

## **Chapter II**

### **The Use of English Language on Direct Sales of Proposal Letter and Confirmation Letter at Grand Mercure Bandung Setiabudi Hotel**

In this chapter, the writer discusses about the Definition of Language, English Language, Language Style, The Role of Communication in Business, Definition of Hotel, Hotel Terms, Sales, Direct Sales, Proposal Letter, Confirmation Letter and Promotion.

#### **2.1 Definition of Language**

Language is a means of communicating thoughts and feelings, though not the only means. Cries, signs, gestures, pictorial representation, etc. According to Alwasilah (in Santosa, 2018:23) Language is a purely human and non-instinctive method of communication ideas, emotions, and desires by means of a system of voluntarily produced symbols. Communication is a process which involved 1) communicator, 2) send information, 3) a tool of communication.

In addition, the writer states that language is a communication system, with the language people can interact and socialize with each other. Language can unite the humans throughout the world even though there are many languages in this world.

Human beings can communicate with each other. We are able to exchange knowledge, beliefs, opinions, wishes, threats, commands, thanks, promises, declarations, feelings – only our imagination sets limits. We can laugh to express amusement, happiness, or disrespect, we can smile to express amusement, pleasure,

approval, or bitter feelings, we can shriek to express anger, excitement, or fear, we can clench our fists to express determination, anger or a threat, we can raise our eyebrows to express surprise or disapproval, and so on, but our system of communication before anything else is language. In this book we shall tell you a lot about language, but as a first step towards a definition we can say that it is a system of communication based upon words and the combination of words into sentences. Communication by means of language may be referred to as linguistic communication, the other ways mentioned above – laughing, smiling, shrieking, and so on – are types of non-linguistic communication.

Most or all non-human species can exchange information, but none of them are known to have a system of communication with a complexity that in any way is comparable to language. Primarily, they communicate with non-linguistic means resembling our smiling, laughing, yelling, clenching of fists, and raising of eyebrows. Chimpanzees, gorillas, and orangutangs can exchange different kinds of information by emitting different kinds of shrieks, composing their faces in numerous ways, and moving their hands or arms in different gestures, but they do not have words and sentences. By moving in certain patters, bees are apparently able to tell their fellow workers where to find honey, but apparently not very much else. Birds sing different songs, whose main functions are to defend their territory or to attract a mate. Language – as defined above – is an exclusively human property.

## **2.2 English Language**

English Language is International Language used by people in the world to communicate with others. Right now, almost all of the company entire the world using English for their business. In this era, could speak English is important because to communicate with the foreigner to reach the same purpose of some business.

In Indonesia itself, so many companies using English Language for their communication for example of the chains hotel in Indonesia. Talking about Hotel, in Bandung so many chains hotel which using English Language for their business and one of the hotel that using English Language for their business is Grand Mercure Bandung Setiabudi Hotel.

Grand Mercure Bandung Setiabudi Hotel using English Language for their business, and all of the staff could speak English well. Not only about speaking but also Grand Mercure Bandung Setiabudi apply English Language on the letter to send to the consumers such as proposal letter and confirmation letter.

On the writing English Language of proposal letter and confirmation letter should using a good language and correct, because who read the letter not only the local consumers but also foreign consumers or foreign companies. Therefore, writing English Language especially for business have to use a formal language and know more about grammar.

### 2.2.1 Characteristic of Written Language

There are seven characteristics of written language, Brown (2001:341-342), those are:

1. Permanence, written language should have the power to correct the text, to clarify, and to withdraw, therefore the salesperson able to write English of Proposal Letter and Confirmation Letter with the confidence.
2. Production time, the efficient time in writing process, the goal is to train the salesperson to make the best possible use of limitation time.
3. Distance, one of the thorniest problems writers face in anticipating their audience. That audience ranges from general audience characteristics to how specific words, phrases, sentences, and paragraphs will be interpreted. The distance factor requires what might be termed “cognitive” empathy, in that good writers can read their own writing from the perspective of the mind of the targeted audience. Writers need to be able to predict the audience's general knowledge, cultural and literary schemata, specific subject matter knowledge about what they write.
4. Orthography, the differences between our native language with English. Sometime we take for granted the mastering of the mechanics of English writing by salesperson.
5. Complexity, the complexity of written as apposed to spoken language was illustrated.
  - How to remove redundancy.
  - How combine sentences.
  - How to make references.

