

# Chapter I

## Introduction

### 1.1 Background

In the face of globalization era, English has a very important role because English is an International language. That is widely used in business world, be it business in export-import, telecommunication, and even in the field of procurement of tourism services. In the provision of tourism services in particular, language is a key to success and very important. Because we have to deal with many people from different places, cultures, races and cultures so that the demands of language becomes one thing that absolutely happens.

Language is also used as a means of communication between local people and even foreign tourists. The use of English has been widely applied in various fields of industry, can be viewed from the example in the field of hospitality. In the world of hospitality in particular International standard hotel, English becomes a habit everyday like for making letters, sending email, hotel system itself, and others. In Indonesia today many hotels are gradually International chains. This causes the use of English is the most important factor in the business. Even in the field of promotion and digital marketing. In the International chain hotels is really applying the English language with a choice of words that are very good and strong enough to be a business strategy.

The use of brochures in International chain hotels be a good measure of the hotel. The language also used English with a good grammatical. Selection of the English word is already there provisions and quite selective in choosing the right words. In making the brochure as a promotion material of course a lot to be

changed so that no origin in choosing a sentence or an English word. The environment Sheraton Bandung Hotel and Towers, already have a standard in made of promotion materials. Sheraton Bandung Hotel and Towers Bandung using simple sentences but still looks luxurious and his words can attract guests to visit this hotel.

In Indonesia, the government makes tourism as one of the mainstay sectors and the focus of attention. Because this sector promises added a very high economic value and is the largest foreign exchange earning field of the State of Indonesia. In addition to exports and imports as well as customs clearance of goods and services. In an effort to advance the tourism, the government made various efforts such as by improving the quality of tourism services and improving the quality in the areas related with tourism. The way that is done, among others are by promoting tourism, seeking tourist attraction as well as complete facilities and infrastructure supporting tourism such as transportation and accommodation (hotels, restaurants, and others).

The application of tourism in Indonesia, it takes the development of facilities that can be support the strong of tourism sector in Indonesia, especially that can attract foreign tourists such as the development of cultural facilities as an access or a way of introducing Indonesian culture to foreign tourists. And also some other supporting facilities that can make tourist attraction in Indonesia stronger and increased. Thus, Indonesia is not only profitable in terms of foreign exchange, but will be very much open jobs that can be utilized by the society.

The origin of tourism comes from the Sansekerta language of word *pari* and *wisata*. *Pari* which means full and tour or travel. Then, *wisata (tourism)* itself is a journey undertaken by a person within a certain time from place to place by planning before, the purpose for recreation or for an interest so that his wishes can be fulfilled. It can be said that tourism can be interpreted as a journey from one place to another place for recreation and then back to the original place.

With the increasing number of tourism in Indonesia, the role of the hotels as a means to stay is also very high demand. The role of hotels in the tourism industry is very important. The relationship of the hospitality industry with tourism has a very close relationship. Lately the development of tourism and hospitality business in Indonesia, especially Bandung has increased significantly. It can be seen from the construction of new hotels in Bandung, from the outskirt to the city center. This condition caused by the increase of new tourist attraction in West Java, especially natural attractions in Lembang that help boost the level of tourist arrivals that stimulate the growth of hotels in Bandung.

Hotel is one form of business in the field of services. Increasing competition between hotels leads to each hotel providing the best quality of services and services to every guest. Tourism is one of building sectors in this time, this sector was affected by the role of tourism which is important in Indonesia especially as the result of state revenue in our country. The strategies in developing tourism sectors is really important to make the customer feel comfort and get the best service as a business that provided service that also establishes an objectives and guidelines.

In the world of tourism we know hotel is one of a tourism supporting. Hotel is one service company that prioritizes customer service. But with the tight competition in the business world, especially the struggle for the market then it takes more than just the best service, a hotel must also have a good marketing strategy. In addition, the hotel becomes one of the most important aspects in tourism activities where the hotel is needed as one of the alternative stay for tourists who come and will stay in a tourist destination. Hotel has a very crucial role in supporting tourism activities in a region.

The world of hospitality is currently vigorous and quite rapidly. The hospitality business becomes a promising and profitable opportunity for many parties. For example, the hotel can be profitable in the business of Online Travel Agent (OTA) in cooperation with hotels around the world in order to facilitate tourists in finding a suitable place to stay. Local and foreign tourists are arriving and looking for decent lodging to support the quality of rest and spend their holidays. It can be concluded that the hotel is one of element to support the implementation of tourism. The world of hospitality is a business that is quite unique and complex, but also won many benefits.

