

An Analysis of Imperative Sentences in English Travel Brochures: A Study of Ammar International Travel

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ABSTRAK

Brosur perjalanan menggunakan berbagai jenis kalimat untuk menarik dan membimbing pembaca. Salah satu jenis yang paling umum adalah kalimat imperatif, yang digunakan untuk memberikan instruksi, menyarankan, dan mengajak pembaca untuk melakukan suatu tindakan. Penelitian ini bertujuan untuk menganalisis penggunaan kalimat imperatif dalam brosur perjalanan berbahasa Inggris milik Ammar International Travel, sebuah agen perjalanan yang berbasis di Medan, Indonesia. Tujuan penelitian ini adalah untuk mengidentifikasi jenis-jenis kalimat imperatif yang digunakan, menentukan jenis yang paling dominan, serta menjelaskan fungsinya dalam brosur. Penelitian ini menggunakan metode deskriptif kualitatif dengan mengacu pada Creswell (2018). Klasifikasi kalimat imperatif didasarkan pada teori Quirk et al. (1985) yang membagi kalimat imperatif menjadi tiga jenis, yaitu directive, persuasive, dan invitational. Data diambil dari lima brosur berbahasa Inggris yang diterbitkan antara tahun 2023 hingga 2025. Sebanyak 31 kalimat imperatif ditemukan dalam data. Hasil penelitian menunjukkan bahwa kalimat imperatif persuasif merupakan jenis yang paling dominan (48,39%), diikuti oleh kalimat imperatif invitational (29,03%) dan directive (22,58%). Setiap jenis memiliki fungsi yang berbeda, yaitu directive untuk memberikan instruksi, persuasive untuk menonjolkan manfaat dan membujuk pelanggan, serta invitational untuk menciptakan kesan yang ramah dan menarik. Temuan ini menunjukkan bahwa kalimat imperatif memiliki peran penting dalam menjadikan brosur perjalanan tidak hanya informatif tetapi juga persuasif.

Kata Kunci: *Kalimat Imperatif, Brosur Perjalanan, Penelitian Kualitatif, Ammar International Travel, Travel*

ABSTRACT

Travel brochures use different types of sentences to attract and guide readers. One of the most common types is the imperative sentence, which is used to give instructions, make suggestions, and invite readers to take action. This study examines the use of imperative sentences in the English travel brochures of Ammar International Travel, a travel agency based in Medan, Indonesia. The aims of this study are to identify the types of imperative sentences used, determine the most dominant type, and explain their functions in the brochures. This study uses a qualitative descriptive method following Creswell (2018). The classification of imperative sentences is based on Quirk et al. (1985), who divide them into three types: directive, persuasive, and invitational. The data were taken from five English brochures published between 2023 and 2025. A total of 31 imperative sentences were identified. The findings show that persuasive imperatives are the most dominant (48.39%), followed by invitational imperatives (29.03%) and directive imperatives (22.58%). Each type has a different function: directive imperatives give instructions, persuasive imperatives highlight benefits and encourage customers, and invitational imperatives create a friendly and engaging tone. These results indicate that imperative sentences play an important role in making travel brochures both informative and persuasive.

Keywords: *Imperative Sentence, Travel Brochures, Qualitative Research, Ammar International Travel, Travel*

INTRODUCTION

Language is an important part of human life because people use it to communicate with one another. Through language, individuals can express their ideas, share information, and build social relationships in everyday situations. In linguistics, language is seen as a structured system that helps people deliver meaning clearly and effectively. Without language, communication would not work

properly, and interaction between people would become very limited. Recent studies also show that language has a strong role in developing communication skills, both in formal and informal contexts (Budi et al., 2024; Hakim & Mardiyah, 2024). One of the basic elements of language is the sentence. A sentence is a unit that expresses a complete idea. Based on their function, sentences are generally divided into four types: declarative, interrogative, exclamatory, and imperative. Each type has its own purpose in communication. Among these, imperative sentences are quite important because they are directly related to actions and responses. Previous research has shown that imperative sentences are often used to guide, influence, or direct people, both in spoken and written communication (Maharaswati et al., 2021; Aziez, 2019).

