

## Chapter II

# An Analysis of English Usage Terms in Brochures at Sales & Marketing Department in Sheraton Bandung Hotel and Towers

In this chapter, the writer describe about Definition of Hotel, definition brochures, definition promotion, sales and marketing definition, language definition, language function, the role of English language, English as an international language, analysis of English language usage terms in brochures at Sheraton Bandung Hotel and Towers . The writer explains it is as follows:

### 2.1 Definition of Hotel

The word *hotel* is derived from the French *hôtel* (coming from the same origin as *hospital*), which referred to a French version of a building seeing frequent visitors, and providing care, rather than a place offering accommodation. A hotel is an establishment that provides paid lodging on a short-term basis.

Facilities provided may range from a modest-quality mattress in a small room to large suites with bigger, higher-quality beds, a dresser, a refrigerator and other kitchen facilities, upholstered chairs, a flatscreen television and bathrooms. Small, lower-priced hotels may offer only the most basic guest services and facilities. Larger, higher-priced hotels may provide additional guest facilities such as a swimming pool, business centre (with computers, printers and other office equipment), play ground, conference and event facilities, tennis or basketball courts, gymnasium, restaurants, spa and social function services.

The hotel is a building or accommodation company that provides lodging services, food and beverage providers and other service facilities where all services are intended for the public, whether they are staying at the hotel or those who only use certain facilities owned hotel.

According to Sulastiyono (2011: 5),

The hotel is a company managed by its owner by providing food, beverage and room service to people traveling and able to pay a reasonable amount according to the service received without a special agreement.

According to Lawson (1976),

The hotel is a public residence for tourists by providing room service, food and beverage providers as well as accommodation with payment terms. Based on definition above of the experts, the writer can conclude that the hotel is as a service business that is a means of supporting tourism activities, where the management is done professionally and supported by a workforce who has good skills in the field of hospitality.

Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. Most hotel establishments are run by a General Manager who serves as the head executive (often referred to as the "Hotel Manager"), department heads who oversee various departments within a hotel (e.g., food service), middle managers, administrative staff, and line-level supervisors. The organizational chart and volume of job positions and hierarchy varies by hotel size, function and class, and is often determined by hotel ownership and managing companies.

According Wiyasha (2010: 9) characteristics of hotel products as follows:

1. Guests are involved in the production process, for example when guests enjoy the food at the restaurant.
2. Can not be used sample, the product must be enjoyed the benefit directly by the guests.
3. Unsold services on a given day can not be saved and compensated with sales the next day.
4. Guest as a consumer must come directly to the location to enjoy the guest products.
5. The quality of service is not consistent, the same product prepared by different employees will produce different qualities.
6. Hotel image is invisible.
7. Easily imitated or duplicated by competitors.

## **2.2 Sales & Marketing Department**

In the hospitality industry this field of marketing is arguably still a relatively young thing when compared with other industries. The section that carries out the sales and marketing is then called Sales & Marketing Department.

According to Sihite (1996: 2),

It is a function that carries out all the planning, assignment and supervision of sales activities rather than a company, in terms of salesman, recruiting, training arrangements, supervision), control (supervision), financing (cost), and motivation of salesmen.

Some departments in all the star hotels in the world are Front Office Department, Housekeeping Department, Food & Beverage Department, Engineering Department, Sales and marketing Department, Human Resource Department. Sales and Marketing is one department that has the main function in a hotel such as: administration, bookkeeping, spending, production and personnel.

In the hospitality industry this field of marketing is arguably still a relatively young thing when compared with other industries. The part that carries out the sales and marketing is then called the Sales And Marketing Department. The complete definition of management contained in the Sales and Marketing Department. Basically Sales and Marketing is a thing that is interconnected with each other, Sales is part of the duty to sell while marketing is the part that has the task to market.

Then, the Sales and Marketing Department is one of the existing department in hotel responsible for sale of product owned the hotel and marketing it. Products owned by the hotel itself is like room rental, food and beverage, Spa, and others that must be selling by the Sales & Marketing department.

### **2.3 Marketing Definition**

Marketing when translated is enterprises to popularize the company's production through a variety of ways in order to produce the products are in great demand by the public.

According to Kotler (2004: 7),  
Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging valuable products with others.

