**Abstract**

The title of this paper is “Language Analysis in Advertisement on Pamphlet and Website to Attract Guest on Four Points by Sheraton Hotel Bandung”. This paper contains research about the type of text that used in Four Points by Sheraton Hotel Bandung pamphlet and website. Language in advertisement an the writing style on the pamphlet and the website as one of international hotel chain brands, Four Points by Sheraton Hotel Bandung one of the famous hotels in the city of Bandung. The writer wants to know the language and the writing style them used in their advertisement to attract guest. In the tourism industry, accommodation is an important element to support world of tourism, with so many hotels there are of course hotels will compete one another. Regarding the matters, the writer does a research how Four Points by Sheraton Hotel Bandung make their advertisement on the pamphlet and the website to attract guest. The suggestion is based on the problems found by the writer during the research. The writer uses descriptive and qualitative methods in order to collect the data needed in this research paper. The writer analyzes few pamphlet and some pages on the hotel website as a sample. The writer finds out what style of writing text on hotel website and pamphlet, and how attractive their pamphlet and website to invite the guests All the data is collected by the writer at Four Points by Sheraton Hotel Bandung pamphlet and their official website. After, all the data needed has been collected, the writer analyzes the data and present it in the next chapter. From this research, the writer founds if Four Points by Sheraton Hotel Bandung more often uses persuasive and descriptive text in their website and pamphlet. In the end, the writer hoped that this research paper is useful for himself, the Four Points by Sheraton Hotel Bandung, and those who read it.

Keywords: pamphlet, website, advertisement, writing style.