

## **Abstract**

The research is entitled “The Language Style in promoting Grand Mercure Hotel Bandung”. It attempts to analyze about the language style in brochure of Grand Mercure hotel Bandung to promoting the facilities and services. There are the two kind of purposes of the research, first is what types of language styles are used in the brochure, second is the reason why Grand Mercure hotel Bandung used that language styles in the brochure. The context of this paper is to analyze the types of language style in the brochure of Grand Mercure hotel Bandung using the language style in advertisement or brochure by William Well’s theory as a foundation of the research. The theory of William Well of language style that focuses on sentence structure of advertisement which covers hard sell style, soft sell style, drama and lecture style, straightforward style, demonstration style, problem solution style, spokesperson style, and comparison style. The writer uses a descriptive qualitative approach in order to answer the research problem. The writer found that in 13 data, there is three types of language style which appropriate with the data in the brochure. First, hard sell style that is rational informational message that is designed to touch the mind and to create a response based on logic. Second, soft sell style which uses an emotional message and it is designed around an image intended to touch the heart and to create a response based on feeling and attitude. The last is straightforward style, in a straightforward factual message the advertiser conveys information without using any gimmicks of embellishments. The brochure of Grand Mercure hotel Bandung has uses three types of language style, it is hard sell style, soft sell style and straightforward style to promoting their facilities and services. The language style is very important in brochure or advertisement to attracts the customer to visit and stay in Grand Mercure hotel Bandung.

Keyword: *Tourism, Language Style, Advertisement*