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**A PERSUASIVE ANALYSIS OF TRANSLATION SHIFTS AND
PRAGMATIC FUNCTIONS OF SPEECH ACTS IN THE
PROMOTIONAL TEXTS ON TIKET.COM**

BACHELOR'S THESIS

Submitted as One of the Requirements to Obtain a Bachelor's Degree
in Applied Linguistics

**POLITEKNIK
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2026



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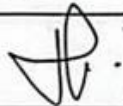
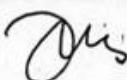
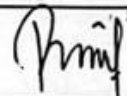
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PREFACE

The researcher would like to express her gratitude to Allah SWT, whose blessings and grace have enabled the completion of this thesis entitled ‘A Persuasive Analysis of Translation Shifts and Pragmatic Functions of Speech Acts in the Promotional Texts on tiket.com.’ Without His guidance and permission, this thesis would not have been completed. The researcher extends her sincere gratitude to all those who contributed to and supported the completion of this thesis, specifically:

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6. The researcher herself, for her unwavering resilience, perseverance, and commitment, which enabled the successful completion of this thesis.

The researcher acknowledges that this thesis is far from perfect and welcomes constructive criticism to improve future studies. It is hoped that this work will be a valuable resource, particularly for those interested in user interface language analysis.

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ABSTRACT

Aulia Shaffira Anwar. English for Business and Professional Communication Study Program. A Persuasive Analysis of Translation Shifts and Pragmatic Functions of Speech Acts in the promotional Texts on tiket.com.

This study aimed to identify what types of illocutionary acts being present and dominant, the types of translation shifts occur and dominant, and the influence of translation shifts in illocutionary acts on pragmatic function and intended persuasive force in the promotional texts on tiket.com. The objects of this study are types of illocutionary acts which follows Austin (1962) and Searle (1979) Speech Acts theory, translation shifts which follows Catford (1965) theory, pragmatic function which follows Baker (2018) theory, Aristotle (400 BC) persuasive theory. This study used descriptive qualitative method. The data was collected used purposive sampling and analysed through the documentation analysis. The findings revealed four types of illocutionary acts from 100 data, directive 49% in ST and 59% in TT, assertive 38% in ST and 32% in TT, expressive 10% in ST and 7% in TT, and commissive 3% in ST and 2% in TT. Furthermore, there are 285 shifts from 100 data, structure shift with a percentage of 35.44%, class shift with a percentage of 31.23%, unit shift with a percentage of 29.12%, intra-system shift with a percentage of 3.86%, and level shift with a percentage of 0.35%. Moreover, from 100 data, there are 42 data maintained the pragmatic function, 33 data strengthened the pragmatic function, and 25 data weakened the pragmatic function. This study concluded that directive acts are the most dominant in both the source and target texts, and translation shifts, particularly structure, class, and unit shift frequently occur in the promotional texts on tiket.com. These shifts generally help maintain or strengthen the pragmatic function and intended persuasive force, although in some cases they also weaken them, showing that translation choices significantly influence how persuasive intent is conveyed in the target text.

Keywords: *persuasive analysis, pragmatic functions, speech acts, tiket.com, translation shifts.*



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ABSTRAK

Aulia Shaffira Anwar. Program Studi Bahasa Inggris untuk Komunikasi Bisnis dan Profesional. A Persuasive Analysis of Translation Shifts and Pragmatic Functions of Speech Acts in the promotional Texts on tiket.com.

Penelitian ini bertujuan untuk mengidentifikasi jenis tindak ilokusi yang muncul dan paling dominan, jenis pergeseran terjemahan yang terjadi dan paling dominan, serta pengaruh pergeseran terjemahan dalam tindak ilokusi terhadap fungsi pragmatik dan daya persuasif yang dimaksudkan dalam teks promosi pada tiket.com. Objek penelitian ini adalah jenis tindak ilokusi yang mengacu pada teori tindak tutur Austin (1962) dan Searle (1979), pergeseran terjemahan yang mengacu pada teori Catford (1965), fungsi pragmatik yang mengacu pada teori Baker (2018), serta teori persuasi Aristoteles (400 SM). Penelitian ini menggunakan metode deskriptif kualitatif. Pengumpulan data dilakukan dengan teknik purposive sampling dan dianalisis melalui analisis dokumentasi. Hasil penelitian menunjukkan empat jenis tindak ilokusi dari 100 data, yaitu direktif 49% pada ST dan 59% pada TT, asertif 38% pada ST dan 32% pada TT, ekspresif 10% pada ST dan 7% pada TT, serta komisif 3% pada ST dan 2% pada TT. Selain itu, terdapat 285 pergeseran dari 100 data, yaitu pergeseran struktur dengan persentase 35,44%, pergeseran kelas 31,23%, pergeseran unit 29,12%, pergeseran intra-sistem 3,86%, dan pergeseran level 0,35%. Selanjutnya, dari 100 data, terdapat 42 data yang mempertahankan fungsi pragmatik, 33 data yang memperkuat fungsi pragmatik, dan 25 data yang melemahkan fungsi pragmatik. Penelitian ini menyimpulkan bahwa tindak ilokusi direktif merupakan yang paling dominan baik dalam teks sumber maupun teks terjemahan, serta pergeseran terjemahan, khususnya pergeseran struktur, kelas, dan unit, sering terjadi dalam teks promosi pada tiket.com. Pergeseran tersebut pada umumnya membantu mempertahankan atau memperkuat fungsi pragmatik dan daya persuasif yang dimaksudkan, meskipun dalam beberapa kasus juga dapat melemahkannya, sehingga menunjukkan bahwa pilihan penerjemahan sangat memengaruhi bagaimana maksud persuasif disampaikan dalam teks target.

Kata kunci: analisis persuasif, fungsi pragmatik, pergeseran terjemahan, tiket.com, tindak tutur.



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CHAPTER I INTRODUCTION

1.1 Background of the Study

Promotional texts play a crucial role in shaping consumers' perceptions and influencing their decision-making processes, especially in the tourism and transportation sectors, like tiket.com. The effectiveness of these texts relies not only on the content itself but also on how the message is conveyed across different languages. According to Good Stats (2023), tiket.com ranks second as one of the most widely used online ticket booking platforms, with a percentage of 28%, following Traveloka, which ranks first with a percentage of 46%. According to data from Similarweb, a web traffic monitoring site, in February 2026, it was noted that visitors to tiket.com came not only from Indonesia but also from various other countries, such as 2.37% from India, 1.57% from Singapore, 1.29% from Malaysia, and 1.19% from the Philippines. tiket.com has grown rapidly, serving the international market by partnering with various international airlines to provide thousands of flight routes. Furthermore, tiket.com also has a partnership with several international hotels to reach global users. In addition, tiket.com has introduced a multi-currency feature that enables users to conduct transactions in 16 different currencies. Although specific data regarding the number of international users of tiket.com is limited, the platform offers international flight and accommodation services, indicating its potential engagement with users from diverse linguistic backgrounds.