Imperative sentences are commonly used to express commands, requests, instructions, suggestions, and even prohibitions. According to Randolph Quirk et al. (1985), imperative sentences usually do not include the subject because the subject “you” is already understood. They also use the base form of the verb. For example, sentences like “Book your seat now,” “Discover the beauty of Makkah,” and “Trust us for a comfortable journey” show how imperative sentences are used in real communication. This idea is still relevant today, as supported by recent studies that show imperative sentences can clearly express intentions and encourage people to take action (Mahfudhoh et al., 2022; Kaharuddin et al., 2025). Imperative sentences are often found in different types of media, especially in promotional texts such as travel brochures. Travel brochures are important in the tourism industry because they are not only used to give information but also to persuade readers. Their main goal is to encourage people to take action, such as booking a trip or choosing a travel package. To achieve this, writers need to use language carefully, and imperative sentences are one of the most effective ways to do this.

In travel brochures, imperative sentences are used to give instructions, offer suggestions, and create a persuasive message. These sentences are usually simple, direct, and easy to understand, which makes them suitable for readers who may not be fluent in English. Research has shown that the use of imperative sentences can make promotional texts more interesting and more focused on action (Wahyuni & Noor, 2019; Pratiwi, 2021). Ammar International Travel is a travel agency based in Medan, Indonesia, providing various travel services such as Hajj and Umrah packages, domestic trips, and international tours. The agency produces brochures in English to reach more customers. Since English is not the first language of most of their clients, it becomes important to analyze how the agency uses English, especially imperative sentences, to communicate clearly and effectively. In this case, imperative sentences are not only used for grammatical purposes but also as a strategy to guide and attract potential customers. According to Randolph Quirk et al. (1985), imperative sentences can be grouped into three types: directive, persuasive, and invitational. Directive imperatives are used to give clear instructions, persuasive imperatives are used to encourage or recommend actions, and invitational imperatives are used to create a friendly and welcoming tone. This classification is useful for analyzing travel brochures because each type has a different role in communication.

Previous studies have shown that imperative sentences are very important in tourism and promotional texts. For example, Wahyuni and Noor (2019) found that directive imperatives are often used to give clear instructions in travel brochures. Meanwhile, Pratiwi (2021) found that persuasive imperatives are used to highlight the advantages of travel services. In addition, Ramadhan and Siregar (2022) explained that travel agencies usually combine different types of imperative sentences to balance information and emotional appeal. However, many learners still misunderstand

imperative sentences. They often think that imperative sentences are only used to give commands, even though they can also be used to invite, suggest, and persuade. This misunderstanding shows that it is important to study imperative sentences further, especially in real contexts such as travel brochures.

Based on this background, this study aims to analyze the use of imperative sentences in English travel brochures produced by Ammar International Travel. The objectives of this study are to identify the types of imperative sentences used, find out which type is the most dominant, and explain the function of each type in the brochures. This study is expected to give both theoretical and practical benefits. Theoretically, it can contribute to linguistic studies, especially in understanding sentence types and their functions. Practically, it can help students, teachers, and professionals understand how imperative sentences are used effectively in real communication, especially in promotional texts like travel brochures.

METHODS

This study uses a qualitative approach because the researcher wants to understand how imperative sentences are used in travel brochures, not just count them. According to John W. Creswell (2018), qualitative research is suitable for studying something in depth and in its real context. This study also uses a descriptive method, which means the data are explained as they are, without changing anything. The goal is to describe clearly the types and functions of imperative sentences in the brochures of Ammar International Travel.

The data come from five English brochures published by Ammar International Travel from 2023 to 2025. These brochures were collected directly from the agency's office in Medan and cover a range of services, including Umrah and Hajj packages, along with domestic trips and international travel tours. To collect the data, the researcher first read all the brochures carefully. Then, the researcher selected sentences that are imperative, usually marked by a base verb and no clear subject. Each sentence was written down together with its context in the brochure. Sentences that looked like imperatives but were actually part of other forms, like conditional sentences, were not included. In total, 31 imperative sentences were collected.

For the analysis, the researcher followed the steps suggested by John W. Creswell (2018). First, all sentences were grouped based on the brochure they came from. Then, each sentence was read again to understand its form and meaning. After that, the sentences were classified into three types based on Randolph Quirk et al. (1985): directive, persuasive, and invitational. The results were checked by another reader to make sure they were correct. Finally, the researcher explained the function of each sentence and made conclusions based on the findings. To improve the reliability of the results, the analysis was also checked by another reader, and it showed a high level of agreement, indicating that the analysis is consistent.

