

ABSTRACT

Meaning is constructed through a complex process of cognitive linguistic analysis, where the subject is analysed through a mental process involving human logic, background knowledge and cultural context. The phenomenon that occurs is the lack of in-depth exploration of the meaning of a sentence, for example when tourists try to access a website containing textual content, they only translate it into a monotonous meaning without considering the deeper meaning of the textual content. This study aimed to explore the deep interpretation of cognitive semantic analysis based on the textual content of local hotel websites in Bali, using the Conceptual Blending theory of Fauconnier and Turner (1998). The method used in this study is descriptive qualitative analysis, the type of data used is secondary data in the form of textual content found on 6 official websites consisting of The Apurva Kempinski Bali, The Trans Resort Bali, Como Uma Canggu, Ayana Resort Bali, The Alena Resort Ubud, and Intercontinental Bali Resort with a sampling technique as data collection through non-participant observation. The results of the study show that the application of the concept blending theory to 6 data sources in the form of sentences on the website homepage is able to describe the mental space and comprehensive meaning of the sentence blending process, tourists can see that these hotels not only have a luxurious and unique meaning, but also have a broader meaning.

Keywords: *Cognitive semantic, conceptual blending, hotel website, mental space*