- How to create syntactical and lexical variety.
6. Vocabulary, written language places a heavier demand on vocabulary use than does speaking. Good writers will learn to take advantages of the richness of English Vocabulary.
  7. Formality, the salesperson have to learn how to describe, explain, compare, contrasts, illustrate, defend, criticize and argue.

According to the writer that a salesperson should be able to write a good language, with their ability of vocabulary and grammar, because arrange the words is not easy for people could not write English Language. Use a good language, people or consumers in business will interesting what we write and they will give a good impression. Beside that, a salesperson have to know about language style (formal or informal language) in order to does not make any mistakes.

### **2.2.2 Phrase**

According to Leech (in Sujatna, 2014:22), a phrase is a unit of grammar and it may consist of one word or more. According to Hogue (in Sujatna, 2014:22) phrase is a group of words that belong together by meaning and does not contain a subject + verb combination. Not only Leech et al. argue that phrase is a grammar unit but also Quirk (in Sujatna, 2014:22) argue that phrase is one of the grammatical units. The grammatical unit itself from the smallest to the biggest: morpheme, word, phrase and clause.

a. Head Words

A phrase can contain one word or more. If a phrase containing one word, the one word should be the head or the main word of the phrase. The followings are the example of the one word as the head word of the phrase.

1. Little dogs are *cute*

The example shows the *cute* is phrase. The head word of the phrase is an adjective, so the phrase is an adjective phrase. And there are examples of phrase more than one word.

2. I have a *beautiful flower*

3. She walks *very slowly*

The examples (2) describes a beautiful flower is phrase containing flower as the head while the example (3) shows very slowly is a phrase slowly as the head word. Because the head word of the phrase defines the type of the phrase, so a beautiful flower is a noun phrase and very slowly is an adverb phrase.

b. Modifiers

Besides a head, a phrase also has modifiers. In a phrase the head words is only one while the modifiers could be more than one. Based on the position, the modifiers could be classified into pre-modifiers and post-modifiers.

- Pre-Modifiers

Pre-modifiers comes before the head word. Pre-modifiers in a phrase could be one or more than pre-modifiers, or even not at all.

Examples:

1. Lions are wild

Lions  
↓  
Head

2. He is a student

a	student
↓	↓
pre-M	Head

3. She is beautiful woman

a	beautiful	woman
↓	↓	↓
pre-M	pre-M	Head

- Post-Modifiers

Pre-modifiers come before the head, while post-modifiers come before after the head. Similar to pre-modifiers, in a phrase it could have one post-modifier, more than one post-modifiers, or not at all.

Examples:

1. Cats are *cute*

Cute



Head

2. They sold *the milk in* bottles

The        milk        in        bottles



Pre-M    Head    Post-M    Post-M

## 1. Phrases

There are five different types of phrases. They are noun phrases, verb phrases, adjective phrases, adverb phrases, and prepositional phrases.

- **Noun Phrases**

Noun phrases are the phrases containing noun as the head word. Besides, the head word, in a noun phrase, it could have modifiers. In a noun phrase, it is possible to have no modifiers (the one word is the head word), one modifier, or more than one modifier. The modifiers in the noun phrase could be pre-modifier or post-modifier only or the combination between pre-modifier and post modifier in a noun phrase.

- **Verb Phrases**

There are two types of verbs: main verbs and auxiliary verbs. Verb phrase as one of the types of phrases has a similarity with a noun phrase. It could be one word (the head word only) or more than one word (a head word and modifier). If the verb phrase has one word so the one word is the verb as the head word.

- **Adjective Phrase**

Adjective phrase is a phrase the head of which is an adjective. Similar to two phrases above, the adjective phrase could be one word or more than one word. The one word adjective phrase is a phrase which has one word and the one word itself is the head word of the phrase. The adjective phrase which has more than one word is a phrase which contains head word and its modifiers.