Therefore, this platform provides two language options, Indonesian and English, to serve users from diverse linguistic backgrounds. In this context, language differences can be a barrier to understanding the information available on the platform. Hereinafter, translation plays a crucial role not only in conveying meaning but also in preserving the intended speech acts (illocutionary acts) and



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pragmatic functions that shape persuasive meaning. However, translation shifts may occur, potentially changing the intended message and persuasive meaning. (Ihekuna, 2023) states that translation has become a key mediator of global communication and thus translators have always played a pivotal role in the dissemination of the ever-expanding knowledge and information, and bringing social and cultural change in society. In the context of multilingual digital platforms, translation plays a crucial role in ensuring that information and instructions conveyed to users are clearly understood. According to speech act theory proposed by Austin (1962) and developed by Searle (1979), language is not only used to convey information, but also to perform actions such as requesting, ordering, suggesting, or providing information.

In the context of an application or website interface, various text elements such as buttons, instructions, notifications, and system information contain speech acts specifically illocutionary act aimed at directing user behavior. For example, on the promotional banner on tiket.com, there is an illocutionary act found in the following text:

“ST: *Harga spesial tiket domestik dan internasional*”

“TT: Special price for all domestic and international flights.”

In the promotional text above, both texts have illocutionary functions, specifically assertive acts to state the existence of a special price offer, so that the main type of illocutionary acts in both texts remains the same, even though in the TT it is clarified by adding the word "all" which broadens the scope of the claim. Moreover, according to Catford (1965), both texts also experiencing translation shifts. For example, there was a structure shift in the arrangement order in the phrase “*Harga Spesial*” which is consist of noun + adjective into “Special Price” which consists of adjective + noun, alongside with intra-system shift where the word “*Tiket*” in the ST is the singular form, meanwhile the TT change it into plural form through the word “Flights”. From a pragmatic perspective according



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to Baker (2018), this shift strengthens the pragmatic function since from the coherence aspect, translator adds the word "flights" in the TT with the aim of clarifying that what is meant is flights. This also strengthens the implicature aspect by adding the word "all" in the TT to remove ambiguity because the ST does not explicitly state whether the special price applies to all routes or only certain routes. Therefore, in the TT, the claim becomes more persuasive because it covers all flights and can attract consumer buying interest. Furthermore, from persuasive function according to (Aristotle in Oktiani & Putri, 2022) the logical aspect is strengthened through the addition of the word "all," confirms that the offer applies to all flights, emotional aspect is strengthened by a more complete description of the airline's services, and credibility is strengthened by a more neutral and professional tone of language, suitable for an international audience.

While several previous studies have explored translation shifts and speech acts across various media, they often examine these aspects separately, leaving a gap in the integrated analysis of translation shifts, illocutionary acts, pragmatic functions, and persuasive meanings within digital service platforms. To address this limitation, this study investigates promotional texts on tiket.com by focusing on linguistic units such as phrases, clauses, and sentences. It provides a novel contribution by demonstrating how translation shifts in the promotional interface influence the pragmatic functions and persuasive meanings of illocutionary acts, especially in shaping the intended persuasive force to encourage potential consumers to make purchases.

1.2 Statement of the Problem

This study analyses translation shifts in speech acts in the promotional texts on tiket.com and their implications for pragmatic function and persuasive meaning in digital interface texts. For that reason, this study aims to examine the following issues:

1. What types of illocutionary acts are found in the promotional texts on tiket.com?



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2. What types of translation shifts occur in the illocutionary acts found in the promotional texts on tiket.com?
3. How do translation shifts in illocutionary acts influence the pragmatic functions and intended persuasive force in the promotional texts on tiket.com?

1.3 Objectives of the Study

This study aims to analyse the occurrence of translation shifts in speech acts, particularly how translation shifts affect pragmatic functions and intended persuasive force. The objectives of the study are as follows:

1. to identify the types of illocutionary acts found in the promotional texts on tiket.com;
2. to analyse the types of translation shifts that occur in the illocutionary acts found in the promotional texts on tiket.com;
3. to explain how translation shifts in illocutionary acts influence the pragmatic functions and intended persuasive force in the promotional texts on tiket.com.

1.4 Scopes of the Study

The primary concern of this study is speech acts used in the promotional texts on tiket.com, particularly examining the types of illocutionary acts and translation shifts found in the promotional texts, and how translation shifts influence the pragmatic function and intended persuasive force. This study follows a structure created by the following guidelines:

1. This study concentrates on speech acts applying Austin (1962) and Searle's (1979) speech acts theory, particularly focusing on illocutionary acts found in the promotional texts on tiket.com to deepen the analysis since the illocutionary acts directly represents the communicative intent and pragmatic force of promotional texts.
2. This study analyses phrases, clauses, and sentences that are found in the promotional banner, promotional descriptions, and call-to-action texts on



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tiket.com from March 30 to April 30 2026. This specific one-month period was chosen to capture the peak promotional cycle of Eid al-Fitr (*Lebaran*) 2026, which occurred in early April. Because travel platforms gradually modify their copywriting and translation strategies during major national holidays, this period provides a high-density dataset of dynamic marketing texts that accurately reflects contemporary digital service localization in Indonesia, while remaining manageable data for a focused textual analysis.

3. This study analyses translation shifts and its influence on pragmatic function using Catford's translation shift theory and its intended persuasive meaning using Aristotle's (400 BC) persuasive theory. It explains how shifts or changes in linguistic form occur from the source text (ST) to the target text (TT) and examines whether there are changes in terms of pragmatic and persuasive meaning.
4. This study uses a qualitative descriptive approach and documentation analysis to identify two main patterns: (1) analysing translation shift in speech acts from ST to TT in the promotional texts on tiket.com, and (2) examining how these translation shifts affect the pragmatic function of speech acts and their persuasive meaning in the context of communication with users.

1.5 Significances of the Study

The significance of the studies in this study consists of theoretical and practical aspects as follows

Theoretical Aspects:

1. to enrich the study of pragmatics and translation, particularly regarding speech acts in digital promotional texts.
2. to contribute to the theory of translation shift in relation to pragmatic functions.
3. to integrate the theory of speech acts, translation shift, and persuasive strategies into one study.



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Practical Aspects:

1. to serve as a reference for translators in producing effective and persuasive translations.
2. to help digital platforms create more accurate and engaging promotional text.





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CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion

This study aims to see how translation shifts in speech acts, specifically illocutionary acts, can influence the pragmatic functions and intended persuasive force in the promotional texts on tiket.com. This study was guided by the classification of translation shift types according to Catford (1965). Furthermore, this study was also guided by the classification of speech acts according to Austin (1962) and Searle (1979). Moreover, this study is also supported by pragmatic theory, according to Baker (2018), to see how existing translation shifts can influence the pragmatic functions. Lastly, this study is also guided by Aristotle's persuasive theory to see how the persuasive function is intended in the promotional text on tiket.com. From this point, this study tried to figure out what types of illocutionary acts are found in the promotional texts, what types of translation shifts occur in the promotional texts, and how the translation shifts in illocutionary acts influence the pragmatic functions and intended persuasive force in the promotional texts.

The analysis found that the most frequently used of the translation shift types is structure shift. This shows that the translation process requires modifications to the internal grammatical arrangements and syntactic patterns between the source language and the target language to ensure that the output in the target language sticks to its own structural norms, such as changing word orders or sentence structures, thereby creating a more fluent and natural-sounding promotion to the target audience. Meanwhile, the least frequently used type of translation shift is the level shift. This shows that the translator is rarely required to shift between different linguistic levels such as moving from grammatical to lexical, to bridge the gap between the source language and the target language. The minimal shift



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shows that the promotional content generally allowed for direct equivalence within the same linguistic level.

