

Chapter I

Introduction

1.1 Background of the Study

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activities only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism can attract people from domestic and international for visiting some places. Today, tourism is a major source of income for many countries because it will help such country in economic aspects. Furthermore, Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services that provide for individuals or groups travelers.

According to Roh AN (2017), former Market Research Intern at Roomranger talked about how Hospitality and Tourism relate. He said Tourism is an activity that mainly includes accessibility, accommodation and the attraction. Hospitality industry provides tourist the facility of accommodation. Accommodation basically include a place to rest and food to it. Now think of it

this way if you are travelling to other country for more than 24 hours and less than a year, where would you sleep and eat, and the answer is a Hotel, Hostel, Inn, Apartment or whatsoever that offers you a place to sleep and food to eat without cracking your wallet. Different types of tourist prefer different types of food and accommodation according to their interest and preference.

There is two types of different tourist, it is Luxurious Tourist and money monger or backpackers. Luxurious Tourist is a people who wants to stay anywhere they want with high budget, they will pay everything for good facilities and good services. Generally, Luxurious Tourist prefers to stay in expensive properties with high standards of quality and service maintained. While money monger or backpackers is a people with low budget, usually they had purpose to exploring new places without paying with high price and prefer cheap and pocket friendly stays.

Tourism and Hospitality Industry cannot be separated. Even in the Aviation industry which mainly provides accessibility to a destination, a high level of Hospitality has been maintained to please their customer. So Hospitality also builds relation with the Tourist. The level of Hospitality provided also helps in building the image and market of a destination. High standards of service is just pleasing the guest in order to make his journey easy, comfortable and efficient. Hotel industry affects Tourism Economy and vice versa.

There is a lot of Hospitality with high level or five stars Hotel which provide a good service for their customer, one of them is Grand Mercure Hotel Bandung. According to Kurnia (2015) as General Manager of Grand Mercure

Hotel, The Hotel placed at the heart of Setiabudhi area in the heights of Bandung, near Lembang, the hotel is surrounded by stunning sightseeing places combining natural beauty & cultural heritage. Relax in sumptuous ambiance and enjoy the contemporary rooms featuring local art. Treat customer with origin specialties on lavish menus in the restaurants, indulge in a warm sparkling pool and embrace wellness rituals in their spa. Ideal for customer romantic gateway, family holidays and perfectly suited to customer business needs.

Grand Mercure Bandung Setiabudhi is an ideal starting point to explore Bandung. Discover breathtaking view from your room. Reach the mount Tangkuban Perahu and tea plantations in a 40-minute car drive. The guest can also visit The Amazing Art World museum, and the accessible within short walking distance. Lembang area and Kampung Gajah, well-known for team building or family activities, are only 20 minutes from the hotel. Easily accessible, the hotel is 30 minutes away from Bandung international airport & train station.

As a five stars Hotel, Grand Mercure has a complete management to keep the high quality service and attract the new customer. That is; Front Office, Food and Beverage, Housekeeping, Accounting, Personalia Department, Engineering, Purchasing, Marketing, and Security. But, the most important management in Hotel is Sales Marketing to promote the facilities of Hotel itself.

In its formal usage, marketing serves as the umbrella function that manages advertising, promotions, public relations and sales. Marketing functions include research and development, pricing, distribution, customer service, sales and communications. In its narrowest form, a sales department advises the

marketing department based on its feedback with customers and focuses on customer contact to drive sales. The marketing department tells the sales staff what to emphasize and what sales tools it will use. Sales Marketing has the most important role to make a public relation with other company such as Tour and Travel, and make something interesting or advertisement through a letter named Sales Kit.

A Sales Kit is a case or folder that contains data about a product, a service or a company offering the commodity on sale. A sales kit basically contains promotional content aimed at increasing sales and raising awareness about the brand. Inside the Sales kit there is a folder containing information about the company and the products. It generally consists of general sales promotion material which might help a sales person or individual win new customers. It is generally sales support material and can be generic or customized as per the clients, but the general constituents more or less remain constant. Case or folder containing information about a firm or product; any sales promotion material that helps a sales person in winning new business. It may contain audio or video tapes or CDs, demonstration material, models, sales literature, samples, and brochure. But the most widely used for promoting the facilities is department of Sales Marketing will used Brochure to attracting the customer.