- **Adverb Phrases**

Adverb phrase is the third type of phrase. It has the same characteristic as that of others. It could be one word phrase or more than one word phrase. The one word adverb phrase means that the one word is the head word, and the head word is an adverb while the adverb phrase containing more than one word contains an adverb as a head and pre-modifier.

- **Prepositional Phrases**

A prepositional phrase is a group of words containing a preposition followed by other words (usually a noun phrase). Preposition express many different meanings, such as place, time, reason and manner. For the beginning, we discuss the structure of prepositional phrase.

## **2.3 Language Style**

According Kirszner and Mandell (in Ersan, 2003:17) divide language style into four levels, and they are:

1. Slang

The Oxford Dictionary (1995:1111) defines slang as language of a highly colloquial type and is not thought suitable for formal situations. In other word, slang is known as very informal language that includes new and sometimes not polite words and meanings, and is often used among particular groups of people and is usually not used in serious speech or writing. It is an expression like “screw up” or “ripped off” which are often used in speech.

2. Colloquial

It is similar to slang, when used in writing it gives the impression of speech. It is not as radical as slang, and it is more relaxed and conversational than formal style. It uses constructions and shortened forms of words (ad for advertisement, sub for submarine). It is suitable for ordinary, informal or familiar conversation.

### 3. Informal

It is often used in writing tests, informal essays; reports can also be written this way. However, research papers are usually more formal. Informal style is halfway between colloquial and formal styles. Informal style is usually not following official or established rules and methods.

### 4. Formal

It is used at special occasions that call for dignity and seriousness. It does not use constructions and it strives for absolute grammatical accuracy. The use of formal style is based on or done according to correct or accepted rules.

According to McCrimmon (1963:135-142), language styles are divided into three general types:

#### 1. Formal

Formal English is primarily a written style. The characteristics of formal style are: the sentence is relatively long; avoid abbreviations, colloquialisms and slang; conservative grammatical usage which tends to observe distinctions often ignored at a less formal level; a serious and dignified attitude toward the subject and the reader.

#### 2. Informal

The informal style tries to follow the broad middle way between formal and colloquial styles. The characteristics of informal style are: the sentence is medium length, chiefly standard sentence, avoids the requirement of formal grammar, fragments rare but occasional, prefers idiomatic expressions and words which are

easy rather than impressive, and the last characteristic is it usually addressed to the readers directly as “you”. In the informal range come much narration and description, and usually many reports of events.

### 3. Colloquial

The characteristics of colloquial style are: relatively short simple sentences, often grammatically incomplete; a generous use of contractions (I’ll, we’ve, didn’t, can’t), clipped words (cab, exams, ads, phone), and the omission of relative pronouns (who, which, that); a simplified grammatical structures; a personal or familiar tone which tries to create the impression of speaking intimately to the reader; and usually use slang. For example: brass (army), ham (theatre), on the beam (radio), southpaw (baseball), and behind the eight ball (pool).

## 2.4 Formal and Informal Letter

### 2.4.1 Formal Letter

Formal letter is a letter written to an office or organization. An office or organization refers to the ministry, police, army, company, business unit and educational institution. Examples of formal letter include an application letter for a job, a letter to newspaper and magazine, a business inquiry letter, a letter to one’s employee, a letter to the head of an organization and a letter to the government (Anamgba, 2017).

Formal letter requires a formal greeting such as Dear Sir or Dear Madam. Formal letter has ideas (result of thoughts, proposals, desires, and hopes) conveyed by the writer to the reader. Formal letter requires formal language and tone. Slang, colloquial and abbreviated word should not be used in a formal letter. Formal letter

requires orderly presentation, correct grammar, good paragraphing and proper punctuation in the body.

Proposal letter and Confirmation Letter at Grand Mercure Bandung Setiabudi Hotel including to a business letter, therefore it should be used formal language for the consumers and also should be used a good sentence with a correct grammar and paragraph.

#### **2.4.2 Informal Letter**

Informal letter is a letter written to a close relative, a friend or a colleague. Examples of informal letters are letters you write to your father, mother, brother, sister, uncle, aunt, friend, colleague and other close acquaintances. Another name of informal letter is a friendly letter (Anamgba, 2017).

