# CHAPTER II

# English Language as a Promotion Tool for Tourism

In this chapter, the writer put some informative explanation from the experts to support the substance of this study. Such as definition of language, the characteristic of language, the function of language, English as a language for promotion, the definition of promotion, forms of promotion, method of promotion, purpose of promotion and company profile of Sari Ater Hot Springs Resort.

**2.1 Definition of Language**

Based on Cambridge University press, language affects many aspects of human culture. It affects religious, political, social, and economic. Language is foremost a means of communication, and communication almost always take place within some sort of social content. It reflects both of the individual characteristics of a person, as well as the beliefs and practices of his or her community. However, language is a rule-based system of sign. It has been a convention of human being since a long time ago as a media of communication, identification and cooperation. According to Algeo (2005), a language is a system of conventional vocal signs by means of which human beings communicate. Those terms are system, signs, vocal, conventional, human, communicate.

Wibowo (2001) says, *“bahasa adalah sistem simbol bunyi yang bermakna dan berartikulasi (dihasilkan oleh alat ucap) yang bersifat arbitrer dan konvensional, yang dipakai sebagai alat berkomunikasi oleh sekelompok manusia untuk melahirkan perasaan dan pikiran”.*

While Ramlan (1992:8) says, the member of social group need a means of communication which is called language. Language can express his idea and wishes to other people such as when he needs their helps so that close operation among member of the group can carry out. By looking from the explanation above, the writer concludes that language has certain function, especially as a media communication, identification and cooperation. It reflects the symbol and sign onto a system which can be understood by the people, or it usually called as information.

**2.2 The Characteristic of Language**

There are some characteristics of language that cited by Keraf (1997). Those characteristics are as a follows:

1. Arbitrary; there is no necessity between language and sign. The meaning of language based on people comprehension.
2. Productive; it has limited system element, on the other hand, the using of language is unlimited
3. Universal; language has general meaning. For example a statement. It arranged structurally and systematically. People agreed that language has been a convention as a tool of communication
4. Unique; it has special characteristic system. As long as we know that language has different character for example, in the different region, we heard a different dialect, accent, fluency and pronunciation.

**2.3 The Function of Language**

Language plays a very important role in human lives. It is a social phenomenon. One of the main goals of language is to communicate with people and to understand them. When someone speaks, they intends a specific purpose. They wants to convey a message through that language. A person uses their language to many different purposes for example, to express their feelings, to ask for help and to apologize.

In fact, we use language in many different ways, some of these are the informational, the expressive, the directive, the phatic, the aesthetic. We use language and that language is a part of society. Actually, any language varies according to the nature of the society, what kind of people, and their attitudes. People use language according to their situation. The social background of any person can play an important role in the kind of language he has. From the point of speaker, language serves as a private identity and Jacobson called it as emotive function. It means, speakers expressed their stand point on what they speak out. The speakers not only express emotions through language, but also showed emotion when delivering their speech.

Therefore, the listener can understand whether the speakers in an angry, sad, or happy. From the point of listener and the speaker, the language has a function as directive, which regulate the behavior of the listener, and Halliday defines as instrumental function, while Jacobson called rhetorical. From this angle, the language not only makes the listener to do something, but the activities were consistent with what the speaker wants. This can be done by the speakers through sentences that express a command, direction, demand, or seduction. Language is very important factor of communication among society. Using language has some functions. We need to use language to fulfill our needs. It is a crucial part in our life. If a person uses his language, he chooses words that matches his needs. People use some functions to say a sentence, to ask, to reply, to greet and etc. In fact, forms are important part of our discussion because they are related to functions. A person who says, what is your name? he is showing a form of a question. Let us take another example, I want to play football, functions as a statement.