Besides that, the most frequently used type of speech act, specifically illocutionary acts in the promotional texts, both in the ST and the TT, is a directive act. This shows that both texts prioritize engagement of potential customers. The significant increase in the TT further indicates an intentional strategy to make the promotional content more action-oriented, urgent, and persuasive for the target audience, effectively attracting them to utilize the platform's services. Meanwhile, the type of illocutionary acts that is most rarely used both in the ST and the TT, is expressive acts. This shows that the expression of subjective emotions, or psychological states, is not a primary communicative tool in tiket.com's promotional material. Instead, both the ST and the TT objectives are assertions and persuasive commands. Hereinafter, not a single type of declarative act was found in the ST and the TT. This shows that the communicative nuance of promotional text lacks the institutional or legal authority required to perform declarations. Since declarative acts function to change an immediate status or reality, such as appointing, resigning, or pronouncing, which is completely irrelevant to the commercial objectives of e-commerce marketing.

Furthermore, this analysis shows that with the occurrence of translation shifts in the promotional texts on tiket.com, changes in pragmatic functions are most strengthened. This shows that the translators prioritize achieving a specific communicative effect over maintaining literal equivalence. By adapting the pragmatic force, the target texts successfully resonate with the target audience's cultural expectations, maximizing the promotional influence and driving user engagement on the platform.

Thus, this pragmatic aspect aligns with Aristotle's theory of persuasion, specifically the combination of emotion and credibility. By shifting the linguistic framework, translators rearrange the emotional resonance to better suit local cultural



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sensibilities, while simultaneously establishing a relatable and trustworthy brand that effectively persuades the target customers to take an action.

Overall, this study figures out a highly action-oriented aspect in the promotional text on tiket.com. The dominance of directive acts in both texts, contrasted by the frequency of expressive acts and total absence of declarative acts, emphasizes a singular, deliberate focus on guiding and compelling consumer behavior. Furthermore, the high frequency of structure shifts compared to the rare frequency of level shifts shows that the translators actively reshaped grammatical frameworks to ensure naturalness. This structural adaptation does not weaken the message, but rather strengthens the pragmatic function of the speech act, maximizing the intended persuasive force for the target audience.

5.2 Suggestion

Based on the conclusion above, this study provides a suggestions as follows:

1. In this study, structure shifts are the most frequently used type of shift, therefore translators should not hesitate to change grammatical and syntactical arrangements. Since restructuring sentences is often necessary to ensure the target text sounds natural, localized, and highly persuasive to the target audience without sounding too stiff or sounding like a machine translation.
2. This study focuses on speech acts, specifically illocutionary acts and translation shifts. Future researchers might use qualitative surveys to measure the actual perlocutionary acts of how real users or customers perceive, feel, and react to these shifted persuasive texts.
3. This study applies Baker's (2018) pragmatic concept. Future researchers might explore these pragmatic changes using other pragmatic theories to uncover deeper textual nuances.



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CURRICULUM VITAE



Aulia Shaffira Anwar was born in Jakarta on 30 May 2004. She completed her upper secondary education at MAN 19 Jakarta, majoring in social science, and graduate in 2022. Furthermore, she pursued her undergraduate studies in English for Business and Professional Communication at the Department of Business Administration, Politeknik Negeri Jakarta. During her studies, Aulia actively participated in the campus events committee, including serving as a staff of secretary at the Arena of English 2023 and First Gathering Bispro 2023 as well as staff of production at Business Administration Contest 2024. She gained professional experience through several internships, including working as a staff of Administration Intern at PT Punggawa Siber Solusi for approximately five months, followed by a four-month internship as a Translation Intern in the Bureau of Law and Human Resources/Organization at the Ministry of Creative Economy.

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APPENDICES

Code	Source Text	Type of Illocutionary Acts	Target Text	Type of Illocutionary Acts	Type of Translation Shifts	Pragmatic Function
001/ASS-ASS/SS-CS	<i>Ini baru murah!</i>	Assertive	Going anywhere cheaper!	Assertive	Structure shift Class shift	The pragmatic function is strengthened as the TT encouraging the audience to gain the implication that no cheaper option and the persuasive function is also strengthened as the TT reinforces the product's value through implied comparison.



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002/DIR-DIR/SS-US	<i>Mau ke mana? semua ada tiketnya!</i>	Directive	Going anywhere? tiket.com!	Directive	Structure shift Unit shift	The pragmatic function is weakened as the original implicature of comprehensive service is no longer clearly conveyed in the TT, and the persuasive function is also weakened as the TT relies on brand mention without providing a reason to choose the service.
003/ASS-ASS/SS-US	<i>Promo spesial pengguna baru</i>	Assertive	Special deal for new users	Assertive	Structure shift Unit shift	The pragmatic function is maintained as the message remains coherent, and the implicature that new users receive exclusive benefits is retained. The persuasive function is also maintained the as the TT continues to highlight exclusivity and value for new users.



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004/ASS-ASS/SS-CS	<i>Nginap irit, liburan tetap asik</i>	Assertive	Local stay, lowest pay	Assertive	Structure shift Class shift	The pragmatic function is weakened as the implication that affordability does not reduce enjoyment is no longer conveyed. and the persuasive function is also weakened as the emotional appeal associated with an enjoyable holiday is reduced.
005/EXP-ASS/CS-SS	<i>Nyaman ke luar negeri dengan Garuda Indonesia</i>	Expressive	Premium international flights with Garuda Indonesia	Assertive	Class shift Structure shift	The pragmatic function is maintained as the implication of quality service is retained and the persuasive function is also maintained as both texts promote the airline through an appeal to quality and reliability.
USCS 006/ASS-ASS/SS-	<i>Liburan hemat dengan promo dari brand favorit</i>	Assertive	Special brand promos to boost your vacation fun!	Expressive	Structure shift Unit shift Class shift	The pragmatic function is strengthened as the TT adds a stronger implication that the promotion contributes directly to enjoyment. The persuasive function is also strengthened as the TT increases its appeal to emotion by emphasizing fun.



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007/ASS-ASS/SS-CS-US	<i>Jalan-jalan ke Melbourne sekarang makin mudah dan murah meriah!</i>	Assertive	Traveling to Melbourne is now easier and more affordable than ever!	Assertive	Structure shift Class shift Unit shift	The pragmatic function is strengthened as the TT reinforced the implication that traveling to Melbourne has become exceptionally accessible and cost-effective. The persuasive function is also strengthened as the TT enhances the appeal to logic through a stronger affordability claim.
008/DIRDIR/CS-SS	<i>Beli tiket lebih awal lebih murah!</i>	Directive	Book early, save more!	Directive	Class shift Structure shift	The pragmatic function is maintained as the core implicature that customers can obtain better prices by purchasing earlier remains coherent. The persuasive function is also maintained as both texts emphasize financial benefits and encourage action through a logical appeal.



