

# **Chapter I**

## **Introduction**

In this chapter, the writer discusses about background of the study, identification of the problem, research problems, purpose of the study, limitation of the problem and significance of the study.

### **1.1 Background of the Study**

English is a dominant international language in communication, science, business, aviation, entertainment, radio, and diplomacy. The influence of British Empire is the primary reason for the initial spread of the language for beyond the British Isles. Since World War II, the growing economic and cultural influence of the United States has significantly accelerated the adoption of English. A working knowledge of English is required in certain fields, professions, and occupations. As a result, over a billion people speak English at least at a basic level. English is one of six official language of the United Nations.

Of all the languages in the world today English deserves to be regarded as a world language. It is the world's most widely spoken language. It is the common means of communications between the peoples of different nations. One person out every four on earth can be reached through English. Randolph Quirk oints out: "There are now something like 250 million people for whom English is the mother tongue or first language. If we add to this number of people who have a working knowledge of English as a second or foreign language (many Indians, Africans, Frenchmen, Russians, and so on), we raise the total to about 350 million".

According to the writer, English Language is one of the important language in this world and called International Language. Almost all of country in the world learning English as a second language beside their mother language. Everyone can speak English and understand although still basic level. Therefore, learning English is important for communicate with others and also can speak English, and people could travelling to another country comfortably. Using English Language for business is very important especially for tourism industry, because to talk or communicate with the foreign guests.

Hotel is one of the tourism industry. A hotel has been defined as a usually large, house run for the purpose of giving travellers food, lodging, etc. Hotel defined 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 flat screen television, and en-suite 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 swimming pool, business centre, conference, restaurants, day spa, and social function services.

*Menurut Sulastiyono (2011:6) hotel adalah suatu jenis akomodasi yang mempergunakan sebagian atau seluruh bangunan untuk menyediakan jasa penginapan, makanan dan minuman, serta jasa penunjang lainnya bagi umum yang dikelola secara komersial.*

Hotel is a company managed by the owner by providing food and beverage services and room facilities to consumers who did traveling and able to pay with the normal price suitable with the services received without special agreement.

Talking about hotel, Grand Mercure Bandung Setiabudi is one of the five stars hotel in Bandung managed by Accor. Grand Mercure Bandung Setiabudi located in Jl. Setiabudi no 269 – 275 Bandung. As five stars hotel in Bandung and including to chains hotel it should be using English Language as communication with the consumers especially foreigner. Chains hotel it means that hotel managed by foreign company. Grand Mercure has twenty-five hotels a whole the world including in Indonesia. In Bandung itself has three hotels of Accor Hotel brand such as Grand Mercure Bandung Setiabudi, Mercure City Center and Mercure Nexa Bandung. But Mercure City Center and Mercure Nexa Bandung are four stars hotel.

In this study, the writer research about English Language on Direct Sales of Proposal Letter and Confirmation letter at Grand Mercure Bandung Setiabudi Hotel. Direct Sales is including to face to face selling, selling by telephone or letter. In sales and marketing department letter including to direct sales therefore the writer will analyze the letter of sales as a research. The writer choose Grand Mercure Bandung Setiabudi Hotel as an object because Grand Mercure including to five stars hotel in Bandung City and then all of the staff efforts could speak English Language in order to can communicate with the foreign guests. In the hotel so many departments, one of them there are sales and marketing department. And the writer choose Proposal Letter and Confirmation Letter as the research.

The staff who handled about letter is sales and marketing department. The letters has following International agreed rules either on writing English Language, because Grand Mercure is the chains hotel. However, it is feared that the staff's ability to design letter does not heed International agreements and rules. So, the quality of the letter does not fulfil the agreed International standards.

Proposal Letter is bargain letter and including to direct sales. Direct Sales not only meet with the consumer directly or by telephone but also proposal letter including to direct sales because communicate by email, and confirmation letter is letter when consumers fix to reserve a meeting room or room or called payment access letter.

## **1.2 Identification of the Problem**

Letter is one of the important thing on sales and marketing department at hotel, because the letter becomes a reference for consumers to reserve room or meeting room and pay bills for what they have booked. On writing the letters, should in accordance with the rules that have been agreed upon. Based on background the writer would like to identify the problem as follows; the English Language used on proposal letter and confirmation letter on writing English Language in International agreed rules on analyze about phrases and English Language style on proposal letter and confirmation letter.

## **1.3 Limitation of the Study**

In this research the writer focus on English Language on direct sales of proposal letter and confirmation letter at Gand Mercure Bandung Setiabudi Hotel. The analyzed letter is a letter made in 2019. The writer would like to analyze the English Language used on the sentences with analyze phrases and English Language style on direct sales of proposal letter and confirmation letter at Grand Mercure Bandung Setiabudi.

#### **1.4 Research Problems**

In this study, the writer make some questions to research problem. There are:

1. How is the use of English Language on Direct Sales of Proposal Letter and Confirmation Letter at Grand Mercure Bandung Setiabudi Hotel?
2. What is the English Language style used on Direct Sales of Proposal Letter and Confirmation Letter at Grand Mercure Bandung Setiabudi Hotel?

#### **1.5 Objective of the Study**

1. To find out English Language used based on analyze phrases of the sentences on proposal letter and confirmation letter.
2. To find out English Language style used based on analyze formal and informal language on proposal and confirmation letter.

#### **1.6 Significance of the Study**

There are two aspects of benefit, there are theoretical and practical benefit.

The benefits are below:

1. Theoretical Benefit

Through this research, it is expected that there are some information about phrases and language style especially in business letter.

2. Practical Benefit

The results of this study expected especially for salesperson that of written English Language should be correct and respect to consumers moreover it is about selling the products.