According to Geoffery Leech(1974). Mentioned that language has 5 functions. They are; Informational, Expressive, Directive, Aesthetic, and Phatic. Here below for the explanations:

1. Geoffery Leech(1974) stated that, “informational function which everyone tends to assume is important”. In fact, this function concentrates on the message. It is used to give new information. It depends on truth and value. Let us look at this example, the car is big, the bus is crowded.
2. Geoffery Leech (1974) said “language can have expressive function: it can be used to express its originator’s feelings and attitudes, swear words and exclamations are the most obvious instance of this”. The speaker or writer of this function tries to express his feelings. He or she reflexes his or her impression. This function could give a clear image for the personality of the speaker or writer. The best example of this kind is poetry and literature. In fact, this function evoke certain feelings and express feelings. Examples of this kind are, I am very happy or I spent a wonderful vacation. We can see from the previous examples that they reflects the feelings of the speaker or the writer.
3. “The third function of language is the directive function whereby we aim to influence the behavior or attitudes of others. The most straightforward instances of the directive function are commands and requests. This function of social control place emphasis on the receiver’s end, rather than the originator’s end of the message: but it resembles the expressive function in giving less importance, on the whole to conceptual meaning than to other types of meaning, particularly affective and connotative meaning”. Geoffery Leech (1974). Examples of this kind are, I want a cup of tea or close the door. It is clear hear that, we use the language in a direct way. We ask someone to do something. Sometimes we can use a sentence to express two functions. For example, I am thirsty. The previous example could be used to show the condition of the speaker or writer or to express the feeling. In a way that a person asks someone to give him water.
4. The fourth function is the aesthetic function, which is “the use of language for the sake of the linguistic artifact itself, and for no purpose. This aesthetic function can have at least as much to do with conceptual as with affective meaning” Geoffery Leech( 1974 ). The function associated with the message-the vehicle-is the poetic or aesthetic function: the sign taken as an end in itself. All art understood as art is taken to embody this function, and any object valued for its beauty rather than for its ideological value or usefulness-whether a gorgeous car, an elegant teapot, or some acreage of untouched real estate-takes on this function.
5. According to Leech, the fifth function is the phatic function*. ”*the function of keeping communication lines open, and keeping social relationships in good repair (in Britain culture, talking about the weather is a well-known example of this. Geoffery Leech( 1974 ). We can say about this function that it is used for normal talks. An example of this, when two people meet each other accidently in a place. They start talking about something unimportant for the sake of communication like, how are you? How is your children? And so on.

We can say that it is a kind of daily talking. It is not meaning but is good. Sapir in Alwasilah (1993:6) told that language is a purely human and non-instinctive method of communicating ideas, emotions, and desires, by means of a system of voluntarily produced symbols.

In line with that**,** Bloch and Trager (1942): “A language is a system of arbitrary vocal symbols by means of which a social group co-operates”. Noam Chomsky (1957)**: “**Language is a set of finite number sentences, each finite in length and constructed out of a finite set of element.

Muharrem Ergin (1990)**:** said “Language is a natural means to enable communication among people, a living entity that it has its own peculiar laws, by means of which alone can it develop, a system of contracts whose foundation was laid in “times unknown and social institution interwoven with sounds”. Basically, the language has certain functions that are used according to the needs of a person, i.e as a tool for self-expression, as a means to communicate, as a tool to organize and adapt to social integration in the environment or circumstances, and as a tool for social control (Gorys Keraf, 1997:3).

Here are presented the role of language as a communication tool:

1. To explain self expression

Language explain all the implied assertion inside heart.

Here is the element that pushed self-expression:

* + 1. In order to find people attractive toward us
    2. To release our self from all the emotional pressure

1. Language as tool of communication

Language is an access of formulating our purpose. Think out our feeling and make possible to create cooperation with other people. By communicating we can explain all the feeling, thinking to other people.

1. As a tool to establish an integration and social adaptation

All member of society can be united efficiently through language. A member of society can learn step by step all the mores, behavior and etiquette. An individual will trying to adapt with everybody around through language.

1. Language as tool for social controlling

Language influence human behavior. In social controlling, language has a relation with socialization process. The skill of language will have advantages for society if language used as a tool of communication for all member of society, if language can develop our ability for influence other people in developing social controlling that wishes.