Informal letter allows the writer to use slangs and colloquial words. It also allows the contracted forms such as I can't, I wasn't and He doesn't. Informal letter requires orderly presentation, correct grammar, good paragraphing and proper punctuation in the body. Informal letter requires a friendly closing like '*yours sincerely, yours affectionately, your loving wife, your darling, and yours forever*'.

#### **2.5 The Role of Communication in Business**

Communication may be defined as interchange of thought or information between two or more persons to bring about mutual understanding and desired action. It is the information exchange by words or symbols. It is the exchange of facts, ideas and viewpoints which bring about commonness of interest, purpose and efforts.

The term business communication is used for all messages that we send and receive for official purpose like running a business, managing an organization, conducting the formal affairs of a voluntary organization and so on. Business communication is marked by formality as against personal and social communication.

The success of any business to a large extent depends on efficient and effective communication. It takes place among business entities, in market and market places, within organization and between various group of employees, owners and employees, buyers and sellers, service providers and customers, salespersons and prospect and also between people within the organization and the pressperson. All such communication impacts business. Done with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest.

## **2.6 Definition of Hotel**

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 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 a swimming pool, business centre (with computers, printers, and other office equipment), childcare, conference and event facilities, tennis or basketball courts, gymnasium, restaurants, day spa, and social function services.

Rumekso (2002:2) states that hotel is a building which hires the rooms with the facilities such as food and beverage which is run well to get the benefits. Sulastiyono (2007:3) says that hotel is an accomodation that gives the facilities like rooms, food and beverage and other supporting facilities such as sport area, and laundry.

## **2.7 Hotel Terms**

Terms about hospitality is very important to learn for those who work in Hotel. That is because they will meet with foreign tourists, so it is obligatory for them to understand how to have an English conversation at the hotel. To speak English fluently, they are certainly required to have and master a variety of English vocabulary words for hospitality. The writer has the lists of English Vocabulary or called Hotel Terms for hospitality below:

**Adjoining Rooms:** The room is located next to each other without connecting door between rooms.

**Agent rate:** Room rates are specifically for *travel agent*.

**A La carte:** Serving food by taking order such as in a stall.

**Aminities:** Facilities

**Bar/Lounge:** A place for relax like restaurant, and usually full of music.

**Bell boy:** Someone who is in charge of helping guests of hotel.

**Bill:** Hotel fee.

**Block-out Date:** Terms of online order, rooms cannot be booked through online or travel bureaus.

**Blocking Room:** Rooms are blocked for needs.

**Booking/Reserve:** Book a room.

**Buffet:** Food served in the form of “prasmanan”.

**Bunk Bed:** Rooms with bunk bed facilities.

**Check in:** When the guests come and take a key from receptionist.

**Check out:** Leave the hotel and time for pay the bill.

**Check out time:** Deadline for *check out*.

**Cocktail:** Drinks with alcohol.

**Compensation:** Extra services provided to guests based on errors or shortcomings the hotel has.

**Concierge:** Hotel guest services, include bell boy. Usually available at luxury hotels.

**Connecting Rooms:** Two or more rooms that have access to each other, therefore a guest does not need to exit the corridor to enter the next room.

**Contract Rate:** Room rates given by hotel to travel agents are based on term and condition.

**Deluxe Room:** Standard condition rooms. This room is a bit more spacious and the amenities tend to be the same as the superior room.

**Deluxe Triple Room:** Rooms of this type are spacious, because contains two beds with luxurious amenities.

**Doorman:** Hotel staff in charge of opening and closing hotel entrances.

**Double Bed:** Room that contains one king size bed or large bed.

**Extra Bed:** Extra bed usually in the form of a folding mattress with a single size. This bed provided by staff, usually at the guest's request and costs extra.

**Family Room Triple:** Type of large-sized hotel room, usually reserved specifically by families equipped with a living room, bathroom and other luxury amenities.