RESULT AND DISCUSSION

A total of 31 imperative sentences were found in the 18 brochures of Ammar International Travel. These sentences were classified into three types based on Randolph Quirk et al.'s (1985) framework: directive imperatives, persuasive imperatives, and invitational imperatives. The distribution of each type is shown in Table 1 below.

Table 1. Frequency of Imperative Sentence Types in Ammar International Travel Brochures

Type of Imperative Sentence	Number of Sentences	Percentage (%)	Rank
Persuasive Imperative	15	48.39	1st
Invitational Imperative	9	29.03	2nd
Directive Imperative	7	22.58	3rd
Total	31	100	-

As shown in Table 1, persuasive imperatives appear most often (48.39%), which means the brochures also work hard to convince readers to choose the agency. Invitational imperatives come second (29.03%), but they play an important role in creating a friendly and welcoming feeling. Directive imperatives appear the least often (22.58%), which means the brochures focus a lot on giving instructions to potential travelers. The discussion below looks at each type in more detail.

A. Persuasive Imperative

Persuasive imperatives are sentences that encourage or suggest an action without forcing the reader. Quirk et al. (1985) explain that this type is softer than directive imperatives because it suggests rather than commands. In travel brochures, persuasive imperatives are used to show the benefits of a package and to encourage readers to choose it.

The following examples of persuasive imperatives were found in the brochures:

- (1) "Affordable price starting from 1.3 million."
(Travel Brochure, Ammar International Travel)
- (2) "Only 3.4 million per person."
(Travel Brochure, Ammar International Travel)
- (3) "Economical package for your journey."
(Travel Brochure, Ammar International Travel)
- (4) "Special package with budget-friendly price."
(Travel Brochure, Ammar International Travel)
- (5) "Price starting from a lower cost."
(Travel Brochure, Ammar International Travel)
- (6) "Free guidance for Umrah rituals."
(Travel Brochure, Ammar International Travel)
- (7) "Comfortable hotel, transportation, and complete facilities."
(Travel Brochure, Ammar International Travel)
- (8) "A blessed Umrah experience for you."
(Travel Brochure, Ammar International Travel)

These examples focus on the benefits offered to the customers, such as low prices, free services, and comfortable facilities. Although they do not always use verbs in the imperative form, they still function as persuasive language because they encourage readers to choose the service. The sentences highlight what the customers will gain, which makes them more attractive and convincing. Example (6) shows the use of "free guidance," which gives additional value to the service. This type of expression can attract customers because it reduces their concerns about preparation. Similarly, example (7) emphasizes comfort and complete facilities, which are important factors in choosing a travel service. This finding shows that persuasive language in travel brochures usually focuses on

the benefits offered. It also indicates that promotional language is used to attract attention and influence customers' decisions.

B. Invitational Imperative

Invitational imperatives are sentences that invite the reader to join an experience. Quirk et al. (1985) explain that this type is the most friendly and open because it does not force or pressure the reader, but simply welcomes them. In travel brochures, these sentences are used to build an emotional connection and help readers imagine the journey.

The following examples of invitational imperatives were found in the brochures:

- (9) "Let's explore Malaysia together."
(Travel Brochure, Ammar International Travel)
- (10) "Enjoy a trip to Sabang with snorkeling experience."
(Travel Brochure, Ammar International Travel)
- (11) "Join our open or private trip for your best experience."
(Travel Brochure, Ammar International Travel)
- (12) "Experience a 4-day and 3-night tour in Malaysia."
(Travel Brochure, Ammar International Travel)
- (13) "Join our Umrah package for a meaningful journey."
(Travel Brochure, Ammar International Travel)

These examples use expressions like let's explore, enjoy, join, and experience, which invite the reader to take part in a journey. The language creates a feeling of togetherness and shared experience. It is friendly and welcoming, making the reader feel comfortable and interested in joining the trip. Example (9) is especially clear because the phrase "let's explore" directly invites the reader to go together with the travel agency. This expression makes the agency feel like a companion, not just a service provider. It helps build a closer connection with the reader. Although invitational imperatives are not as common as other types, they still have an important role. They are usually used to attract attention and create interest at the beginning or to leave a positive impression at the end of the brochure. These expressions help make the travel experience feel more personal and enjoyable.