In education, language becomes one of the subject that must to learn. People can express an idea in their head through language. In business and economy, language used in promoting the product or anything else that related with it. Skill in language indispensable by people who want market the product, without a description through language costumer cannot know what the advantages and there is no motivation for buy it. So the function of language in general in every aspect in this world. The use of language itself depend on situation, life, business, safety, communication, entertainment, the media and education.

Bolinger (1981) states that language has a system of phonemes, which are formed from the distinctive features of sound, systems morpheme and syntax. To express the meaning of language should relate to the outside world. What is meant by the outside world is a world beyond the language included in the self-speaking world. World in the sense that this is called reality.

**2.4 English as a Language of Promotion**

English has an important role in the world of tourism. As it is known that English is one of the most commonly used international languages in the world of tourism. The use of English in the tourism industry facilitates communication between tourism actors and tourists who come from all over the world. Mastery of English for tourism actors is important (Erazo, Ramírez, Encalada, Holguin, & Zou, 2019: 156). It is also said that English language skills are important to have to build a career in the tourism industry (Prabhu & Wani, 2016: 6). Al-saadi (2015: 33) adds that English language skills are a requirement to be able to achieve a managerial position in a hotel or accommodation business in tourism.

Joseph, Munghate, Arts, & College (n.d) mention 6 important roles of English in the world of tourism. The six roles are as follows:

* + 1. Communicative/Interactive Role

This is the most important role of English in the world of tourism. English is a medium of communication between tourism actors and tourists as well as between tourists. When people from various countries come and visit a tourist destination, the original language can no longer be used because it will be difficult for others to understand. Likewise, tourism actors who are usually local people also cannot use their local language because tourists will not understand it. So tourists need to use a language that both parties know. In cases like this, English has a very important role, namely as a medium of communication between the two parties.

* + 1. Integrative Role

Apart from having a role as a medium of communication, English is a unifier. As it is known, tourism activities involve many people from various countries, customs, cultures, races, and interests. English takes a role in integrating everyone regardless of the background of the people.

* + 1. Lingua-Franca Role

The role of English as a Lingua-Franca has similarities to the role of English as a medium of communication between parties in the world of tourism. One tourist does not only travel to one country, many of the tourists visit more than one country. This is a difficult thing if a tourist has to learn the language spoken in the destination country before they visits. English is a bridge for tourists and tourism actors. Lingua-Franca can be interpreted as the language of instruction or association for people who are in an environment with various languages.

* + 1. Relation-Fostering Role

English helps humans to shape or strengthen human relations, especially global ones. In the world of tourism, English allows tourists to participate in local community activities. This is because tourists can engage in dialogue and discussion with other communities using English media.

* + 1. Economic/Business Role

Globalization makes it easier for workers from various countries to come and work in a country. Even trading across the countries can be done easily now. The role of English is very large in terms of business and economics. English is the medium of instruction in business, especially in the tourism business.

* + 1. Functional Role

The last role of English in the world of tourism is a functional role. This role helps tourists and local communities in obtaining certain information, asking for help, and other functions needed in traveling activities.

**2.5 The Nature of Promotion**

Promotion is one of marketing mix. Marketing mix are product, promotion,

place and price. Whereas Belch (2009:18) defines promotion as “Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.”

But according to Lovelock Wirtz (2011:44) marketing mix have extended adding three Ps that is connected with service deliver and they are; process, physical environment and people. He described, collectively these seventh elements the “7Ps” of service and marketing represent the ingredients required to create viable strategies for meeting customer needs profitably in a competitive market place.” Kotler Armstrong (2012:75) here describes these 4Ps:

* + - 1. Product

Product is the combination goods and service (variety, quality, designs, features, brand name, packaging and service) that company provides and offers to the target market.

* + - 1. Price

Price is number of the amount of money that is set by the company and customers must pay that amount of money to able to own the product.

* + - 1. Place

Place also known as destination is where company do their activities and also to have it available to target consumers.

* + - 1. Promotion

Promotion is activities that communicate about the product goods and service and to convince customers to buy it.

Lovelock Wirtz (2011:47) has describes these extra 3Ps for service marketing:

* + - 1. Process

Process is delivering product that need well design sequence of effective procedure to target customers.