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009/ASS-DIR/SS-US	<i>Staycation murah setiap hari!</i>	Assertive	Enjoy a cheap stay every day!	Directive	Structure shift Unit shift	The pragmatic function is strengthened as the message not only informs audiences about low prices but also implies a pleasure. The persuasive function is also strengthened as the TT increases its appeal to emotion by encouraging audiences to associate the staycation with enjoyment.
010/DIR-DIR/SS-CS-US	<i>Nikmati promo menarik buat eksplor destinasi di bawah Rp1,5jt</i>	Directive	Treat yourself to special deals and explore destinations under 1 mio IDR	Directive	Structure shift Class shift Unit shift	The pragmatic function is weakened as the original implicature of nominal in the ST is distorted in the TT which changes the original meaning. The persuasive function is also weakened as the TT softens the appeal to logical aspect based on promotional value and affordability



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011/ASS-DIR/SS-US-CS	<i>Liburan naik apa aja, tiketnya murah semua!</i>	Assertive	What's your ride for holiday? It's all cheaper!	Directive	Structure shift Unit shift Class shift	The pragmatic function is maintained as the audience can still conclude that all travel options are offered at low prices. The persuasive function is also maintained as both texts emphasize affordability across travel choices, preserving the logical appeal.
012/ASS-DIR/SS-CS	<i>Liburan ke Universal Studios Singapore diskon hingga 10%</i>	Assertive	Have fun at Universal Studios Singapore discount up to 10%	Directive	Structure shift Class shift	The pragmatic function is strengthened as the TT enriches the original discount information with a stronger implication of enjoyment. The persuasive function is also strengthened as the TT combines the appeal of financial savings with emotional appeal



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013/DIR-EXP/SS-US	<i>Cobain banyak permainan di Happy Games diskon hingga 50%</i>	Directive	Endless fun awaits at Happy Games! Discount up to 50%	Expressive	Structure shift Unit shift	The pragmatic function is strengthened as the TT amplifies the implication of enjoyment beyond the original message. The persuasive function is also strengthened as the TT enhances the appeal to emotion by creating a stronger emotional expectation of entertainment.
014/ASS-DIR/CS-SS	<i>Naik Whoosh jadi lebih hemat!</i>	Assertive	Save more on Whoosh rides!	Directive	Structure shift Class shift	The pragmatic function is maintained the audience can still clearly conclude the financial benefit of using the service. The persuasive function is also maintained as both texts rely on an appeal to logic by emphasizing economic benefit.



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015/DIR-DIR/CS-SS-US	<i>Biar lebih hemat, pesan hotelnya pake kode promo TIKETNEW, ya!</i>	Directive	Save more on your booking with TIKETNEW promo code!	Directive	Class shift Structure shift Unit shift	The pragmatic function is weakened as the TT becomes more general and loses part of the original contextual guidance. The persuasive function is also weakened as the TT reduces the sense of personal encouragement and relies mainly on a general savings claim
016/ASS-ASS/CS-SS-US	<i>Stay hemat setelah lebaran diskon hingga 25%</i>	Assertive	Smart stay after raya discount up to 25%	Assertive	Class shift Structure shift Unit shift	The pragmatic function is strengthened as the TT adds the implication that choosing the offer reflects good decision. The persuasive function is also strengthened as the TT enhances the appeal to logic by presenting the promotion as a smart choice.



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017/ASS-ASS/SS-CS-US	<i>Diskon nginep s.d. 35% + cashback</i>	Assertive	Up to 35% off + cashback on hotels	Assertive	Structure shift Class shift Unit shift	The pragmatic function is maintained as the implicature of obtaining financial benefits from hotel bookings remains coherent in the TT. The persuasive function is also maintained as both texts rely on an appeal to logic by emphasizing clear economic encouragement.
US 018/ASS-ASS-CS-SS-	<i>Jemputan bandara terhemat</i>	Assertive	Airport transfers deals	Assertive	Class shift Structure shift Unit shift	The pragmatic function is weakened as the implicature that the service offers the best savings among available options is no longer conveyed. The persuasive function is also weakened as the TT removes a strong comparative benefit.



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019/ASS-ASSSS-US-ISS	<i>Promo terbaik dari maskapai pilihan</i>	Assertive	All the best deals from selected airlines	Assertive	Structure shift Unit shift Intra-system shift	The pragmatic function is strengthened as the TT reinforces the implication that customers have access to multiple high-quality offers from selected airlines. The persuasive function is also strengthened as the TT enhances the appeal to logic by emphasizing abundance and value.
US 020/DIR-DIR/SS-CS-	<i>Ada apa aja?</i>	Directive	What's the deal?	Directive	Structure shift Class shift Unit shift	The pragmatic function is strengthened as the TT encourages audiences to anticipate valuable information. The persuasive function is also strengthened, as the TT creates greater curiosity and engagement, increasing its appeal to emotion.



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021/DIR-DIR/SS-US-CS	<i>Liat-liat dulu</i>	Directive	See what's good	Directive	Structure shift Unit shift Class shift	The pragmatic function is strengthened as the TT guides the audience toward expecting beneficial options. The persuasive function is also strengthened as the TT stimulates curiosity and anticipation, increasing its appeal to emotion.
022/DIR-DIR/SS-CS	<i>Serbu diskon di vila favorit</i>	Directive	Villa deals you'll love	Assertive	Structure shift Class shift	The pragmatic function is weakened as the original sense of urgency and encouragement to act immediately is reduced. The persuasive function is also weakened, as the TT reduces the directive force and urgency.



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023/DIR-DIR/SS-CS-US	<i>Saatnya nginep rame-rame di vila.</i>	Directive	Unwind with your loved ones	Directive	Structure shift Class shift Unit shift	The pragmatic function is weakened as the original implicature promoting group villa accommodation becomes less directly conveyed. The persuasive function is also weakened, as the TT removes the concrete accommodation context.
024/ASS-ASS/SS-CS-US	<i>Apartemen nyaman buat staycation</i>	Expressive	Comfy apartments for your getaway	Expressive	Structure shift Class shift Unit shift	The pragmatic function is maintained as the core implicature that the apartments provide comfort for a relaxing trip remains intact. The persuasive function is also maintained, as both texts emphasize comfort and relaxation, sustaining an emotional aspect.



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025/ASS-DIR/SS-CS-US	<i>Kini bisa refund Whoosh di aplikasi!</i>	Assertive	Refund your Whoosh on the app!	Directive	Structure shift Class shift Unit shift	The pragmatic function is strengthened as the message becomes more action-oriented. The persuasive function is also strengthened, as the TT increases user engagement more directly, enhancing its appeal to logical aspect.
026/DIR-DIR/SS-CS-US	<i>Mudik wus pake Whoosh! Diskon hingga 90%</i>	Directive	Whoosh your way home! Discount up to 90%	Directive	Structure shift Class shift Unit shift	The pragmatic function is weakened as the original implicature of returning home for a significant holiday occasion is less strongly conveyed. The persuasive function is also weakened, as the TT reduces the emotional appeal connected to family reunions and festive.



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027/EXP-EXP/SS-CS-ISS	<i>Jalan-jalan jadi makin asyik untuk pengguna baru!</i>	Expressive	Exciting adventures await for new users!	Expressive	Structure shift Class shift Intra-system shift	The pragmatic function is strengthened as the TT creates a stronger and memorable experiences for new users. The persuasive function is also strengthened, as the TT enhances the appeal to emotional aspect by raising excitement and anticipation.
028/ASS/ASS/SS-CS-US	<i>Happy Games penuh promo!</i>	Assertive	Promos everywhere at Happy Games!	Assertive	Structure shift Class shift Unit shift	The pragmatic function is maintained as the audience can still conclude the availability of many deals. The persuasive function is also maintained, as both texts emphasize the abundance of promotions, preserving the appeal to logical aspect.