According to American Marketing Association (2009:5),

Marketing is the process of planning and executing the conception, pricing and distributing of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

Can be explained that by incorporating elements of *ideas* which are the completeness of *goods and services* that were not initially covered. At this limit explained that marketing is not same as with *selling*, but more clearly with planning processes and processes before product sales occur. Marketing includes a company's business that begins with identifying the needs of consumers that need to be satisfied, determining which product is manufactured, determining the price of the appropriate product, determining ways of promoting and distributing or selling products to impact after consumers consume a product.

## **2.4 Function of Sales & Marketing Department**

1. Do selling the product in the hotel.
2. Market the hotel out or in the country.
3. Make contact rate with the travel agent to help market our hotel.
4. Make corporate rate with the government, factory to help market our hotel.
5. Plan your day-to-day marketing and selling targets.
6. Conduct reporting of marketing or marketing results.
7. Provide promo to attract customers.

## **2.5 Promotion**

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others. Promotion is a part of communication in marketing that provides information and knowledge in ways that are informative and persuasive for tourists.

### **2.5.1 Definition Promotion**

Promotion is an attempt to notify or offer a product or service to a target with the purpose of attracting potential customers to buy or consume it. With the promotion, manufacturers or distributors expect an increase in sales figures.

According Saladin (2002: 123),

Promotion is a seller information communication; and buyers whose purpose is to change the readiness and willingness of the buyer, who was previously unprofitable; know how to find a buyer and remember the product.

Meanwhile, according to Alma (2006: 179),

Promotion is a kind of communication that gives explanations and convince potential consumers mengenai goods and services with the aim to gain attention, educate, remind, and convince potential customers. From the description above can beimpulkan that, promotion is action done by company by way of influence consumer directly or indirectly to create exchange in marketing.

From the description above, the promotion is done by the company with other people, directly or indirectly to create conversions.

### **2.5.2 Promotion Purposes**

The purpose of the promotion is to increase sales results or for consumers to become familiar with products or services that have not previously known. In a website it is explained that the purpose of promotion by Boon and Kurtz (2002: 134), the purpose of promotion is: providing information, deferring a product, increasing sales, stabilizing sales, and highlighting the value of the product. (musliadipnl.wordpress.com)

According to Griffin and Ebert (1999: 123 - 125), the purpose of promotion is: information delivery, positioning products, added value, and controlling sales volume. (musliadipnl.wordpress.com)

While in another website explained that the purpose of promotion is: disseminate product information to potential market targets, to get the increased sales profit, to get new customers and maintain customer loyalty, to maintain stability of sales when there is market lethargy, differentiate and favor the product compared to competitors' products, forming a product image in the eyes of consumers in accordance with the desired. (dhanialfirdaus.wordpress.com)

According to Kusmono (2001: 374), the definition of promotion is a business conducted by the market to influence other parties to participate in exchange activities. Promotion activities undertaken function to disseminate information and get attention, create and cultivate desire, and develop consumer desire to buy products offered. A number of promotional try to build primary demand. While most promotional strategies attempt to stimulate selective demand is the desire to get a certain brand.

The purpose of promotion leads to the desire of consumers to buy products or services produced. Therefore, it should be attempted how to affect the end-consumer thinking to convince the buyer. While the word promotion should be good and interesting, so it gives the impression that the buyer does not want other products other than the goods offered to him.

### **2.5.3 Kinds of Promotion**

In conducting promotional activities, of course there are various - kinds of promotions. In a website mentioned various - kinds of promotions. Morrison (2002: 374) mentions 5 promotion mixes namely:

1. *Advertising*, is nonpersonal communication through the media by a company, such as advertise a product hotel and others.
2. *Personal selling*, like direct talks by telephone or face to face between sellers and guests.
3. *Sales Promotion*, is another approach compared to advertising, personal selling, and public relations. Guests are given a brief inducement to immediately make a purchase. For example like discounted vouchers, sweepstakes, or a prizes.
4. *Merchandising*, consists of materials used in hotels to stimulate selling such as menu, wine list, ballpoints, and promotion objects others.



5. *Public Relation and Publicity*, public relations is all activity used by a hotel to maintain or improve a relationship with other corporates or individuals. While publicity is one of the techniques of public relations which is a *non-paid communication* or information about the service of an organization.

