Booster Expression in Image Building of Green Islamic Campus Program at the Promotional Brochure of Universitas Muhammadiyah Palangkaraya: Can it Reach the Market Share in the Era of Industry 4.0?

Ilham[1] **, Bulkani**[2]**, Saiffullah Darlan**[3]
Universitas Muhammadiyah Palangkaraya, The Faculty of Teacher Training and Education[1&2]
Jalan RTA. Milono Km. 1,5, Palangka Raya, Central Kalimantan, Indonesia
Universitas Palangka Raya, The Faculty of Teacher Training and Education[3]
Jalan JL. H. Timang, Palangka Raya, Central Kalimantan, Indonesia
Ilhamroy88@gmail.com ; bulkaniardiansyah@gmail.com; fuldarlan@gmail.com

Abstract - In this article, I will discuss in the linguistic perspective about the expression of booster displayed at the promotional brochure of Universitas Muhammadiyah Palangkaraya. A good booster expression has a role in influencing the reader to be interested. Therefore, it becomes a challenge for the Universitas Muhammadiyah Palangkaraya displays a brand image which built with the tagline of its program was "The Green Islamic Campus". This study is a qualitative descriptive study with a embeded case study. Data is taken with Purposive Sampling Technique. Furthermore, the primary data in this study is the promotional brochure that contain booster expressions and secondary data used are research or articles related to building or branding image on a promotion. The results showed that the text contained in the brochure amounted to 11 booster expression and the type of booster in the brochure was Claim of Excellence. Therefore, the expression of booster at the brochure of the Universitas Muhammadiyah Palangkaraya has an important and significant role in making promotion by the text impact.

Keywords: *booster expression, building image, the green islamic campus, brochure, market Ideology*

1. Introduction

Since Industry 4.0 has been implemented, technology is so developed for work and do the activities. Technology has an important role for the development. Additionally, without the technologies, we will be difficult to keep up with the times. Moreover, technologies are also become the part of the new business (Porter & Heppelmann, 2014).

One of the parts that has not been considered in the era of Industry 4.0 is how the brochure utilization strategies used in the promotion campus in delivering the programs offered and also keep the image branding by using traditional method used.

Brochures are a vital part of indirect communicating to readers (Web-1). With the function of brochures, we will get the message as short and concise but informative. Islamic higher education in Central Kalimantan that still uses brochure as a media of the promotion is Universitas Muhammadiyah Palangkaraya. They use brochures to reach areas that are still lagging behind in Central Kalimantan. Its brochure there is a lot of information related to the facilities provided by the campus along with the awards and cooperation achieved by the campus. However, the question remains 1) how is the brochure

displayed enough to attract the attention of the reader if we look at it from the linguistic perspectives through booster expressions? and, 2) how is the program of green Islamic campus implemented enough as a concept of its promotion as a step to reach the market share in the industry 4.0?

Booster is the expression of belief or claim something (Holmes, 1982 and Hyland, 1999). Booster is a discursive marker which is binding the emotions between writers and readers (Hyland, 2005; Gholami et al., 2014; Eriyanto, 2006; Hui & Na, 2008; Hyland, 2000; Pérez-Llantada, 2003). Moreover, in daily activities we often to use booster expressions in express something that we believe for (Ilham, et al., 2018). Furthermore, without the presence of a booster expression in a communication, the emotion that arises from the text cannot be felt by the reader of the author.

Booster expressed through a language, language is also a part of culture (Hornby, 1988: 40). Therefore, a booster is expressed through language will certainly generate emotional interest and attract the reader. In Industry 4.0, It is expected to support the promotion aspects in influencing the market ideology to prospective new students who will join and take study in Universitas Muhammadiyah Palangkaraya. Additionally, the use of a good booster to attract the reader will certainly provide good value in global competition with other higher education.