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029/DIR-DIR/SS-US-CS	<i>Mau tetap asyik di liburan singkat?</i>	Directive	Short vacation? Keep it fun!	Directive	Structure shift Unit shift Class shift	The pragmatic function is maintained as the message remains to encourage audiences to seek enjoyment despite limited travel time. The persuasive function is also maintained, as both texts appeal to emotion by emphasizing an enjoyable holiday experience.
030/DIR-DIR/US-SS-CS	<i>Jelajahi wisata Singapura terpopuler</i>	Directive	Explore the most popular things to do in Singapore	Directive	Unit shift Structure shift Class shift	The pragmatic function is maintained as the message retains the same intent and meaning. The persuasive function is also maintained, as both texts emphasize popularity as a marker of value, preserving their influence through logical aspect.



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031/DIR-ASS/CS-SS-US	<i>Yuk, jangan lupa rawat diri!</i>	Directive	Good treatment, happy soul!	Assertive	Class shift Structure shift Unit shift	The pragmatic function is weakened as the explicit invitation to take action (self-care) becomes indirect. The persuasive function is also weakened, as the TT loses the interpersonal urging and motivational force of the original message.
032/DIR-DIR/US-CS-SS	<i>Pesan tiket untuk hari ini</i>	Directive	Book now for today	Directive	Unit shift Class shift Structure shift	The pragmatic function is strengthened as the TT makes the instruction more forceful and reinforcing the implicature that immediate booking is required. The persuasive function is also strengthened, as the TT enhances urgency, increasing its appeal to emotional aspect



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033/ASS-DIR/SS-CS-US	<i>Sewa Mobil Lebih Hemat</i>	Assertive	Save More on Rental Costs	Directive	Structure shift Class shift Unit shift	The pragmatic function is weakened as the original implicature of a clear benefit from renting a car becomes less directly tied to the service. The persuasive function is also weakened, as the TT reduces the service-oriented appeal.
034/ASS-ASS/CS-SS-US	<i>Perjalanan bisnis mudah, budget tetap hemat</i>	Assertive	Smarter business travel, bigger company savings	Assertive	Class shift Structure shift Unit shift	The pragmatic function is strengthened as the TT adds a clearer implication of intelligent decision-making and organizational benefit. The persuasive function is also strengthened, as the TT enhances appeal to logic by emphasizing efficiency and measurable savings.



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035/ASS-ASS/SS-CS-US	<i>Waktunya Liburan Murah di Hotel Idaman!</i>	Assertive	Your Dream Vacation Awaits at a Price You'll Love	Assertive	Structure shift Class shift Unit shift	The pragmatic function is weakened as the explicit urgency and straightforward invitation to book an affordable hotel stay become less direct. The persuasive function is also weakened, as the TT reduces the strong logical aspect of affordability and urgency.
036/DIR-DIR/CS-SS-ISS	<i>Beli tiket pesawat di tiket.com sekarang!</i>	Directive	Buy cheap tickets on tiket.com now!	Directive	Class shift Structure shift Intra-system shift	The pragmatic function is maintained as the urgency and call-to-action remain explicit and clear. The persuasive function is also maintained, as both texts rely on a strong logical aspect.



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037/ASS-DIR/CS-SS-US	<i>Liburan Anti Worry Bersama Bank BNI!</i>	Assertive	Save up More for Holidays with Bank BNI!	Directive	Class shift Structure shift Unit shift	The pragmatic function is strengthened as the TT clarifies the implicature of financial advantage and encourages more intentional saving behavior for holidays. The persuasive function is also strengthened, as the TT enhances the appeal to logic by emphasizing clear economic benefit.
038/DIR-DIR/SS-US-CS	<i>Bayar Pakai Kartu Kredit Bank BRI, Liburan Jadi Lebih Hemat</i>	Directive	Pay with Bank BRI Credit Card for a Cheaper Getaway	Directive	Structure shift Unit shift Class shift	The pragmatic function is maintained as the informational content and intended promotional meaning are still clearly conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by emphasizing financial benefit.



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039/DIR-DIRCS-SS-US	<i>Beli tiket liburan pake OVO dan dapetin diskon + instant cashback hingga Rp2.300.000!</i>	Directive	Pay with OVO and get discount instant + cashback up to 2,300,000 IDR!	Directive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are fully retained without reducing clarity. The persuasive function is also maintained, as both texts rely strongly on a logical aspect (discount instant and cashback).
040/DIR-DIR/US-CS-SS	<i>Jangan sampai kelewatan ya, sobat tiket</i>	Directive	Don't miss the promo, t-mates!	Directive	Unit shift Class shift Structure shift	The pragmatic function is maintained as the core implicature of urgency and reminder is still clearly conveyed. The persuasive function is also maintained, as both texts rely on an emotional aspect (FOMO).



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041/DIR-DIR/SS-CS-US	<i>Jajan di McD, Bonus Diskon Liburan!</i>	Directive	Eat, Save, Travel, Repeat!	Directive	Structure shift Class shift Unit shift	The pragmatic function is weakened as the implicature of earning travel discounts from dining is no longer clearly conveyed, making the message more abstract. The persuasive function is also weakened, as the TT loses the strong logical aspect.
042/DIR-DIR/SS-CS-LS	<i>GOTF udah mulai! Awas ketinggalan!</i>	Directive	GOTF is live! Don't miss out!	Directive	Structure shift Class shift Level shift	The pragmatic function is maintained as the urgency and informational intent are still clearly conveyed. The persuasive function is also maintained, as both texts rely on a strong emotional aspect (FOMO) to encourage immediate attention.



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043/ASS-ASS/CS-SS	<i>Terbang makin seru pakai diskon FLYSALE!</i>	Expressive	Flying is more fun with FLYSALE!	Expressive	Class shift Structure shift	The pragmatic function is maintained as the message still conveys enjoyment and promotional association with the offer. The persuasive function is also maintained, as both texts rely on a emotional aspect by emphasizing enjoyment.
044/DIR-DIR/US-SS	<i>Jangan lewatkan kesempatan ini!</i>	Directive	Don't miss this chance to experience it all!	Directive	Unit shift Structure shift	The pragmatic function is strengthened as the TT increases urgency while simultaneously adding a clearer motivational outcome. The persuasive function is also strengthened, as the TT enhances emotion through experiential appeal.



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045/DIR-DIR/US-CS-SS	<i>Kunci harga terbaik pakai tiketDP!</i>	Directive	Lock in the best rate with tiket DownPayment	Directive	Unit shift Class shift Structure shift	The pragmatic function is maintained as the informational intent and promotional meaning are still clearly conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by emphasizing financial benefit.
046/ASS-ASS/CS-SS-US	<i>Jalan-jalan hemat naik bus dan travel</i>	Assertive	Budget road trips by bus and shuttle	Assertive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the message still clearly communicates cost-efficiency without changing its intended meaning. The persuasive function is also maintained, as both texts rely on a logical aspect by emphasizing budget-friendly transportation options.