Sheraton Bandung Hotel and Towers is a Luxury Hotel in [Bandung](#) with *resort styled* concept. Facilities that offers guests the perfect base while visiting Dago Valley or another tourist destination. This Bandung hotel is the best choice for business meeting as well. Set amongs expansive landscaped [gardens](#) and cooling mountain breezes. Sheraton Bandung Hotel and Towers a five-stars hotel in Bandung provides 156 [hotel rooms](#) & suites, [meeting facilities](#), free Wi-Fi in all area, [fitness center](#), [spa](#) and the most popular [dining venue](#) in Dago, namely Feast.

Mostly in the hotel there is a department namely Sales and Marketing. Sales and Marketing department is responsible for marketing strategy and achievement of occupancy rate (revenue) of hotel. We can conclude that Sales and Marketing Department is very instrumental in develop the image of a hotel. Therefore every hotel employee is always required to be a "Sales Person". Where in serving guests we can sell all facilities and services owned hotel to the guests, however this is not just a responsibility of Sales And Marketing Department only.

Marketing is one of the important things in assessing the performance of a hotel. A good marketing system certainly shows the good quality of a hotel without overriding the other departments in a hotel. Marketing is closely related to language. Especially if the hotel is indeed a International Chains Hotel so the English language is very important. From the background that has been described above, the writer are interested to discuss and raise the title "An Analysis of English Usage Terms in Brochures at Sales & Marketing Department in Sheraton Bandung Hotel and Towers".

In this paper the writer discussed about the analyze English usage terms for brochures promotion materials that used in Sheraton Bandung Hotel and Towers. So the writer analyze the language unsure and the use of English language for use in the media promotion of Sheraton Bandung Hotel and Towers. The writer will analyze detail of specials English standard that should be used in making the brochure material or the sales kit. This topic will be so interest because Sheraton Bandung Hotel and Towers is one of International chains Hotel in Bandung who had *resort styled* concept and with luxury brochure.

## **1.2 Identification of Problems**

Services is one of the supporting factors of the marketing hotel products that are provided to guests. Services have an important role to the success in marketing. Good services are expected to increase guest loyalty to a hotel. Each hotel competes to get customers who have high loyalty one of them with the increased quality of services and services. In improving the quality of his services the hotel often finds difficulties that the guests request a diverse.

The role of the brochure can also increase the interest of guests to stay or conduct an event in a hotel. The use of brochures as one of the promotion tools in International hotels and of course very important to use the English language. Some terms also have to use English, this can make the guest more interested to read it. Then should not use the sentence in the brochure too much. The importance of the use of English in the world of hospitality, especially Sales and Marketing in hotel Chains is the most important because it can improve the quality and revenue of the hotel itself.

## **1.3 Limitation of the Problems**

This study to analyze the use of English terms in the brochure as an instrument for promotion of a hotel and also to know how important the use of English in the Sales and Marketing Department. Then to find out the criteria in made a brochure. This case is really spread to be analyzing especially in hospitality industry that have much context and situation specific.

The writer focused to carry data from the guests and the staffs in Sales and Marketing Department Sheraton Hotel and Towers Bandung. That much give an information about the product knowledge and information about the promotion in brochure at this hotel.

#### **1.4 Research Questions**

The problem that the writer took in *Sheraton Bandung Hotel and Towers* and will discuss in this paper, the important part in conducting the research. Arikunto (2005:54) said that the research problem is question that found the answer through the research, which form into question sentence, and something that inquired. The problems will be discussed are as follows :

1. How to use professional English for hotel brochures to attract guests to visit the Hotel?
2. What are the Hotel and Tourism terminology that are presented in the Hotel brochures?

#### **1.5 The Objectives of the Study**

In order to make this research appropriate with target, it needs to be clear. Based on the problem statements, the objectivities of the study is as follows:

1. To find out the professional English used which is often in brochures to make guests interested in coming to the hotel.
2. To find out the terminology usually used in Hotel and Tourism brochures.

## **1.6 Significant of the Study**

Generally, the significances of the study are to expand the knowledge of the readers. From statement above, the writer thought that significances are important to improve her works. Then there are some significances of the study, as follows :

### **1. Theoritically**

This research can be useful to increase the knowledge and experience and can be an opportunity to actualize the discipline that has been obtained by the writer during the college with the real world of work environment, especially about the issues related to the hotel and marketing. The results of this study are expected to provide input for the hotel that will be considered in improving the English language skills in the hotel environment and become input for all hotel employees that all hotel staff is a sales person who will affect the improvement of marketing quality at the hotel.

### **2. Practically**

The results of this study are expected to be used as a consideration in studying marketing problems, especially in hotels. And can be used as a source of information and reference resources for further research on Sales and Marketing Department at Sheraton Hotel and Towers Bandung.