The Green Islamic Campus as a program which always promoted by Universitas Muhammadiyah Palangkaraya. This program aims to provide understanding to the academics' community of Universitas Muhammadiyah Palangkaraya about the importance of environmental conservation and applying universal values in the teachings of Islam (Bulkani et al., 2016). This program is having two concept they are 1) go green concept and 2) Islamic concept. According to Bulkani et al, (2016) The Green Islamic Campus Program is expected to make academics community who have preserving the environment inside the campus and the outside. Moreover, this program also is needed to the students when he will be graduated and interact in the global community, because the issue nowadays among industry 4.0 is about saving resource and preserving the environment in the future. Furthermore, this program is relevant to Al Qur'an which mentioned the concept of its program about the importance to keep environmental. In Islamic concept of its program is expected to academic community understand about its concepts of Islam as a *rahmatan lil alamin* or the universal of Islam with the values as a tolerance, respect to others, discipline and others. In this study, green Islamic campus concept used as a form of building image to its campus as higher education in the era of industry 4.0 as a market ideology and to promote Islam as a *rahmatan lil alamin*. The two concepts above cannot be separated because in the green Islamic campus program, it need each other to be implemented.

Recently, in the last five years in linguistic studies, there is no one has studied the use of booster expressions at the promotional brochures in building images program of Islamic higher education particularly. The Previous study is only limited to nation branding with semiotics studies (Panajoti, 2018), which is discussing the use of materials for the promotion of the Albanian Tourism Office because in the last decade there have been a lot of tourists coming to Albania. Thus, it need much creative efforts to inviting the tourists to visit. Furthermore, similar research related to promotional brochures in semiotic and pragmatic studies (Bratt, 2017; Wibowo & Kristina, 2015). In translation studies

(Suryaningtyas et al, 2018) by using the theory of appraisal as an approach. Moreover, the importance of brochure functions and the keep updating information on websites related to tourism villages (Putri et al., 2018). The interesting topic brochures are still being considered even though there are some electronic brochures to use and the importance of brochures in a library institution (Afriani & Arifin, 2018).

From several previous research above, we can conclude that the use of brochures is having greatly supports the image that is built both in the field of tourism and institutions as a promotional device. It is interesting to discuss why brochures still use in the industry 4.0 even though they can be replaced with electronic brochures. Furthermore, there are still things that have not been extensively studied how brochures can also be used in the era of global competition especially in Islamic higher education from the linguistic perspective in booster expression.

This present study investigates booster expression text in a brochure promotional from Universitas Muhammadiyah Palangkaraya. Booster expression used to make claim of excellence of its item of achievement. Within the framework of linguistic aspect in analyzing the booster expression displayed at the brochure. This study focusses on the booster expression that comes at the brochure. Furthermore, this study aims to identify booster expression that used and the implementation of green Islamic campus as a program of Universitas Muhammadiyah Palangkaraya which become a device of reach market in industry 4.0.

1.1. Booster Expression at the Brochure of Universitas Muhammadiyah Palangkaraya

The use of booster as an expression claiming something and as an interactional metadiscourse marker (Hyland, 1995:5). Gholami (2017) stated booster has a function to allow the writer to anticipate preclude alternative, conflicting the argument with the expression instead of doubt or uncertainty e.g. clearly, obviously, and of course. In line with Gholami, Shrivastava (2016) mentioned that booster let the authors to express his confidence. Hyland (1994:200) also stated booster is used as significant way to express the degree of confidence of writer in academic writing.

Booster in the brochure used to express the institutional confidence expression of their claim of excellence in the field of cooperation, achievement and facilities. The expression of booster used in the brochure is related to build image as a green Islamic campus to promote Islamic concept and green campus concept behind its achievement.

Brochure of Universitas Muhammadiyah Palangkaraya is given when The Promotional Campus doing the promotional program in every school of Central Kalimantan. Brochure is easy to understand beside calendar, because it has images and short text that show its achievement to attract the reader or prospective students of school in Central Kalimantan. Furthermore, booster expression that comes in every sentence, phrase, clause and words of brochure helps the reader to understand the content who written by author.