## **2.6 Social Media Marketing**

Social media marketing is the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers, engage with existing customers and promote its desired culture, mission or tone. Also known as "digital marketing" and "e-marketing," social media marketing has purpose-built data analytics tools that allow marketers to track how successful their efforts are.

## **2.7 Media Promotion**

### **2.7.1 Definiton of Media Promotion**

Media Promotion is a tool to communicate a product / service / image / company or others to be better known to the wider community. A promo (a short hand term for promotion) is a form of commercial advertising used in broadcast media, either television or radio, which promotes a program airing on a television or radio station/network to the viewing or listening audience.

### **2.7.2 Kinds of Media Promotion**

There are 2 communication media, namely:

1. Above The Line (ATL) / Media line up.

Above The Line (ATL) is marketing / promotion activity that is usually performed by central management in an effort to form the desired brand image. For example: Television advertisement, Billboard, Posters, Brochures, Magazine, etc.

2. Below The Line (BTL) / Media line below.

Below The Line (BTL) is any marketing activities or promotions conducted at the retail / consumer level with one of its goals is to embrace consumers to be aware with our product. For example: calendar, agenda, keychains, dolls, etc.

## **2.8 Marketing Strategy**

In daily operations, marketing makes a strategy to innovate creatively in selling a product. Marketing strategies that will be used include:

1. *Exhibition*, participating in the exhibition the purpose is to introduce hotel products such as wedding package, and others.
2. *Sales Call*, business hunting both room, event (MICE), and other hotel products that are carried out by the sales team directly (come directly and meet with a contact person) to potential companies or travel agents.
3. *Sales Blitz*, introducing new products or new promotions to customers or guests on a regular basis with a schedule that has been set without agreement.

4. *Telemarketing*, marketing staff's business socialization activities in marketing products through media-communication media that are carried out specifically or for specific purposes in a limited period.
5. *Gathering*, the purpose is to improve relationships with our customers or customers of the company, travel, event organizer and also as a form of appreciation for helping and trusting the hotel.
6. *Complimentary Product*, as a form of appreciation for having trusted and cooperated with the hotel, such as gave a vouchers to stay or upgrade hotel room type to a more level room type.

## **2.9 Definition of Brochures**

A brochure is a tool for promoting, services, and others which is made by a paper and has some information also offers about the service or product. There is also another opinion of a brochure that is an official publication tool of a company that has a printed form, which has various information about a product, service, and others and is aimed at the target market as well as certain other targets. Brochures are media in the form of leaflets that are used to provide various products.

According Cutlip, Center, and Broom (1994 : 263-273),

*Brosur adalah publikasi singkat yang terdiri beberapa halaman yang berisi keterangan singkat yang berisi tentang organisasi atau perusahaan untuk diketahui umum.*

Brochures are short publications that contain several pages containing brief information about the organization or company for the public.

Where the delivery is delivered by free to the customers or the public that aims to introduce more clearly and also in detail about the products, services, and

others in order to help from marketing efforts or marketing public relations. The function of the brochure itself, is:

1. As a medium that provides an information to consumers associated with the company. Where the information itself relates to the presentation of the company, new products from the company or other services provided by the company to be offered.
2. As an advertising or promotional tool, which may be attractive or possible to promote one or more products and services.
3. Design of a good brochure that allows to maintain a criteria of all brochures of the company.

Criteria are sometimes referred to as concepts which are then incorporated into all types of brochures, which will make the company easily identified. From the explanation that has been given there are still unexplained that is about the characteristics of the brochure. Brochures also have special features such as:

1. Statements from messages that are always single.
2. Which aims to be able to inform, educate, and also persuade or influence customers to be able to buy from messages that have been delivered.
3. Brochures are published once, but can be reprinted many times whether they are updated or not.
4. Brochures themselves should be able to attract the attention of customers or the public.
5. Own distribution system and not from other parts of media.

## **2.10 Definition of Language**

Language is a system that consists of the development, acquisition, maintenance and use of complex systems of communication, particularly the human ability to do so; and a language is any specific example of such a system. Communication as a science has been learned since old Greek.

