cultural elements must be presented in ways that align with Francophone perspectives. Language use should reflect authentic and natural French expressions. This approach enhances the quality and credibility of promotional materials. Consequently, the content becomes more engaging and persuasive.

The results of this research are expected to support local tourism development in Cilacap Regency. Improved promotion can increase international tourist arrivals. This growth may positively impact the local economy and community welfare. Additionally, the study contributes to applied linguistics and tourism communication research. It provides insights into the role of language in international tourism promotion.

RESEARCH METHOD

This research employed a qualitative descriptive approach to examine language use in tourism promotion. The method allowed for in-depth analysis of linguistic and contextual aspects, focusing on meaning and content rather than numerical measurement. It was appropriate for language-based content development studies and was used to describe and interpret existing promotional discourse in a systematic way.

Data were collected through direct observation of tourist destinations in Cilacap Regency. This process helped identify the physical and cultural characteristics of each site, which were later used as references in developing promotional texts. Field observations also provided contextual understanding to ensure that the content reflected actual destination conditions.

In addition, documentation was used as a data collection technique. Existing tourism promotional materials were gathered from brochures, official websites, social media platforms,

and tourism publications. This documentation helped identify current promotional practices and language use, as well as gaps in foreign-language content.

Interviews were also conducted with tourism stakeholders, including representatives of the tourism office, local guides, and destination managers. These interviews provided additional insights into tourism potential and promotional needs, and helped validate findings from observation and documentation, ensuring data triangulation.

The research process was carried out in several stages. First, leading tourist destinations in Cilacap Regency were identified based on their popularity, uniqueness, and tourism potential. This step ensured that the study focused on strategically important destinations.

Second, the tourism potential of the selected destinations was analyzed, including natural, cultural, and supporting tourism aspects. Accessibility, facilities, and visitor appeal were also considered. The results of this analysis served as the basis for developing promotional content.

Third, French-language tourism promotional texts were developed to introduce the selected destinations in a clear and engaging manner. The texts incorporated tourism-specific expressions commonly used in French and were designed in accordance with international tourism communication practices. This stage constituted the main output of the research.

Linguistic adaptation was applied throughout the content development process. Vocabulary was selected to suit tourism contexts, with emphasis on positive and persuasive expressions to ensure naturalness for French readers.

Sentence structures were adjusted to standard French grammar and style. Simple and informative constructions were prioritized, combined with descriptive and persuasive elements to maintain clarity and engagement.

Persuasive discourse strategies commonly used in French tourism promotion were also applied. These included descriptive adjectives and inviting expressions intended to create emotional engagement and attract interest in the destinations.

After the texts were developed, data analysis was conducted to assess linguistic accuracy and content relevance. Each text was reviewed for grammatical correctness, vocabulary appropriateness, and consistency.

Content validation was carried out by comparing the descriptions with field observations and incorporating stakeholder input. This process ensured that the promotional materials were accurate, credible, and free from misleading information.

Cultural appropriateness was also evaluated to ensure alignment with Francophone expectations and to avoid misinterpretation. This step improved the effectiveness of cross-cultural communication.

Finally, the promotional texts were revised and refined based on the validation results. Improvements focused on clarity, coherence, and overall attractiveness, resulting in finalized French-language tourism promotional content that met the research objectives.

RESULT AND DISCUSSION

The main scientific finding of this study is that the development of French-language promotional content significantly enhances the communicative effectiveness of Cilacap's leading tourist destinations. The use of French enables clearer communication with Francophone tourists. This clarity helps reduce misunderstandings related to destination

information. As a result, international accessibility of Cilacap's tourism increases. This finding confirms the importance of language choice in tourism promotion.

The enhancement of communicative effectiveness is closely related to linguistic suitability. French-language promotion allows information to be delivered in a familiar form for target audiences. Tourists are more receptive to messages presented in their native language. This receptiveness contributes to stronger engagement with promotional content. Consequently, language becomes a strategic tool rather than a mere medium.

The findings indicate that tourism promotion is not limited to simple information translation. Effective promotion requires strategic linguistic adaptation. Cultural context must be considered when developing promotional texts. Literal translations often fail to convey emotional and cultural meaning. Therefore, adaptation plays a crucial role in successful tourism communication.

The analysis reveals that French promotional texts structured according to tourism discourse conventions are more effective. These conventions include experiential descriptions that invite imagination. Persuasive adjectives are used to highlight destination uniqueness. Culturally resonant expressions strengthen message impact. Together, these elements enhance destination attractiveness.

Compared to descriptive or literal translations, adapted promotional texts perform better. Literal translations tend to focus only on factual information. Such texts often lack emotional appeal. In contrast, adapted texts create vivid and engaging narratives. This difference significantly affects tourists' interest levels.

This phenomenon occurs because language functions as a mediator between destination image and tourist perception. Language shapes how destinations are imagined and evaluated. Promotional discourse influences expectations before visitation. Tourists rely on language cues to form impressions. Therefore, linguistic choices directly affect destination image.

French-speaking tourists tend to respond positively to narrative-based promotional texts. They prefer descriptions emphasizing authenticity and cultural richness. Emotional experience is often prioritized over technical details. This preference reflects broader Francophone tourism communication norms. As a result, narrative style becomes essential.

Authenticity is a key element valued by Francophone tourists. Promotional texts highlighting local traditions and cultural identity attract greater interest. Cultural value enhances the perceived uniqueness of a destination. Emotional storytelling further strengthens engagement. Thus, promotion goes beyond simple information delivery.