The author of brochure was made by Academics, Student affair and alumni Department of Universitas Muhammadiyah Palangkaraya. Every year content of its brochure updated by its department adjusting the progress of this campus.

1.2. Building Image of The Green Islamic Campus Program

Universitas Muhammadiyah Palangkaraya is the one of biggest private Islamic Higher Education in Central Kalimantan and the pilot of Green Islamic Campus Project which has been implemented since 2013 (see the guide book of Green Islamic campus program). The program aims to give understanding the importance of environmental conservation, energy saving and the continuity of energy saving for the future. Furthermore, this program also giving understanding in implementing universal values in Islam to academic's community.

According to aims above about the program, Rector of Universitas Muhammadiyah Palangkaraya was made the activities based on concept of its program that explained before. The programs focus on six activities in the campus, they are: 1) the improvement of understanding about the green Islamic program to academic's community; 2) saving energy, electricity, paper, water, and others; 3) the waste management and waste reduction; 4) environmental management 5) Islamic campus activities, and 6) non-academic that support green Islamic campus program.

The green Islamic is not only become the concept to be implemented, but the program is also a brand image to build the face of Islamic Higher Education especially in Muhammadiyah Higher Education. The program is still implemented until now and reach a positive values and good vibes to ummah. Moreover, the green Islamic campus program also become a part of making a market ideology with carrying two concepts, they are 1) Islamic Campus and 2) green campus.

Islamic Campus concepts that carried by its campus become one part that can be separated each other with green campus concept. This campus has been implemented Islamic values such as universal value e.g. respects with the others. The student of Universitas Muhammadiyah Palangkaraya comes not only from Muslim religion, but also there was Christian, catholic, Hindu and Hindu Kaharingan.

Green campus concept that carried by its campus showing about the action to save the environmental resource and saving energy for the future. Although there was a lot of campus which have been implemented this program, this program makes different with other program that combine green campus with Islamic campus concept. However, this program as a key to support Islamic higher education and as a prove that Islam loves peace and hate radicalism action.

2. Research Method

This study uses the descriptive qualitative research method and for collecting the data by using purposive sampling technique. The data that has been collected will be classified and identified. Booster expressions are analyzed by using pragmatic approach. The source of data is the promotional brochure of Universitas Muhammadiyah Palangkaraya issued by The Department of Academics, Student affair and alumni in 2018. The brochure was selected as the source of data because the study about the importance of brochure as a device of promotion is limited and only focuses to tourism promotion to attract the reader to visit and it has different relation with building images by using brochures, especially in the field of linguistics.

The data in this study taken from sentences, clause, phrase, and word in the brochure. The data only focuses on sentences, clause, phrase, and word that

contains booster expression and for the description of booster claim of excellence is adopted to Kristina (2018) with modified.

3. Result and Discussion

In this section, I will discuss about the booster expression that presents in the promotional brochure of Unversitas Muhammadiyah Palangkaraya. This analysis is using pragmatically approach in studying booster expression. Furthermore, the promotional brochures will show in the picture below:

Figure 1. Back side of Brochure

Figure 2. Front side of Brochure

After identifying the data, I found booster expression claim of excellence that comes to the information, involves the jargon, the tagline at the front cover, cooperation abroad, facilities, Accredited of study program and scholarship. However, the program of its campus is less emphasized on the brochure. The Green Islamic Campus only mentioned and its translation in Bahasa Indonesia.