* + - 1. Physical environment

Physical environment also known as service-scape, which involve tangible evidence design such as buildings, landscaping, interior furnishing, equipment, staff members, and uniforms. These will impact on customer satisfaction and service productivity.

* + - 1. People

People are the ones who have direct interaction between servicers and customers. They require interpersonal skills and positive attitude to work well individually or as teamwork to bring out the best for customers.

**2.6 Forms of Promotion**

According to Kotler Armstrong (2012:432) “ promotion mix is “Promotion mix also called its marketing communication mix consists of specific blend of advertising, public relations, personal selling, sales promotion, and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationship.”

And according to Kotler Keller (2013: 498) marketing communication is define as “Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers direct or indirectly about the products and brands they sell.”

From the definitions above, author can conclude that marketing communication mix or promotion mix is combination of different variable of elements to communicate with their target markets about the company’s product and also to develop customer relationships. Every elements of promotion mix plays a distinctive role, these 5 major promotion mix are define as follows:

1. Advertising

Advertising is takes up a significant portion of a company's budget allocated toward marketing and promotion. It includes the development and paid delivery of brand or product messages through media. Companies usually have internal advertising departments that design and develop ads, or they work with advertising firms who specialize in the advertising process. Such as television, radio, newspapers and magazines, generally have more control over the message than through some other promotional methods.

1. Sales Promotion

Sales Promotion is demand-stimulating activity designed to supplement advertising and facilitate personal selling. It is paid for by the sponsor and frequently involves a temporary incentive encourage a purchase. Many sales promotions are directed at consumers. The majority, however are designed to encourage the company’s sales force or the members of its distribution channel to sell its products more aggressively. This latter category is called trade promotion.

1. Public Relation

Public relation encompasses a wide variety of communication efforts to contribute to generally favorable attitudes and opinions toward an organization and its products. Unlike most advertising and personal selling, it does not include a specific sales message. The targets may be costumers, stockholders, a government agency, or a special interest group. Public relation can take many forms, including newsletter, annual reports, lobbying, and sponsorship of charitable or civic events.

1. Personal selling

Personal selling is presented by the firm’s sale force, a face-to-face interaction with prospect customers to aim to increase sales and develop customer relationships. Such as sales presentation, answering questions and making orders.

1. Direct marketing

Direct marketing is using devices that directly communicate with customers for their direct response, dialogue from particular customers and prospects or enrich lasting customer relationships. Such as telephone marketing, and catalogs.

**2.7 Method of Promotion**

Many methods can be used to get our message across. The most widely used method in travel and tourism is advertising both to the consumer and the trade, personal selling, publicity or public relations, and promotional literature and merchandising, such as posters and window displays. Each has advantages and disadvantages in terms of cost, selectivity, and ability to convey the message.

According to Mill (2000:226) those methods are:

* + 1. Newspapers

Newspaper are relatively inexpensive, both on a total cost and cost per contact, the cost of reaching one person, basis. Newspapers offer geographic selectivity and high frequency (most are dailies). The lead time required to schedule an ad (flexibility) is low, and most papers have specific travel sections on Sunday. In addition, newspapers have a high “noise-level” amount of stimuli competing for the reader’s attention while the life span and pass-along rate are both low.

* + 1. Magazine

Magazine advertising's major benefit to businesses is its ability to display higher quality images than either direct mail or newspaper. Higher quality images, represented with full color and gloss, allow a clearer picture of the product, giving the public a better idea of the company. In addition, many magazines target a specific demographic, such as people who belong to a certain trade or of a certain age group. By advertising in magazines within our industry, we are almost guaranteed to reach our intended audience.

* + 1. Television

Television is an excellent media for promoting tourism because it can utilize sight, sound, and movement. Many people do not even consider television ads because of the impression that the ads are very expensive. They are more expensive than most of major forms of advertising. However, with the increasing number of television networks and stations, businesses might find good deals for placing commercials or other forms of advertisements. Television ads usually are priced with similar considerations to radio ads, that is, the number of ads, the length of ads and when they are put on the air.