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047/DIR-DIR/US-SS	<i>ST: Jelajahi Sabang sampai Merauke</i>	Directive	Explore Indonesia	Directive	Unit shift Structure shift	The pragmatic function is maintained as the intended meaning and promotional intent are still clearly conveyed. The persuasive function is also maintained, as both texts rely on emotional aspect by raising a sense of national discovery and adventure.
048/ASS-ASS/SS-US-ISS	<i>Transportasi dengan harga terjangkau</i>	Assertive	Budget-friendly transportations for you	Assertive	Structure shift Unit shift Intra-system shift	The pragmatic function is maintained as the informational content and intended meaning remain equivalent. The persuasive function is also maintained, as both texts rely on a logical aspect by emphasizing cost efficiency.



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049/DIR-DIR/CS-SS-US	<i>Serbu promo khusus aplikasi!</i>	Directive	Unlock app-only deals!	Directive	Class shift Structure shift Unit shift	The pragmatic function is weakened as the strong implicature of rushing to catch limited promotions is removed, resulting in lower urgency. The persuasive function is also weakened, as the TT decreases the emotional aspect (FOMO and excitement) present in “ <i>serbu</i> ”.
050/ASS-DIR/CS-SS-US	<i>Tidur Nyaman, Harga Hemat di RedDoorz!</i>	Expressive	Sleep Comfortably, Spend Less with RedDoorz!	Expressive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the intended meaning and evaluative content are still clearly conveyed. The persuasive function is also maintained, as both texts rely on a balanced emotional and logical aspects emphasizing comfort and savings.



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051/ASS-ASS/US-SS-CS	<i>Promo Spesial Buat Nginep Mewah!</i>	Assertive	Special Promo to Make Your Wonderful Stay Even More Comfortable!	Assertive	Unit shift Structure shift Class shift	The pragmatic function is strengthened as the implicature is enriched, improving the overall stay experience, making the message more informative and engaging. The persuasive function is also strengthened, as the TT increases emotional aspect by emphasizing comfort and great experience.
052/DIR-DIR/US-SS-CS	<i>Buat libur Lebaranmu makin meriah, ada promo buat nginep hemat!</i>	Directive	Let's greet Ramadan with a holiday and enjoy a super cheap staycation with this promo!	Directive	Unit shift Structure shift Class shift	The pragmatic function is weakened as the original implicature of enhancing "Lebaran" holiday celebrations with an affordable stay is less directly tied to the intended cultural moment. The persuasive function is also weakened, as the TT reduces emotional aspect with the specific "Lebaran" context and replaces it with a more general appeal.



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053/ASS-DIR/CS-SS-US	<i>Istirahat Nyaman, Harga Tetap Hemat bersama Nemuru Hospitality!</i>	Expressive	Rest Well, Stay Balanced with Nemuru Hospitality!	Directive	Class shift Structure shift Unit shift	The pragmatic function is weakened as the original implicature of getting both comfort and budget-friendly prices is no longer clearly conveyed, making the informational value of the promotion less direct. The persuasive function is also weakened, as the TT reduces the logical aspect of “ <i>harga hemat</i> ”.
054/DIR/DIR/SS-US-CS	<i>Naik Garuda Indonesia, terbang ke rute domestik dan internasional bisa lebih hemat!</i>	Directive	Fly with Garuda Indonesia to domestic and international routes you dream of!	Directive	Structure shift Unit shift Class shift	The pragmatic function is weakened as the original implicature that flying with Garuda Indonesia offers financial savings is no longer clearly conveyed, reducing the informational clarity of the message. The persuasive function is also weakened, as the TT replaces a strong logical aspect (economic benefit) with an unclear emotional aspiration.



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055/EXP-EXP/CS-SS-US	<i>Nyaman terbang jauh dengan Japan Airlines</i>	Expressive	Exceptional comfort with Japan Airlines	Expressive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the intended meaning and evaluative message are still clearly conveyed without loss of information. The persuasive function is also maintained, as both texts rely on emotional aspect by emphasizing comfort travel experience.
056/ASS-ASS/CS-SS-US	<i>Harga Spesial Buat Terbang ke Jepang Naik Japan Airlines!</i>	Assertive	Special Offer for Your Japan Trip with Japan Airlines!	Assertive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are still clearly conveyed. The persuasive function is also maintained, as both texts rely on a logical aspect by highlighting a special offer that encourages consumers to choose Japan Airlines.



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057/DIR-DIR/SS-US-CS	<i>Terbang ke Jepang makin tenang bersama Japan Airlines.</i>	Directive	It's time to travel far and effortless with Japan Airlines.	Directive	Structure shift Unit shift Class shift	The pragmatic function is strengthened as the TT enriches the implicature from simple emotional reassurance into a clearer description of travel convenience and ease. The persuasive function is also strengthened, as the TT enhances emotional aspect by emphasizing a smoother, and stress-free travel experience.
058/DIR-DIR/SS-US-CS	<i>Yuk, ajak keluarga liburan bareng!</i>	Directive	Buy cheap tickets with promos on tiket.com now!	Directive	Structure shift Unit shift Class shift	The pragmatic function is weakened as the original implicature of togetherness and shared family experience is removed, replaced by a focus on purchasing tickets. The persuasive function is also weakened, as the TT loses its emotional aspects (family bonding and emotional invitation) and instead relies mainly on a direct commercial push.



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059/DIR-DIR/CS-SS-US	<i>Rencanakan perjalananmu sekarang dan nikmati harga spesialnya.</i>	Directive	Book your trip today and enjoy the special price.	Directive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the message is still coherent, and preserves its promotional intent. The persuasive function is also maintained, as both texts rely on a strong logical by emphasizing timely action and price advantage to motivate consumer decision-making.
060/DIR-DIR/SS-CS-US	<i>Scroll sampe bawah buat lihat promonya!</i>	Directive	Scroll down to grab the promos!	Directive	Structure shift Class shift Unit shift	The pragmatic function is strengthened as the TT increases the implicature that the promotions are valuable and worth, making the instruction more compelling. The persuasive function is also strengthened, as the TT enhances emotional aspect through a more dynamic and rewarding tone.



061/DIR-DIRSS-CS-US	<i>Dapatkan Kemudahan untuk Liburanmu dengan Pesan Jemputan Bandara!</i>	Directive	Make Your Trip Easier with an Airport Transfers!	Directive	Structure shift Class shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are still coherently conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by emphasizing convenience and ease of travel.
062/ASS-DIR/US-SS-CS	<i>Nggak perlu repot urus transport setelah mendarat!</i>	Assertive	Skip the stress after landing	Directive	Unit shift Structure shift Class shift	The pragmatic function is strengthened as “skip the stress” increases the implicature of convenience and reduces post-travel hassle more vividly than the original statement. The persuasive function is also strengthened, as the TT enhances emotional aspect by foregrounding emotional relief (stress avoidance).



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063/DIR-DIR/SS-CS-US	<i>Pesan jemputan bandara dari tiket.com dengan vendor Satu Kosong Tujuh aja!</i>	Directive	Book your airport transfers with Satu Kosong Tujuh via tiket.com	Directive	Structure shift Class shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are still coherently conveyed. The persuasive function is also maintained, as both texts rely on a logical aspect by emphasizing ease of booking to encourage user action.
064/ASS-DIR/SS-CS-US	<i>Mobilnya premium, ada VIP Assistant-nya juga</i>	Assertive	Enjoy a premium ride plus a VIP Assistant on board!	Directive	Structure shift Class shift Unit shift	The pragmatic function is strengthened as the TT not only describes the service but also increases the implied user experience. The persuasive function is also strengthened, as the TT enhances emotional aspect by put forward luxury and personalized service “VIP Assistant”.



