

Chapter I

Introduction

1.1 Background of the study

Language is an important element in life. It can be seen of many reasons that related to that statement. One of the reasons is because language is a communication tool in everyday life. In addition, language is also tool for unity in diversity that exists. English is a language that is already well known as the International language of the world. In the era globalization, English is widely used in business world, telecommunication, and for support tools of tourism services. Today how important to speak English fluently, at least you understand it because speaking English would become the most important skill when you want to apply a job. In other words, speaking English is no longer considered as something special, it is a requirement. Nowadays the English language has definitely become a global lingua franca.

The use of English also has been widely applied in various fields of industry, for example in the field of hospitality, especially as International standard hotel, English becomes a daily language which can be used for making letters, caption, sending email, hotel system itself, and others. Today, in Indonesia there are many hotel with International chains type. This is why English called as important language for current era. That can be seen in the business today. Even in the field of promotion and

digital marketing. In the International chains hotel English language with a choice of words is really applying, because it could be very good and strong enough to be a business strategy.

The government in Indonesia, makes tourism as one of the mainstay sectors and become the focus to be an attention. Because this sector promises added a very high economic value and of course it can become the largest foreign exchange earning field of the State of Indonesia. That can be seen in the number of domestic and foreign tourists also increases every year. Increasing tourism from year to year makes many investors develop their ideas to establish a hotel, which is one of the important supporting facilities to meet tourist satisfaction in traveling as a place for tourists to rest and stay. The hospitality industry is a broad category of fields in the service industry which includes lodging, restaurants, event planning, theme parks, transportation, shipping lines, and other additional fields that exist in the tourism industry.

In general, the hotel industry has a very close relationship with tourism. Tourist destinations will certainly be visited by many tourists who need a place to rest and stay, and this is a role for the hospitality industry to provide accommodation for tourists. But nowadays we can found hotel in everywhere. This is made the sales and marketing of hotel should be more creative for attracting the costumers to visit their hotel. Tourism is now entering the digital era, the world of tourism has become one of the fields created by local governments in implementing e-government to publicize or marketing the

tourism potential in the regions with using management information system based on electronic data processing, for example is Instagram.

Sheraton Bandung Hotel and Towers is a five star hotel with resort concept in Bandung that has a perfect facilities with the beautifully landscaped gardens and cooling mountain breezes view. Sheraton Bandung Hotel and Towers provides 156 hotel rooms & suites, meeting facilities, free Wi-Fi in all area, fitness centre, spa and the most popular dining venue in Dago, namely Feast Restaurant. This hotel is the best choice for family gathering and business meeting. Nowadays , it is all about digital and English language. Here, marketing are important for the hotel department to promotion while share the information in one site. A good marketing system certainly shows the good quality of a hotel without overriding the other departments in a hotel. Marketing is closely related to language. Especially if the hotel is an International chains hotel so the English language is very important to be applied in daily life.

Sales Marketing of Sheraton Bandung Hotel & Towers advance a high quality Instagram Feeds, such as inserting a high quality photos and video of Sheraton Bandung Hotel & Towers, the facilities, and used English Language Style on Instagram caption to attract the customer. In this paper the writer discussed about the analyze English Language Style on Caption Instagram Posts by Sheraton Bandung Hotel & Towers. So, the writer analyze about the Language Style on Instagram Captions which used by Sheraton Bandung Hotel & Towers.

Based on the reasons above, the writer decided to choose the title because as few studies there have been focused on researched to find a way the media to promote the

product without know about the language itself, besides choosing the right language style can make people interested to read it, no wonder if language is a important component for promoting. So, the writer would like to know what type of language style that used on Instagram captions by Sheraton Bandung Hotel & Towers, of course that can be influential in promotion because people nowadays not only see at the packaging or the design but also the language.

According to all consideration, the writer intends to establish a research entitled “An Analysis of Language Style on Instagram Captions by Sheraton Bandung Hotel & Towers”.

1.2 Identification of problems

Language is very important for communication and communication is very important for marketing department as one of the element of marketing strategy. Marketing is an important department in hotel industry. The quality of hotel it depends on the marketing strategy. As marketing people the creativity and keep abreast of time are the basic point which they should know. Because people nowadays are digital users, so with used a website as digital marketing is the best choice. Especially for International Hotel Chains which has a high quality for promotion.

Instagram is a popular digital marketing, because with using Instagram we can reaching broader market. Both selling products and services, the Instagram will always be an attractive alternative place to promote it and no matter what type of business you

are in, a Instagram is a great place to show your products. By entering photo or video of the product, as well as testimonial or review about your products and services, you can show what makes your business unique. But, by create a basic Instagram it is does not enough. There is should creativity in it. In this era, using English for every business is never go wrong. Because English makes the digital promotion more interest and high quality and there are in people mindset nowadays. Sales & Marketing Department should be pay attention to language style that they used on social media in promoting their products and services.

1.3 Limitation of problem

The writer focused to carry the data from Instagram captions of Sheraton Bandung Hotel & Towers which published on January, 21st 2020 until March, 14th 2020. Because at the time is a high season of hotel, there is several events when the writer job training. Certainly, in high season, Sales & Marketing Department post their products and events on their own Instagram as much as possible to promote it.

1.4 Research Questions

The writer has decided to analyze English Language Style on Instagram Captions by Sheraton Bandung Hotel & Towers therefore, the writer elaborates the research problem into these following questions:

1. What types of Language Styles existed on the Instagram Captions by Sheraton Bandung Hotel & Towers?
2. What are the motive and meaning purposes that used English Language Styles on Instagram Captions of Sheraton Bandung Hotel & Towers?

1.5 Objective of the study

1. To find out the English Language Styles that are used on the Instagram Captions by Sheraton Bandung Hotel & Towers
2. To know the reasons why Sheraton Bandung Hotel & Towers used that Language Styles on Instagram Captions

1.6 Significant of the study

1. Theoretically

The writer hope this research can be useful to increase the knowledge for those who read this paper and this research could be a reference for anyone who need the information that related about hotel and English Language Styles. Especially for tourism students of English Literature Department, Universitas Pasundan.

2. Practically

The writer expected that the research can be applied in the real life of hotel industry especially, for Marketing Department who need more information about the Language Styles as one of marketing strategy that can be useful to attract the costumers to come to the hotel.