**Fully Booked:** All rooms are full.

**High/Peak Season Surcharge:** Room rates are usually set six months or one year in advance.

**Kode R/O (Room Only):** Room rates do not include breakfast.

**Late check out:** The leeway granted by the hotel, despite having crossed the check out limit.

**Lobby:** The main room of hotel.

**Minibar:** Hotel facilities in the form of a small refrigerator complete with its contents.

**Mocktail:** Drinks without alcohol.

**Occupancy Hotel:** The number of hotel units that have been booked and occupied by guests.

**Peak Season Surcharge:** Rates charged during major holidays such as Christmas, Eid and New Year.

**Pick up service:** Pickup and delivery services.

**Pool side:** Rooms that are beside the swimming pool.

**Presidential Room:** The widest hotel room type compared to other room types, Just available at five stars hotel.

**Rack Rate/Publish Rate:** The official room rate at hotel.

**Receptionist:** Hotel employees who serve guest to check-in and check-out.

**Room rate:** Room rental fee.

**Run of House (ROH):** Last available room.

**Queen Bed:** Hotel rooms that have medium-size facilities.

**Single Bed:** Hotel rooms that have small-size facilities, this bed is only for one person.

**Single Room:** Room for one person.

**Standard-room:** The smallest room with limited facilities. Usually contents bed, bathroom, the small chair and table, tv and small dressing table.

**Suite Room:** Most expensive room in hotel under presidential room.

**Superior Room:** Room sized above Standard Room, under *Suite Room*. And bathroom equipped with bath-up.

**Super Single Bed:** Almost same with *single bed*, just a little bigger.

**Tarif Nett:** Only pay the right rates.

**Tarif ++:** The rate paid must be added tax and other services.

**Triple Room:** This room types include to the spacious room, because contents *Extra Large Double Bed + 1 Single Bed*.

**Twin-bed:** Room with two beds sized single bed.

**Vacuum:** Staff hotel activities to clean the room and swimming pool.

**Venue:** Building or hotel.

**Walk-In guest:** Guests who come to hotel without prior reservation.

## 2.8 Sales

Sales are activities related to selling or the number of goods or services sold in a given time period. The *seller* or the provider of the goods or services complete a sale in response to an acquisition, appropriation, requisition or a direct interaction with the *buyer* at the point of sale. There is a passing of title (property or ownership) of the item, and the settlement of a price, in which agreement is reached on a price

for which transfer of ownership of the item will occur. The *seller*, not the purchaser typically executes the sale and it may be completed prior to the obligation of payment. In the case of indirect interaction, a person who sell goods or service on behalf of the owner is known as a salesman or saleswoman or salesperson, but this often refers to someone selling goods in a store/shop, in which case other terms are also common, including *salesclerk*, *shop assistant*, and *retail clerk*. In common law countries, sales are governed generally by the common law and commercial codes. In the United States, the laws governing sales of goods are somewhat uniform to the extent that most jurisdictions have adopted Article 2 of the Uniform Commercial Code, albeit with some non-uniform variations.

A person or organization expressing an interest in acquiring the offered item of value is referred to as a potential buyer, prospective customer or prospect. Buying and selling are understood to be two sides of the same "coin" or transaction. Both seller and buyer engage in a process of negotiation to consummate the exchange of values. The exchange, or selling, process has implied rules and identifiable stages. It is implied that the selling process will proceed fairly and ethically so that the parties end up nearly equally rewarded. The stages of selling, and buying, involve getting acquainted, assessing each party's need for the other's item of value, and determining if the values to be exchanged are equivalent or nearly so, or, in buyer's terms, "worth the price". Sometimes, sellers have to use their own experiences when selling products with appropriate discounts.

From a management viewpoint it is thought of as a part of marketing, although the skills required are different. Sales often form a separate grouping in a corporate structure, employing separate specialist operatives known

as *salespersons* (singular: *salesperson*). Selling is considered by many to be a sort of persuading "art". Contrary to popular belief, the methodological approach of selling refers to a *systematic process of repetitive and measurable milestones, by which a salesman relates his or her offering of a product or service in return enabling the buyer to achieve their goal in an economic way*. According to a 2018 survey of salesperson, selling has become more difficult in recent years due to changes in technology and general access to prospects. While the sales process refers to a systematic process of repetitive and measurable milestones, the definition of the selling is somewhat ambiguous due to the close nature of advertising, promotion, public relations, and direct marketing.

Selling is the profession-wide term, much like marketing defines a profession. Recently, attempts have been made to clearly understand who is in the sales profession, and who is not. There are many articles looking at marketing, advertising, promotions, and even public relations as ways to create a unique transaction.