According to Rogers (1986) “The history of communication was beginning from 35.000 years SM where language had been started known as communication. The history of communication has passed to four developed section that are Communication writing, published era, communication era, and interactive communication era.”

Therefore, the effort of human shows that their motivation about communication was very high and that activity always learned and lesson. Especially in human communication, there was one of the form relationships between other countries, ethnic, where there was an activity called tourism, both of global or domestic tourism.

So, the abstract of tourism are communication between the country, where there was some importance which supported to make an interaction as guest or hosting. Communication between countries has positive side that is:

- a. Help forward human civilization.
- b. It possible created of human peace.
- c. Help to progress economic and culture.
- d. Help to progress education and technology.

According to Sujanto (2008:71),  
Communication is the result of send-receive information from someone to the others. A good communication is a key of receptionist goal. A good receptionist is a good communicator. A good communication will increase the quality of service as receptionist.

From the statements above it can be conclude that communication is a process in which the participants create and share the information with one another in order to reach a mutual understanding. The role of communication and information system is important in the Hotel, because information is really important to the planning, daily operational, and controlling.

## **2.11 Language Function**

According to Tjiptono (2000:38) communication is one of the important unsure in Total Quality Service (TQS). Every manager in service industry should be able to communicate, both of verbal or non verbal.

Verbal communication can directly face to face, also in the meeting or presentation. And another line is by phone. Non verbal communication can be done by business letter, memo, newsletter, or another report. Another non verbal communication is body language, eye contact, and clothes (grooming).

In service industry, non verbal communication has the main role just like face to face by word when taking the conversation, vocal by sound of word and face expression.

According to Keraf (1970:1),

*Bahasa adalah alat komunikasi antara anggota masyarakat berupa simbol bunyi yang dihasilkan oleh alat ucap manusia.*

Language is a tool of communication between the societies like sound symbol in which produced by tool of human word.

The function of language are:

- a. To express our self.
- b. As a tool of communication.
- c. As a tool of integration and adaptation for own self.
- d. As a tool of social control.

According to Alwasilah (1993),

Language is purely human and non instinctive method of communicating ideas, emotions, and desires, by means a system of voluntary that produced symbols. Communication is a process which involved 1) communicator, 2) send information, 3) a tool of communication.

From those statement above, the writer can conclude that the main of language function is as a tool of communication. Everyone used a language to communicate with another people in this world, even in the ancient era. Then, language is very important to live in the society.

## **2.12 The Role of English Language**

Language has some important functions in human communication. *First*, it helps people in communication and interaction. According to Laird (1990:11) language is evolved to aid human communication. He uses the word “aid” in his statement to convey the function of communication. It can be assumed that language is very necessary and without it human being cannot do any communciation and interaction.

*Second*, language shares human thought. According to Chomsky (1972:70) human language can be used to inform or mislead, to clarify one's own thoughts or to display one's cleverness, or simply for play. In addition, Hodge (1981) argues that language is not only to communicate but also to think something. Human being cannot think without language. Thus, it can be assumed that language determines human thought.

*Third*, language is used to inform the information, ideas, and emotion from the speaker to hearer. According to Peel (1981) the important function of language activity is focused on the speaker in expressing an idea or emotion to convey information and to further relationship.

*Fourth*, language shows the group membership. According to Halliday (1973:13) language is used to define and consolidate the group to include and to exclude who belongs to the member or who is not.

*Fifth*, language shows the setting where the communication takes place, either situation, condition or the speakers and hearer. According to Robins (1988:2) language is adaptable and modifiable based on the changing needs and conditions of the speaker. It needs creativity of language user to fit the language to the situation or condition.

From the statements above, the writer can conclude that the main of the role of English language is as a tool of International communication, or we often said that International language. To understand every people in every country we used International language, which was English language. Everybody knew that, so it was spontaneously for us if we meet another people in other country to use English language to ask something.



### **2.13 Analysis of English Usage Terms in Brochures**

As already noted, the use of brochures can use formal or non-formal language styles. Most people use brochures with official language only but still easy to read people and certainly can make people interested to read or visit somewhere. To be succeeded in making brochures not only from the sentence alone, sometimes in terms of pictures and colors can be in value by the person whether the brochure is feasible to read or not.