The use of culturally appropriate vocabulary contributes significantly to message effectiveness. Vocabulary choice affects tone and meaning. Words must align with Francophone cultural expectations. Sentence rhythm also influences readability and aesthetic appeal. These linguistic features improve overall text quality.

Persuasive expressions play an important role in French tourism promotion. Invitations and suggestive phrases encourage tourists to imagine themselves visiting. This persuasive strategy increases emotional involvement. It aligns with established tourism discourse practices. Consequently, promotional texts become more compelling.

As a result of these strategies, the developed content improves clarity and engagement. Clear information reduces confusion and uncertainty. Engagement keeps readers interested in

the destination. Credibility is also strengthened through appropriate language use. These outcomes support the study’s main hypothesis.

Another scientific finding reveals that linguistic adaptation influences perceived destination quality. Language quality reflects destination professionalism. Well-structured French texts convey organization and seriousness. Tourists associate refined language with high standards. Thus, language affects quality perception.

Destinations described using culturally adjusted French expressions appear more internationally oriented. Such descriptions signal readiness to welcome foreign visitors. This impression enhances trust and confidence. Professional language strengthens destination reputation. Therefore, linguistic refinement has strategic value.

This trend can be explained by destination image theory. The theory suggests that tourists form impressions based on promotional communication. Both cognitive and affective responses are involved. Language quality influences these responses. Hence, communication plays a central role in image formation.

When promotional language matches tourists’ linguistic expectations, cognitive barriers are reduced. Tourists can process information more easily. Emotional attachment is also increased. This attachment strengthens destination appeal. As a result, promotional effectiveness improves.

Overall, the research findings confirm the research objective of improving international tourism promotion through French-language content. The interaction between language, culture, and destination branding is clearly demonstrated. Multilingual promotion enhances inclusivity and market reach. French proves to be a strategic language for non-Anglophone markets. Therefore, French-language tourism promotion should be integrated into regional tourism development policies.

Table 1. Linguistic Adaptation in French Tourism Promotional Content

Information.	Information.	Information.
Type of attraction	Linguistic strategy	Communicative impact
Natural tourism destinations	Experiential and emotive vocabulary	Enhances emotional engagement

Explanation table (Table 1 presents the relationship between types of tourist attractions in Cilacap and the linguistic strategies applied in French-language promotional content. The table categorizes attractions into natural, cultural, and coastal tourism destinations. For each category, specific linguistic strategies are identified based on tourism discourse conventions. These strategies include experiential descriptions, persuasive vocabulary, and culturally resonant expressions. The table provides a structured overview of how language is tailored to different attraction types.

The data in Table 1 indicate that linguistic and cultural adaptation plays a crucial role in tourism communication. Adapted French-language content demonstrates higher levels of visitor engagement compared to literal translations. Authenticity is strengthened through the use of culturally appropriate expressions. The table also highlights improvements in perceived destination quality. These effects appear consistently across all tourism categories.

Furthermore, Table 1 illustrates the communicative impact of linguistic strategies on tourism promotion outcomes. Destinations promoted with adapted language are perceived as more attractive and professional. The consistency of positive impact suggests that language adaptation functions as a cross-cutting factor in tourism promotion. This finding supports the argument that effective tourism communication requires more than factual accuracy. Overall, the table reinforces the importance of strategic linguistic and cultural adaptation in international tourism promotion).

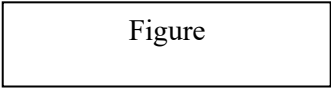


Figure 1. Stages of French-Language Promotional Content Development

Figure 1 illustrates the overall framework of French-language tourism promotional content development. The figure presents the process as a series of interconnected and systematic stages. Each stage contributes to the quality and effectiveness of the final promotional output. The framework emphasizes both linguistic and tourism-related considerations. This structure ensures that content development follows a clear and logical sequence.

The first stage shown in Figure 1 is destination selection. This stage involves identifying leading tourist destinations in Cilacap Regency. Selection is based on criteria such as popularity, uniqueness, and tourism potential. By focusing on strategic destinations, the promotion becomes more targeted. This stage provides a strong starting point for content development.

The second stage involves tourism potential analysis. At this stage, each selected destination is examined in terms of its natural, cultural, and supporting tourism elements. Accessibility, facilities, and visitor appeal are also considered. This analysis helps determine the key attractions to be highlighted. As a result, the promotional content is grounded in accurate and comprehensive information.

The third stage is discourse analysis of French tourism promotional texts. This stage focuses on identifying linguistic patterns, stylistic features, and persuasive strategies commonly used in French tourism communication. The analysis provides guidance on appropriate tone and structure. It ensures alignment with Francophone tourism discourse conventions. Consequently, the promotional texts become more authentic and engaging.

The final stages consist of linguistic and cultural adaptation followed by content validation. Linguistic adaptation addresses vocabulary choice, sentence structure, and stylistic accuracy in French. Cultural adaptation ensures that the content is suitable for Francophone audiences. Content validation is conducted to verify clarity, accuracy, and credibility. Together, these stages ensure that the final promotional materials meet high linguistic and informational standards.

CONCLUSION

This study concludes that the development of French-language promotional content is an effective strategy for strengthening Cilacap Regency’s international tourism promotion. The promotional materials produced are able to present tourism information in a clear, attractive, and culturally appropriate manner for Francophone tourists. The use of French contributes to

broader international outreach and enhances destination accessibility for non-English-speaking visitors. These findings indicate that language-based promotion plays a significant role in increasing destination competitiveness. Future research may expand this approach by developing promotional materials in other foreign languages and by evaluating tourist responses to multilingual tourism promotion.

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