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065/DIR-DIR/CS-SS-US	<i>Cuan pakai kartu BCA tiket.com</i>	Directive	Get more with BCA tiket.com card	Directive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the message still clearly communicates a benefit-oriented promotion. The persuasive function is also maintained, as both texts rely on a logical aspect by emphasizing clear benefit from using the card.
066/ASS-ASS/CS-SS-US	<i>Banjir Promo dan Benefit, Liburan Jadi Hemat!</i>	Assertive	Plenty of Promo and Benefits, Save Even More!	Assertive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are still coherently conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by emphasizing abundance of benefits and financial savings.



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067/ASS-DIR/SS-US-CS	<i>Banyak Promo Spesial</i>	Assertive	Get Special & Promo Discount!	Directive	Structure shift Unit shift Class shift	The pragmatic function is strengthened as the TT not only informs about promotions but also explicitly urges consumer engagement. The persuasive function is also strengthened, as the TT enhances logical aspect by explicitly mentioning “discount,” adding clearer economic value and increasing the motivational force.
068/DIR-DIR/CS-SS-US	<i>Dapatkan Harga Tiket Pesawat Murah ke Destinasi Favorit Anda</i>	Directive	Book the Cheap Flight Tickets to Your Favorite Destinations	Directive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are still coherently conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by emphasizing affordability and destination preference.



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069/COM-ASS/SS-US-CS	<i>100% uang kembali kalau liburan gak jadi!</i>	Commissive	Flight tickets, hotels, To Dos all refundable	Assertive	Structure shift Unit shift Class shift	The pragmatic function is weakened as the precise implicature of a complete refund under cancellation is weakened. The persuasive function is also weakened, as the ST's strong logical aspect absolute financial security through "100% uang kembali" is reduced into a broader, and less impactful claim.
070/DIR-DIR/SS-US-CS	<i>Pesan hotel atau vila semudah itu!</i>	Directive	Your dream stay is just a click away!	Directive	Structure shift Unit shift Class shift	The pragmatic function is strengthened as the phrase "just a click away" increases the implicature of convenience and immediacy. The persuasive function is also strengthened, as the TT enhances emotional aspect by adding a sense of aspiration "dream stay" .



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071/ASS-ASS/CS-US-SS	<i>Banyak pilihan akomodasi buat kamu</i>	Assertive	Endless accommodation choices for every traveler	Assertive	Class shift Unit shift Structure shift	The pragmatic function is strengthened as the TT amplifies the implicature of variety and accessibility, making the message more expansive and compelling. The persuasive function is also strengthened, as the TT enhances both logical aspect (greater choice and availability) and emotional aspect (sense of personalization).
072/DIR-DIR/SS-US-CS	<i>Warnai harimu dengan aktivitas seru!</i>	Directive	Shake up your routine and have a blast	Directive	Structure shift Unit shift Class shift	The pragmatic function is strengthened as the TT increases the implicature of excitement, making the message clearer and motivating. The persuasive function is also strengthened, as the TT enhances emotional aspect through energetic and playful wording.



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073/DIR-DIR/SS-US-ISS	<i>Cek rekomendasinya dari beragam event hingga atraksi</i>	Directive	Try many fun activities that won't burn your wallet!	Directive	Structure shift Unit shift Intra-system shift	The pragmatic function is weakened as the original implicature of exploring a wide range of recommendations (events and attractions) is reduced and replaced by a narrower emphasis on "fun activities," losing some informational and clarity. The persuasive function is also weakened, as the ST's appeal based on variety and discovery (logic through range of options) is weaken.
074/DIR-DIR/SS-US-CS	<i>Cek promo-promo menarik lainnya!</i>	Directive	Don't miss out on other exciting promos!	Directive	Structure shift Unit shift Class shift	The pragmatic function is strengthened as the addition of "Don't miss out" increases the implicature of urgency and encourages immediate attention to available promotions. The persuasive function is also strengthened, as the TT enhances emotional aspect through a stronger sense of FOMO.



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075/ASS-ASS/SS-US-CS	<i>Satu Pass untuk mengakses banyak aktivitas sekaligus!</i>	Assertive	A single Pass that grants you access to multiple activities!	Assertive	Structure shift Unit shift Class shift	The pragmatic function is maintained as the informational content and promotional intent are still accurately conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by emphasizing practicality and efficiency.
076/DIR-DIR/SS-CS-US	<i>Telusuri Indonesia lebih jauh</i>	Directive	More to explore in Indonesia	Directive	Structure shift Class shift Unit shift	The pragmatic function is maintained as the intended meaning and promotional message are still clearly conveyed. The persuasive function is also maintained, as both texts rely on emotional aspect by raising curiosity and a sense of adventure.



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077/ASS-ASS/SS-ISS	<i>Harga Spesial Tiket Domestik & Internasional</i>	Assertive	Special Price for all Domestic & International Flights	Assertive	Structure shift Intra-system shift	The pragmatic function is strengthened as the TT clarifies and amplifies the implicature that the special price applies widely, increasing informational clarity and perceived value. The persuasive function is also strengthened, as the TT enhances logical aspect by emphasizing accessibility.
078/COM-COM/SS-ISS	<i>[Pengguna Baru] Diskon 20% untuk Whoosh</i>	Commissive	[New Users] Discount 20% for Whoosh	Commissive	Structure shift Intra-system shift	The pragmatic function is maintained as the informational content and promotional intent are still clearly conveyed without loss of meaning. The persuasive function is also maintained, as both texts rely on a strong logical aspect by highlighting a concrete benefit for new users.



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079/DIR-DIR/SS-CS-US	<i>Kurang murah? Pakai promo ini</i>	Directive	Make it even cheaper with promos	Directive	Structure shift Class shift Unit shift	The pragmatic function is strengthened as the TT removes ambiguity and directly asserts the benefit of using promotions. The persuasive function is also strengthened, as the TT enhances logical aspect by clearly emphasizing additional savings potential.
080/ASS-ASS/CS-SS-US	<i>Terbang lebih hemat mulai dari Rp500rb</i>	Assertive	Fly affordable starts from 500k IDR	Assertive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are still clearly conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by highlighting a specific low starting price to attract price-sensitive consumers.



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081/DIR-ASS/CS-SS-US	<i>Beli lebih banyak tiket, jauh lebih hemat!</i>	Directive	More tickets, bigger savings!	Assertive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are still coherently conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by emphasizing economic benefit through increased purchase volume.
082/DIR-DIR/CS-SS-US	<i>Rasakan juga kenikmatan asli Indonesia</i>	Directive	Also, try these Indonesia's finest	Directive	Class shift Structure shift Unit shift	The pragmatic function is weakened as the original implicature of authenticity and cultural richness is weakened. The persuasive function is also weakened, as the TT reduces emotional aspect by removing the emotional and sensory emphasis on “ <i>kenikmatan asli</i> ”.