Two common terms used to describe a salesperson are "Farmer" and "Hunter". The reality is that most professional salespeople have a little of both. A hunter is often associated with aggressive personalities who use aggressive sales technique. In terms of sales methodology, a hunter refers to a person whose focus is on bringing in and closing deals. This process is called "sales capturing". An example is a commodity sale such as a long distance salesperson, shoe salesperson and to a degree a car salesperson. Their job is to find and convert buyers. A sales farmer is someone who creates sales demand through activities that directly influence and alter the buying process.s

Many believe that the focus of selling is on the human agents involved in the exchange between buyer and seller. Effective selling also requires a systems approach, at minimum involving roles that sell, enable selling, and develop sales capabilities. Selling also involves salesperson who possess a specific set of sales skills and the knowledge required to facilitate the exchange of value between buyers and sellers that is unique from marketing, advertising, etc.

## **2.9 Direct Sales**

Direct Sales or Direct Selling, the distribution of consumer products and services through personal, face-to-face (salesperson – to consumer), selling by telephone or letter. Sales away from fixed business locations has been an important marketing channel throughout the twentieth century, not only in the United States but in many other countries around the world.

In Direct Sales courage is not the absence of fear but the conquering of fear. This is one of the greatest qualities of your mind, which can help you succeed in Direct Sales . Direct Sales are the path to informing, achieving, and caring. Three things are very important for Direct Sales:

1. There will always be a market for quality.
2. Enthusiasm, trust in what one does.
3. It is always important to have a plan for our future and the future of our people.

### **2.10 Proposal Letter**

Proposal letter or called bargain letter is a letter to tell about price of hotel. Grand Mercure Bandung Setiabudi send proposal letter to the consumers, whether local consumers or foreign consumers. Usually, proposal letter send to the consumers when the consumers booking room or meeting room first to the salesperson and then the salesperson would send the proposal letter to their email. In this letter, a salesperson have to attract the consumers with the language style and clearly give the information about price of hotel.

### **2.11 Confirmation Letter**

Confirmation letter is called payment access letter. Confirmation letter will be send by salesperson when consumers fixed to reserve room or meeting room. Its contents asked the consumers pay all of their book. Confirmation letter sent by salesperson after proposal letter.

### **2.12 Promotion**

Promotion is communication activity where the tourism organization tries to influence the people whom its product sales depend on. Tourism product marketer can undertake various promotion methods, so it is important to determine promotion objective to be achieved beforehand.

In promotion activity there are some things that need to be noticed in order to increase its effectiveness, i.e:

### **1. Communication Effect**

In promotion, it is important to plan for the most effective response of the market target. One of the efforts is through brand creation and product concern. Sometimes, it takes time for the consumers to recognize the brand and type of product offered. Product promotion has to aim at giving knowledge, explanation and product description as clear as possible to arouse consumers interest toward the product and in the end they become interested to buy.

### **2. Advertising**

It is any non-personal and paid-for through the mass media such as newspaper, magazine, radio, television, travel guides, billboard and so forth. Advertising is used to reach various objectives, including changing consumers behaviour, building image and achieving desired selling.

### **3. Sales Promotion**

It involves all activities which offer incentives to influence potential consumers interests, product media, or achieving sales target. sales promotion will make added value to the product. For example free wine and free accomodation is often used in sales promotion by hotel and restaurant wanting to increase demand in certain period. However, incentives are only offered within a limited period of time. Sales

promotion is often used and combined with other promotion tools in order to support marketing efforts as a whole.

#### **4. Personal Selling**

It is an effort to get profit by face to face or telephone contacts between sales representative and the people who are considered as potential buyers of their product. The advantage of personal selling method is that the seller may be able to communicate consumers specific need and may benefit from the condition. Feedback from the process of listening to consumers need enables the seller to use more flexible approach.

#### **5. Public Relation**

It is impersonal communication aimed at changing the opinion or reaching extensive audience coverage. The coverage should also give room for public response. Public relation is also used to press down the possibility of negative perception toward a product from appearing. Organization which has good relationship with the mass media has the opportunity to prevent news report harming the organization. On the contrary, public relations may also improve company image.