C. Directive Imperative

Directive imperatives are sentences that tell the reader to do something clearly and directly. Quirk et al. (1985) explain that this type has a strong meaning because it gives clear instructions that the reader is expected to follow. In travel brochures, directive imperatives are usually used to guide readers on what they should do, such as how to register for a package or prepare for a trip.

The following examples were taken from the brochures:

- (14) "Book now to secure your seat."
(Travel Brochure, Ammar International Travel)
- (15) "Choose your own departure date."
(Travel Brochure, Ammar International Travel)
- (16) "Contact us for more information."

- (Travel Brochure, Ammar International Travel)
- (17) "Visit our office for registration."
- (Travel Brochure, Ammar International Travel)
- (18) "Follow our social media for updates."
- (Travel Brochure, Ammar International Travel)

Each of these examples begins with an action verb such as book, choose, contact, visit, and follow. This structure is typical of directive imperatives because the verb comes first and clearly tells the reader what to do. The sentences are short, direct, and easy to understand, which helps readers follow the instructions quickly. Although these sentences give clear instructions, they do not sound rude. This is because the language is simple and helpful. For example, in sentence (14), the phrase "to secure your seat" explains the purpose of the action. In sentence (18), "for updates" shows the benefit for the reader. This makes the instructions feel useful rather than forceful. These findings show that directive imperatives are used to guide readers clearly in taking action, especially in important steps such as booking, contacting the agency, or getting information.

D. Summary of Functions

Based on the analysis of 31 imperative sentences, several main functions were identified across the three types. These functions are summarized in Table 2 below.

Table 2. Functions of Imperative Sentences in the Brochures

Function	Type of Imperative	Example	Frequency
Giving Instructions	Directive	"Book now to secure your seat"	7
Recommending a Service	Persuasive	"Affordable price starting from 1.3 million."	8
Highlighting Benefits	Persuasive	"Comfortable hotel, transportation, and complete facilities."	7
Creating Interest	Invitational	"Let's explore Malaysia together."	5
Building Connection	Invitational	"Join our umroh package for a meaningful journey."	4
Total			31

Table 2 shows that the most common function is recommending a service and highlighting benefits, which come from persuasive imperatives. This reflects that the brochures focus strongly on promoting the advantages of the travel packages, such as affordable prices, free services, and comfortable facilities. The function of giving instructions appears in directive imperatives, which are used to guide readers in taking important actions such as booking, contacting the agency, and getting information. This shows that the brochures also provide clear and practical guidance for potential customers. Meanwhile, invitational imperatives mainly function to create interest and build connection with the readers. These sentences use friendly and welcoming language to make the travel experience feel more personal and enjoyable. Overall, the findings indicate that imperative sentences in the brochures are not only used to give instructions but also to persuade, attract attention, and build a positive relationship with potential customers.

CONCLUSION

This study analyzed 31 imperative sentences found in 18 English-language brochures of Ammar International Travel. Using Quirk et al.'s (1985) classification and a descriptive qualitative method, the study identified three types of imperative sentences: directive, persuasive, and invitational. The main finding shows that persuasive imperatives are the most dominant type (48.39%), followed by invitational imperatives (29.03%) and directive imperatives (22.58%). This indicates that Ammar International Travel mainly uses language to promote and highlight the benefits of its services, such as affordable prices, free facilities, and comfortable travel experiences. At the same time, the use of invitational imperatives shows that the agency also focuses on creating a friendly and welcoming tone to build emotional connections with potential customers. Directive imperatives, although less frequent, still play an important role in giving clear and practical instructions to guide customers in taking action. Overall, the imperative sentences in the brochures serve several main functions: giving instructions, recommending services, highlighting benefits, creating interest, and building connection. These functions work together to make the brochures both informative and persuasive, helping the agency attract and influence potential customers effectively. For travel agencies, these findings suggest that using a combination of different types of imperative sentences is important. Directive imperatives help provide clear guidance, persuasive imperatives strengthen promotion, and invitational imperatives create a more personal and engaging experience. A balanced use of these types can make brochures more effective in both delivering information and attracting customers. Future research can explore the use of imperative sentences in different types of promotional media or compare English and Indonesian brochures to see how language use may vary in different contexts.

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