* + 1. Radio

Radio offers the advantages of low cost and high timing flexibility. Radio advertising is a low-cost medium compared with rates for reaching similar audiences by press or television advertising. Rates vary by region with higher costs for radio stations that cover densely populated metropolitan areas. Production costs are lower than those of other media, radio stations target different audiences with their programming schedules, enabling advertisers to target special interest groups or different age groups with minimal waste.

* + 1. Outdoor Signs

This is a great marketing platform for brands or business that are trying to reach a broader audience. Outdoor advertising is public and has access to consumers that can sometimes be difficult to reach. Like younger users, busy business people and lower income consumers may not have access to traditional mediums, so outdoor advertising is a great way to reach them. The impact and reach of outdoor advertising is greater and can remind the consumer of the message across other media. Outdoor advertising can offer brands and companies a fresh and creative approach to reaching consumers.

* + 1. Public Relations

Publicity and marketing are often used interchangeably to describe a company's promotional activity, but there are significant differences. Whereas companies generate their own marketing materials, publicity is granted by outside sources, such as the media. One of the biggest advantages of publicity is that it is usually free. A marketing staff and promotional activities can cost a company a significant amount of money. However, publicity ranging from unsolicited newspaper reviews to social media word-of-mouth typically costs nothing.

* + 1. Social Media

Nowadays as the technology are getting advance social media become the most important platform to promote about brand and businesses. Social media marketing is a powerful way for all kinds businesses to reach prospects and customers. Whenever the customers need an information about some company they can reach them through Twitter, Facebook, Instagram, YouTube and other social media. Great marketing on social media can bring remarkable success to business, creating devoted brand advocates and even driving leads and sales.

The Function of promotion according to Luck and Ferrel (1995:419) If effective, it result in transaction that would not otherwise have occurred, because promotion moves the buyers (tourist) to a decision by facilitating the flow of information that can persuade the buyer (tourist) to purchase. Then after identifying the product attributes and benefits desired by the target market, promotion makes the offering visible to buyers (tourist). Holding all the marketing mix variables (product, prize and place or distribution) constant, promotion can direct the marketing strategy to the desired target market.

**2.8 Company Profile**

# The Sari Ater Resort

Initially, the Ciater natural hot spring tourist spot, which is now better known as the Sari Ater Hot Spring Resort Hotel and Recreation, was a bathing place commonly used by the community around Ciater, Palasari and Nagrak villages. However, after a Dutch expert discovered the properties contained in the natural hot water to cure various diseases, especially skin diseases, people from various regions began to come to take a bath while seeking treatment at Ciater.

Mr. Hack Bessel or Mr. Bessel in developing his research (that's how the community calls the Dutch expert) built a house near the Ciater natural hot spring, located around the office of the Employee Cooperative of PT. Sari Ater. Since news broke about the benefits of Ciater's natural hot springs, other people from outside the Ciater area have come to bathe and seek treatment. It's just a shame because the atmosphere at that time was uncertain, there was often chaos and war, so people gradually forgot the enormous potential of West Java's natural resources. It was only in 1968 that the Subang Regency Regional Government. The area is slowly starting to work on Ciater's natural hot springs as a tourist attraction.

At that time only one swimming pool was built (now known as the Mayangsari I swimming pool or the upper swimming pool and a small pool now called the Imas pool as well as several open bathrooms. As the first Manager, Mr. Sahro was appointed from the Regency Public Works, while the number of employees is approximately eleven. In 1972 PPN DWIKORA IV (now PTP XIII Ciater) built a building for bathrooms and a joglo-shaped gate complete with rooms and ticket sales counters.

At the same time, the construction of a cold water reservoir which is located in the upper parking area now, a café in front of the pool, a bathroom plus four more units, while a tourist guesthouse is also being built as many as two more units with an economy type. While the guesthouse is now being used by an engineering and storage office, there were approximately twenty-one employees on duty at that time. On March 20, 1974, the Level II Regional Government of Subang

Regency handed over the management of the Ciater Hot Springs Tourism Object to PT. Sari Ater led by Mr. H. A. Soewarma. During the Regent, the Head of the Level II Region of Subang Regency was held by Mr. Lt. Col. Atju Syamsuddin. The first manager entrusted by PT. Sari Ater to lead the management of the Ciater Hot Springs object is Mr. Gautama, the late (1974 to the entire tourist area of 7,335 hectares which is managed, improved, and made a guardrail of barbed wire.