Also many use English in brochures seem more simple sentence and good to read. Usually people make brochures using English language tend to be more difficult to choose or mix and match words. But no many also like that, nowadays people are more interested to make brochures by using English to be better and classy of course.

The use of brochures in the Sheraton Bandung Hotel and Towers can be said quite simple and very interesting. In the brochure, the style of language in use tends to be less difficult even this brochure using the style of formal language but mixed with a slightly relaxed and lightweight language style. In the word selection for the use of brochures at Sheraton Bandung Hotel and Towers, sometimes made the Indonesian language first then translated to English. This makes the way of making the brochure more tidy and of course the detail.

## 2.14 Sheraton Bandung Hotel and Towers

### 2.14.1 Hotel Profile

Sheraton Bandung Hotel & Towers was built in 1989 having its address at Jalan Ir. H. Juanda No. 390 Bandung. On September 1, 1998 Sheraton Hotel was recognized as a 5 stars hotel (five) and changed its name to Sheraton Bandung Hotel & Towers with 156 rooms until now.

Hotels with the slogan *"To be the leading hotel in Bandung for business travelers & weekend gateways by offering warm services with innovations products, and to be the best career workplace"*. under the management of Starwood Hotels & Resorts Worldwide Inc, butnow are transformed under the management of Marriott International.

Room Type	Total
Deluxe Room	60
Garden Access Room	18
Pool View Room	14
Pool Access Room	7
Executive Room	6
Towers Room	28
Towers Cabana Room	12
Junior Suite	3
Executive Suite	3
Towers Suite	4
Presidential Suite	1
Total	156

(Tabel 2.1)

#### Room Type in Sheraton Bandung Hotel & Towers

### 2.14.2 Function Room Facilities

Sheraton Bandung Hotel & Towers have 12 meeting rooms. Each meeting room is equipped with Wi-Fi facilities, 2 microphones and LCD Signboards, flipcharts, free mineral water, notepad, internet access, pointers, and standard meetings decoration. The following table is about the meeting room and meeting room area at the Sheraton Bandung Hotel and Towers.

Venue	Dim
Saragosa Ballroom	23 x 12 Sqm
Saragosa I	15 x 12 Sqm
Saragosa II	8 x 12 Sqm
Gardenia	20 x 12 Sqm
Gardenia 1	12 x Sqm
Gardenia 2	8 x Sqm
Magnolia 1	5,6 x 12 Sqm
Magnolia 2	5,6 x12 Sqm
Magnolia 3	5,6 x 12 Sqm
Amaryllis	16 x 5 sqm
Amaryllis 1	8 x 5 Sqm
Amaryllis 2	8 x 5 sqm
Lily 1	5.6 x 5.5 sqm
Lily 2	5.6 x 5.2 sqm
Boardroom	7 x 3.5 sqm

(Tabel 2.2)  
Function Room in Sheraton Bandung Hotel and Towers

### 2.14.3 Outlet and Services Facilities

The facilities owned by Sheraton Bandung Hotel and Towers are as follows:

*a) Toastina Cafe.*

Toastina Café is located in front of and near with the meeting room.

Open from 07.00 am - 23.00 pm WIB. This cafe provides various kinds of coffee, bread, cake and snacks such as pizza, sandwiches and many others.

*b) Feast Restaurant.*

Open from 06.00 am - 11.00 pm. Providing food from Breakfast until Dinner with traditional and western menu's. The capacity of the Feast Restaurant reaches 140 people.

*c) Samsara Lounge.*

Samsara Lounge provides cocktails, alcoholic drinks, coffee and snacks. The Samsara lounge open from 07.00 pm - 11.00 pm.

*d) Towers Lounge.*

Tower Lounge only can accessed by guests who staying in the Towers room and Suite rooms. Provides internet access, continental breakfast, and evening cocktails. Tower Lounge open from 06.00 pm - 10.00 pm.

*e) Link@ Sheraton (Business Center).*

Link @ Sheraton (Business Center) is open 24 hours. A place that can be used for business purposes because there are wireless access, computers terminals, printing, photocopy machines, fax, and scanners.

*f) Outdoor Swimming Pool.*

Located near the lobby. Open from 6.00 am - 6.00 pm. The Swimming pool area able to used for wedding or any events and can accommodate up to 300 guests.

