

*Sample of Questionnaire Sheet:*

Date :

Time :

Place :

Object : Language of the brochures

Aim : This questionnaire is made to find out the influence of a well-chosen English words and the technique of combining the words into good sentences in an attractive holiday brochures.

**Please circle your choice/s:**

1. Do you usually look at brochures before you go traveling?  
a. yes                      b. no
2. Do you think that by having a look on the brochures you become more interested to travel?  
a. yes                      b. no
3. What usually makes you want to look at a brochure more attentively?  
a. pictures      b. headlines      c. description of the traveling      d. sub headlines
4. Please circle 5 words in the following that attract you most :  
a. look              b. free              c. wonderful              d. economical              e. try  
f. new              g. enjoy              h. time saving              i. amazing              j. here
5. Please circle 5 words in the following that least attract you :  
a. cheapo      b. sale      c. regular      d. time-consuming      e. globetrotting  
f. no-refund      g. admit      h. standard      i. expensive      j. adventitious
6. Below is the brochure that I like :  
a. it has long content so as to give clear information  
b. it has short content but only major information  
c. it has lots of pictures and less words  
d. it has high-ranking vocabularies  
e. it has clear but short sentences and informative
7. Which of these sentences below that attract you most :  
a. you'll have new and adventurous journey to Africa for two memorable weeks

*Sample of the interview sheet :*

1. In your opinion, when creating a travel brochure are there any special techniques of writing you apply?
2. Are there any special chosen words used in holiday brochures? Is there any special request from the client to input some chosen words?
3. What types of words that are often used in holiday brochures in order to make it more attractive for the readers? Why? ( action words, buzz words, adjective, emotional words )
4. Do the chosen words create the consumer's conviction? How do you know?
5. What is the most important aspect in creating brochures? Is it the writing techniques or the creator's skill such as creativity or imagination?
6. Does imagination and creativity matter in the technique of writing brochures?
7. Please checklist the options below that describe your techniques of writing :
  - a. I write everything that comes up in my mind
  - b. I use general ideas which do not describe the real expectations of the customers
  - c. I like using flowery, long phrases or sentences because they will be clearer for the readers.
  - d. I use short sentences, familiar vocabularies to describe the products and input only important information.
  - e. I like new, high-ranking vocabularies in my sentences.

Thanks a lot and God Bless You!!!

- b. two weeks timeless adventure to amazing Africa
  - c. come and be our adventurer of memorable Africa just for two weeks.
8. Which of these sentences below that should not be used in a brochure :
- a. spend your money to travel expensively around the world
  - b. spend your money to a very rewarding journey around the world.
  - c. spend your lots of money on rewarding journey around the world.

Thanks for your participation ! God Bless You !

*Contoh daftar pertanyaan untuk wawancara:*

1. Apakah Anda menggunakan teknik-teknik khusus untuk menulis brosur perjalanan wisata?
2. Apakah Anda tahu bahwa ada kata-kata yang baik dan buruk untuk ditempatkan dalam brosur? Atau apakah Anda memasang kata-kata di brosur berdasarkan keinginan klien?
3. Jenis kata apakah yang sebaiknya digunakan dalam brosur-brosur perjalanan wisata agar membuatnya lebih menarik untuk dibaca? Dari kata-kata ini ( seperti dalam teori) manakah yang akan menarik bagi customer?
4. Apakah kata-kata tersebut akan lebih meyakinkan pembacanya untuk membeli produk atau jasa yang ditawarkan? Bagaimana Anda mengetahuinya?
5. Aspek atau hal apakah yang paling penting dalam membuat sebuah brosur untuk perjalanan wisata?
6. Tolong beri tanda pilihan-pilihan di bawah ini yang menggambarkan teknik Anda dalam menulis :
  - a. Saya menulis apapun yang ada dalam pikiran saya.
  - b. Saya menulis beberapa info utama yang menggambarkan produk atau jasa dari klien saya secara umum.
  - c. Saya menggunakan kalimat-kalimat yang panjang karena akan lebih dimengerti oleh pembaca.
  - d. Saya memakai kalimat-kalimat pendek, kosakata yang sering didengar, info-info yang penting saja yang menggambarkan produk atau jasa yang ditawarkan.
  - e. Saya memilih kosakata-kosakata tingkat tinggi dan jarang dipakai dalam kalimat saya untuk menarik pembaca.

Terima kasih.