

Abstract

The research is entitled “The Use of English Language on Direct Sales of Proposal Letter and Confirmation Letter at Grand Mercure Bandung Setiabudi Hotel”. The writer analyze this research used theory by Leech about Phrase; Verb Phrase, Noun Phrase, Adjective Phrase, Adverb phrase and Prepositional Phrase. And theory English Language style by Anthony Anamgba about Formal and Informal Letter. This theory focused on how to language style used on business letter. The writer uses a descriptive qualitative approach, because the writer analyze documents of proposal letter and confirmation letter. From analyzing phrases of proposal letter and confirmation letter, the writer knows that the sentences on proposal letter and confirmation letter use ordinary English Language, but there are several hotel terms in the form of nouns, but not too much hotel terms. English Language style used at Grand Mercure Bandung Setiabudi is Formal Language, because proposal letter and confirmation letter are business letter and it should be used formal language. The language style especially formal language is important because to respect the consumers who reserves room and meeting room at Grand Mercure Bandung Setiabudi Hotel. Conclusion of this research is English Language is important moreover in business world beside to communicate with others also can get income especially in tourism industries.

Keywords: *Hospitality, Ordinary English, English Language Style, Proposal Letter, Confirmation Letter, Grand Mercure Bandung Setiabudi Hotel.*