*g) Fitness Center.*

For the Gym Center, open from 06.00 am - 10.00 pm. This fitness center it is only access for guests who staying at the Sheraton Bandung Hotel and Towers.

*h) Play@Sheraton (Playground).*

A Play@Shertaton (Playground) or children in the areas of the Towers Garden. And provides playstation, Coloring T-Shirt and Jersey, Legos, mini soccer play area, rabbit hole, and other games. On the weekend at Play@Sheraton give free horse's ridding in the Towers Garden area.

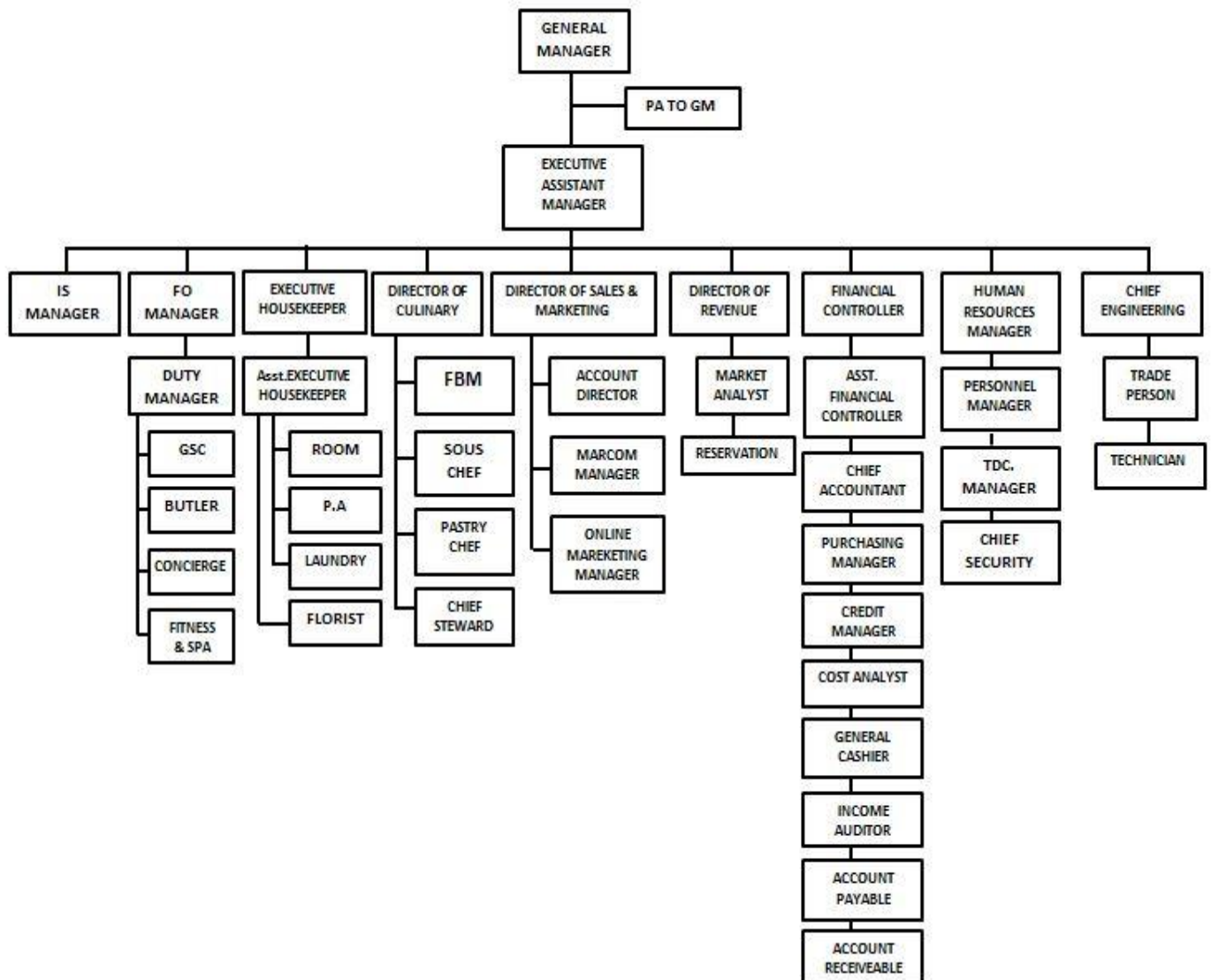
*i) Shine Spa.*

A place that will spoil a variety of facial and body treatment that will restore the freshness as well as fitness. Open from 9:00 am - 11:00 pm. Located near the fitness center and across from the Feast Restaurant.