Sales Marketing of Grand Mercure Hotel Bandung advance a high quality Brochure, such as inserting a high quality photos of Grand Mercure Hotel, the facilities, and used Language Style to attracting the customer. Language is a fundamental aspect of human life. To communicate and establish relationship

with others, people use language as tool of their communication (Wardhaugh, 1985:29). To communicate means to transfer ideas from one person to the others. If people did not have a tool to communicate, people's activities and interactions would be stagnant. Wardhaugh (1986:1) states that language is what the members of particular society speak. Therefore, the relationship between language and human or society is not independent. Thus, from the statement above, the researcher concludes that if there is no language in society, there will be nothing.

Basically, the function of language is to know and understand other people's idea. Chaika (1982: 1) states the language and society are so intertwined and it is impossible to understand one without another. In expressing or delivering ideas in both forms, spoken and written language, people have and use their own style because it is related to the social aspect. Chaika (1982:29) states that style refers to the selection of the linguistic forms to convey social or artistic effects. Style also acts as a set of instructions. Other opinions come from Keraf (1984:112). He states that style is the ability and the competence to make a sentence in a good way. Considering the problem above, the writer enthusiastically focused her study on the language style in brochure because style forms communication in the right way and determines how a social interaction will proceed (Chaika, 1982:20).

The language style of spoken and written language can be analyzed from different point of view: words, grammar, and pronunciation (Chaika: 1982). Furthermore, Keraf (1984) states that language style can be analyzed based on the linguistic contexts which are divided into word choice, tone, sentence structure, as

well as direct and indirect meaning. As stated above, people use written utterance in expressing their idea in written language. One example of written language created by Sales Marketing is brochure in Sales Kit.

Brochure is selected as a data of this research for several reasons. First, brochure is a form of written communication that develops at the same time with the advance of technology in written ways. The development technology allows people to communicate each other in many ways. Second, in linguistic study, brochure in Sales Kit included into transactional discourse since its stress is an expression of message from a sales marketing to customers. Third, the language of brochure which is different from most of the other language uses in everyday life.

The writer selects the brochure of Grand Mercure Hotel Bandung as data source because several reasons. First, how the language style can be used to promoting the facilities and attracting customers. Second, it is brochure that customers can see about the facilities of Hotel, that easy for them to know the style of language used. And the last this research discussed the language styles used in Grand Mercure brochure which is focused on the kinds of language style and also investigate how the language styles are used in brochure of Grand Mercure Hotel.

Based on the reasons above, this research is conducted because there have been very few studies in language style focused on written language. Besides, the writer would like to know how the brochure influences the customers to attracting them using language style. The proceeding consideration leads the writer to

conduct a study on “The Language Style in Promoting Grand Mercure Hotel Bandung”.

1.2 Research Problems

Based on the background of the study, the problems to be solved in this research are:

1. What types of Language Styles are used in the brochure of Grand Mercure Hotel Bandung?
2. Why Grand Mercure Hotel Bandung used that Language Styles in the brochure?

1.3 Objectives of the Study

Language style in brochure is really important and always be used to promoting product in Hotel’s Sales Kit. Actually there’s a few Language Style inside the brochure of Grand Mercure Hotel Bandung, so the writer will analyze how many Language Style can be used in brochure and what kind of the Language Style is in there. Furthermore, to get the descriptive knowledge about the types of language styles used in brochure of Grand Mercure Hotel. And then to get the descriptive knowledge about the ways of language style used in brochure of Grand Mercure Hotel.

1.4 Significances of the Study

The results of the study are hoped to give the benefits for Sales Marketing, the researcher and the further researchers. Through this research of Sales Marketing will be able to increase Language Style better, to know what kind of Language Style which used in their Sales Kit or brochure. Through this study, the writer will be able to improve her knowledge in writing good paper, and to improve her knowledge in student anxiety to write English better. And for the further researchers it hope can use the result of this research as a comparative study.

1.5 Population and Sample

Based on the research question above, the writer will limit the discussion of the use of language style in promoting the Sales Kit of Grand Mercure Hotel Bandung. Inside the Sales Kit, there's a lot of brochure with their offering of Hotel facilities like room, meeting room and Hotel's event. Grand Mercure Hotel Bandung itself has a Sales or brochure to promoting their Hotel, but in the Sales Kit there must be a way to attract the customer. The research itself will used qualitative method to do the research, especially the writer will analyze Grand Mercure Hotel brochure. The writer will analyze the brochure one by one, and then analyze the use of Language Style in promoting the Sales Kit.