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083/ASS-ASS/CS-SS-US	<i>Paling murah untuk liburanmu</i>	Assertive	Best deals for your next getaway	Assertive	Class shift Structure shift Unit shift	The pragmatic function is strengthened as the TT generalizes and amplifies the implicature of economic benefit. The persuasive function is also strengthened, as the TT enhances logical aspect by suggesting overall better value for money.
084/ASS-ASS/SS-CS-US	<i>Harga terbaik maskapai pilihan</i>	Assertive	Top airline deals	Assertive	Structure shift Class shift Unit shift	The pragmatic function is weakened as the implicature that selected airlines offer the best possible price is weaken into an unclear idea of “deals,” making the informational content less accurate. The persuasive function is also weakened, as the TT reduces the logical aspect of guaranteed “ <i>harga terbaik</i> ” and replaces it with a broader term.



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085/ASS-DIR/CS-SS-ISS	<i>Diskon hingga 50% di Vila & Apt</i>	Assertive	Save up to 50% on Villas & Apt	Directive	Class shift Structure shift Intra-system shift	The pragmatic function is maintained as the informational content and promotional intent are still accurately conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by emphasizing a clear discount percentage.
086/ASS-ASS/CS-SS-US	<i>Liburan impian, harga Istimewa</i>	Assertive	Your dream vacation at a bargain	Assertive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the informational and promotional meaning is still coherently conveyed. The persuasive function is also maintained, as both texts rely on a balanced emotional and logical aspect by combining emotional aspiration “dream vacation” with economic attractiveness “bargain”.



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087/ASS-ASS/CS-SS-US	<i>Udah gajian, waktunya bikin liburanmu jadi sure yaa!</i>	Directive	Payday's here! Time to make your vacation a sure thing!	Directive	Structure shift Class shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are still coherently conveyed without loss of meaning. The persuasive function is also maintained, as both texts rely on a strong emotional and logical aspects by linking payday (financial availability) with the motivation to immediately book a vacation.
088/EXP-DIR/SS-CS-US	<i>Asiknya rebahan di tempat idaman</i>	Expressive	Satisfy your wanderlust	Directive	Structure shift Class shift Unit shift	The pragmatic function is weakened as the concrete implicature of relaxing in a desirable accommodation is removed. The persuasive function is also weakened, as the TT loses the emotional aspect of comfort and relaxation “ <i>rebahan</i> ” and replaces it with a broad aspirational concept.



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089/ASS-ASS/SS-CS-US	<i>Cottage cantik buat foto estetik!</i>	Assertive	Aesthetic cottage for your feed!	Assertive	Structure shift Class shift Unit shift	The pragmatic function is maintained as the informational content and promotional intent are still coherently conveyed. The persuasive function is also maintained, as both texts rely on a strong emotional aspect by emphasizing aesthetic value and social media attractiveness.
ISS 090/COM-COM/SS-CS-US-	<i>[Pengguna Baru] Diskon + Cashback hingga Rp2.000.000 untuk semua produk tiket.com</i>	Commissive	[New Users] Discount + Cashback up to 2,000,000 IDR for all tiket.com products	Commissive	Structure shift Class shift Unit shift Intra-system shift	The pragmatic function is maintained as the informational content, user eligibility, and promotional intent are still accurately conveyed without changing meaning. The persuasive function is also maintained, as both texts rely on a strong logical aspect by emphasizing a concrete and high-value financial reward.



091/ASS-ASS/SS-CS-ISS	<i>Vila-vila asik buat nonton film</i>	Expressive	Great villas for movie night!	Assertive	Structure shift Class shift Intra-system shift	The pragmatic function is maintained as the informational content and promotional intent are still coherently conveyed without loss of meaning. The persuasive function is also maintained, as both texts rely on a emotional aspect by emphasizing comfort and enjoyment.
092/DIR-DIR/CS-SS-US	<i>Nginep di hotel pilihan, diskon hingga 50% + cashback hingga 60%.</i>	Directive	Book selected hotels, get up to 50% off + up to 60% cashback.	Directive	Class shift Structure shift Unit shift	The pragmatic function is maintained as the informational content, promotional intent, and numerical incentives are still accurately conveyed. The persuasive function is also maintained, as both texts rely on a strong logical aspect by measurable savings, which effectively encourages consumers to make booking decisions.



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093/DIR-ASS/SS-CS-US	<i>Mau nginep di mana?</i>	Directive	Accommodations for You	Assertive	Structure shift Class shift Unit shift	The pragmatic function is weakened as the implicature of encouraging user choice in the ST is lost, reducing engagement and eliminating the sense of inquiry. The persuasive function is also weakened, as the TT no longer stimulates curiosity and instead presents a label.
094/DIR-DIR/SS-US-CS	<i>Dapetin promo menarik biar liburan makin asyik dengan aktivitas favorit!</i>	Directive	Get special promo for your favorite activity!	Directive	Structure shift Unit shift Class shift	The pragmatic function is weakened as the original implicature of enhancing the entire vacation experience is reduced to a limited focus on “favorite activity”. The persuasive function is also weakened as the ST’s strong emotional aspect (fun, excitement, and vacation enjoyment) is reduced into a more transactional benefit statement.



095/DIR-DIR/SS-CS-ISS	<i>Temukan promonya di sini</i>	Directive	Grab the best promos here	Directive	Structure shift Class shift Intra-system shift	The pragmatic function is strengthened as the TT increases the implicature that the promos are valuable and should be actively taken. The persuasive function is also strengthened, as the TT enhances emotional aspect through urgency and excitement.
096/EXP-DIR/CS-SS-ISS	<i>Asiknya Nginep di Hotel Impian Pakai Diskon Spesial</i>	Expressive	Enjoy Staying at Hotels with Special Promos Now!	Directive	Class shift Structure shift Intra-system shift	The pragmatic function is weakened as the original implicature in the ST is weaken into a broad claim, making the message less specific. The persuasive function is also weakened, as the TT reduces the emotional aspect created by the idea of “ <i>asyiknya nginep di hotel impian</i> ” and replaces it with a more general promotional phrase.



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097/ASS-DIR/SS-CS-US	<i>Hotel budget buat rileks tanpa nguras dompet</i>	Assertive	Stay relaxed and save more at ideal budget hotels	Directive	Structure shift Class shift Unit shift	The pragmatic function is strengthened as the implicature of affordable relaxation is expanded into a more value-driven proposition. The persuasive function is also strengthened, as the TT enhances both logical aspect “save more” and emotional aspect “stay relaxed”.
098/DIR-DIR/SS-US/CS	<i>Klik di sini ya!</i>	Directive	Click here & claim it now!	Directive	Structure shift Unit shift Class shift	The pragmatic function is strengthened as the TT makes the implicature of immediate action and benefit acquisition more explicit. The persuasive function is also strengthened, as the TT enhances emotional aspect through urgency “now” and reward framing “claim it”.



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099/ASS-ASS/SS-CS-US	<i>Tidak refund bisa</i>	Assertive	Refund allowed not	Assertive	Structure shift Class shift Unit shift	The pragmatic function is maintained as the informational content and intended meaning are still accurately conveyed without any shift in interpretation. The persuasive function is also maintained, as both texts rely on a logical aspect through clear policy information, ensuring user understanding.
100/DIR-DIR/CS-SS-US	<i>Cek event-nya di sini!</i>	Directive	Book events here!	Directive	Class shift Structure shift Unit shift	The pragmatic function is strengthened as the TT increases the implicature from simply viewing information to directly taking action. The persuasive function is also strengthened, as the TT enhances logical aspect by encouraging immediate transaction behavior, reducing hesitation, and positioning the platform as a direct booking channel.