*j) Towers Garden.*

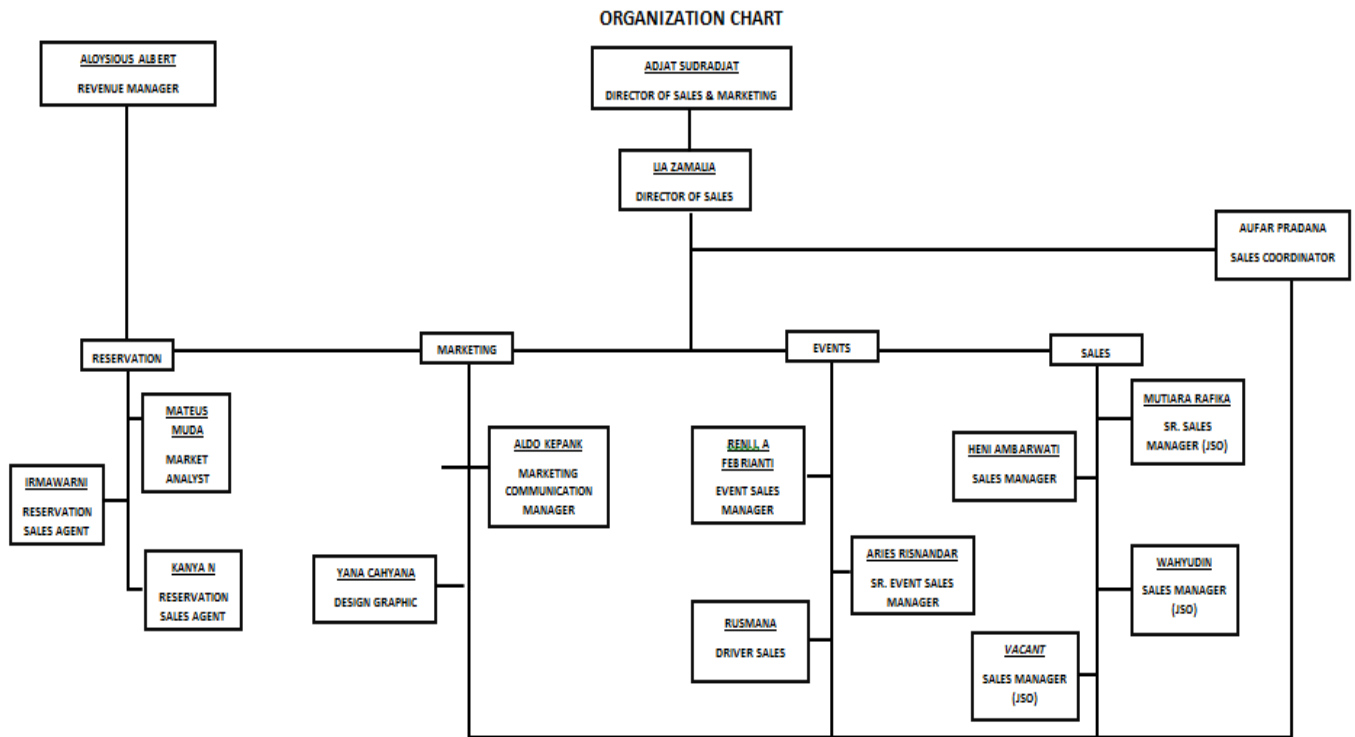
Towers garden is the right place for guests to relax. Towers garden are able to used wedding events, social events, or teambuilding and has a capacity of up to 1000 people.

#### 2.14.4 General Organization Chart in Sheraton Bandung Hotel and Towers



(Tabel 2.3)  
General Organization Chart in Sheraton Bandung Hotel and Towers

## 2.14.5 Organization Chart Sales and Marketing Department



(Tabel 2.4)  
**Organization Chart Sales and Marketing Department in Sheraton Bandung  
 Hotel and Towers**