There are four staging/phase in analyzing booster expression, describe as follows:

Table 1. Staging of Brochure and Booster Claim of Excellence on the Brochure

No	Staging of Brochure	Booster Claim of Excellence
1	Front cover of Brochure	**UMP (*Unggul Membangun Prestasi*)**
		The Green Islamic Campus (Kampus Islami berwawasan Lingkungan)
2	Body of Brochure (1)	Kerjasama Luar Negeri, **MoU dengan PT luar negeri:**
		Kerjasama Luar Negeri, **Pertukaran mahasiswa antara lain dengan Asosiasi Alumni Provinsi Thailand Selatan**
		Kerjasama Luar Negeri, **KKN dan PPL di Negara-negara ASEAN**
3	Body of Brochure (2)	Campus Facilties, 1) **Universitas Muhammadiyah Palangakaraya memiliki kampus yang letaknya di pusat kota yang mudah diakses** dari berbagai penjuru. 2) Di samping itu **UM Palangkaraya juga memiliki lahan praktek di sekitar kota.**
		3) **Ruang kuliah representatif dengan LCD** ….**Free wireless internet area hotspot area** di kampus UM Palangkaraya. 4) **perpustakaan dengan 8320 judul dari 15242 eksemplar buku teks**
		5) Selama menempuh Pendidikan **setiap mahasiswa dimasukan dalam program asuransi jiwa**.
4	Back cover of Brochure/ closing	1) Accredited, **seluruh program studi di UM Palangkaraya memiliki ijin penyelanggaraan dari Ditjen Pendidikan Tinggi**
		2) Scholarship, **UM Palangkaraya menjaring mahasiswa berprestasi melalui beberapa seleksi dan akan mendapatkan beasiswa**: … (see brochure)

According the data above, in the brochure found some expression of booster that used to promote the campus. It begins at the cover of brochure that contains jargon and the tagline of campus' program. *Unggul Membangun Prestasi* as a jargon of this campus to promote that this campus is having much achievement. Conversely, the program of this campus put on the bellow of program and with the unseen style font. It should be on bold style position; thus, the image of this campus can be seen on the brochure to attract the reader and they will know well about the image of campus as a green Islamic campus especially as the biggest private Islamic higher education in Central Kalimantan.

At the body of brochure (1) is describing about the cooperation abroad that has been inducted by Universitas Muhammadiyah Palangkaraya with other higher education in the abroad. The expression of booster come in emphasizing the cooperation, student exchange, Community services program and also teaching practice in Southern Thailand.

At the body of brochure (2) is describing about the facilities in the campus of Universitas Muhammadiyah Palangkaraya and location of this campus which located in the center of city, thus, this campus is easy to reach. Moreover, the location of field practice is located in around of the city with representative class and Wi-Fi area around the campus, it helps students to learn anywhere. Moreover, the number of books also helps student to get what books that they want to find. In addition, there is insurance for the student of Universitas Muhammadiyah Palangkaraya.

At the back cover of brochure is describing the number of study program of Universitas Muhammadiyah Palangkaraya which has been accredited and having operation permits by Ministry of Research, Technology, and Higher Education of Republic of Indonesia. Furthermore, Universitas Muhammadiyah Palangkaraya providing the scholarship for the outstanding students according the selection result.

Based on the explanation data above booster expression is muchly support the achievement of Universitas Muhammadiyah Palangkaraya in making and improve image building of campus. Conversely, Furthermore, every content in the brochure used booster expression to convey the material. Conversely, the program of this campus is less emphasized. It should be more promote which that program can attract the reader by these programs and get reach market in the industry 4.0.

4. Conclusion

Booster expression has many functions to emphasize and as claim of excellence utterance. Booster has a role to make communication more intertwined between the writer and the target reader. Furthermore, the booster found in the brochure of the Palangkaraya Muhammadiyah University is very helpful in promotion to attract readers.

Some suggestions for booster in the promotional brochure of Universitas Muhammadiyah Palangkaraya should be prioritize and mention about the achievements or activities that related to the green Islamic campus program that has been running since 2013. Moreover, it provides the identity of the campus by using a booster marker on the existing text. Furthermore, images can be displayed as further to strengthen the booster expression and be more attractive packaging. Additionally, the alumni who graduated from Universitas Muhammadiyah Palangkaraya can give testimony regards to what they gained during of his study on the brochure and it has added value to Universitas Muhammadiyah Palangkaraya in developing the promotional brochures to be even better in the Industry 4.0 era and influency the market ideology.

Acknowledgements

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