

Abstract

This paper entitled “*An Analysis of English Usage Terms in Brochure at Sales & Marketing Department in Sheraton Bandung Hotel and Towers*”.

The writer choose *Sheraton Bandung Hotel and Towers* as an object of the study, generally this hotel can be said is still very popular until now and is still a favorite place for many people to stay both local tourists and foreign tourists. Located on Ir. H. Djuanda No. 390 Dago Bandung, *Sheraton Bandung Hotel and Towers* is a 5-stars hotel. The writer finally takes *Sheraton Bandung Hotel and Towers* as a population of this study. This paper mainly analyzed the English Language Usage Terms in Brochures at Sales & Marketing Department in *Sheraton Bandung Hotel and Towers*. The research problems of this study are about the English usage terms and the professional English used which is often in brochures to make guests interested in coming to the hotel. The writer uses qualitative method for her research method in order to get more information and explanation about the English language usage. While in the technique of collecting data, the writer uses observation, interview, and questionnaire. From this research, the writer found some selection of words and criteria in the brochures who made by marketing communication manager. In the conclusion, the writer describe that language becomes one of the crucial factors that influence the performance of the people who involved in the tourism field. Good and correct English reflects the seriousness and sincerity of the hotel to provide information. For the last but not least, the writer hopes that this research would be useful for further research which leads in the same fields.

Keyword: Tourism, Language, Brochure, The English Usage