To support the development and promotion of PT. Sari Ater built a bus fleet with one route from Bandung to Subang via Ciater as many as 16 bus fleets called Sari Express. In 1975 the Standard type Bungalow began to be built, while the second manager at that time was Mr. Tirto Sentono, late (from 1975 to 1976) and the number of employees had reached 60 people. In 1976, the construction of

Dayang Sumbi Restaurant, Kabayan Bungalows, parking facilities and boat pool recreation began. The leadership at that time was entrusted to the third Manager, namely Mr. J.R. Iskandar, late (1976 to 1977). In 1977 the business leadership was entrusted to Mr. Evandra alias Mr. Muhammad Effendi an Italian expert (from 1977 to 1979) the number of employees has increased to approximately 70 people. In 1980 began to revamp and develop facilities and infrastructure infrastructure on a large scale, at that time built:

1. Lower Swimming Pool or Mayangsari II
2. Guava Bungalow
3. The recreation area reaches Curug Jodo, with funding from BAPINDO.

The fourth manager who led the business at that time was Mr. Anton Tirto (1979 to 1985). In 1986 the V Manager was Mr. H. Suhendar and the management head office was moved from Jalan Juanda 28 to Jalan Braga 99 Bandung. At this time the construction of the old Jackfruit Bungalow began while the employees had reached approximately 200 people. The VI manager is Mr. Ruby.

In 1987 the leadership was handed over to Mr. Herrie Hermanni with the position of Operational Manager. At that time, the development continued both physically and comprehensively, including the addition of the Nangka Baru Bungalow and recreational facilities as well as other cafeterias. In 1989 PT. Sari Ater cooperated in management with Griya Wisata whose leader at that time was Mr. James, the late. This lasted approximately nine months.

In January 1990, Operations was handed back to PT. Sari Ater with Operational Manager Mr. Herrie Hermanni. On October 24, 1994, organizational restructuring was carried out and a General Manager was appointed to lead the Sari Ater hotel and tourist attraction under the name Sari Ater Hot Spring Resort. As the first General Manager, Mr. Herrie Hermanni appointed the number of employees at that time 333 people, while the area of hotels and tourist attractions has become 32 hectares. In 1998, a natural hot water soaking pool was rebuilt in the recreation area under the name Pulosari, with a capacity for 500 people and inaugurated by the Regent of Subang Level II, Drs. H. Abdul millennium in accordance with the demands of the times, Sari Ater rebuilt the multi-function Room Dayang Sumbi with meeting room facilities with a capacity of 750 to 1000 people.

The room can be used for weddings, birthdays, seminars, conferences with several forms of meetings. In 2008, 80 standard room hotels were rebuilt, which were intended more specifically for meeting guests. In 2009 Sari Ater Hot Spring Resort again changed its name to Sari Ater Resort. To this day, the hotel and natural hot spring tourist attraction Sari Ater is better known as the Sari Ater Resort Hotel and Recreation

**2.8.1 Vision and Mission**

**Vision**

Is a solid company as a planning company for the development and management of a leading and trusted tourism industry service business in realizing an international standard tourist area with a focus on service for customers and meeting stakeholder expectations

**Mission**

1. Running a tourism service business and other supporting businesses through business practices in the form of a professional organization that can contribute added value to stakeholders as well as environmental sustainability based on 3 (three) satisfaction factors; service, comfort, safety.
2. Creating the widest possible job opportunities
3. Develop tourist areas in areas that are considered to have potential.
4. Participate in preserving and developing the traditional arts and culture of the local community in the area it manages.
5. Maintain and preserve the surrounding natural environment by handling professional and environmentally friendly development and management.

**2.8.2 Product and Services**

Sari Ater Hot Springs Resort has 145 units of rooms in the form of hotels and bungalows, and 28 units in the form of tents at the Camping Park location. In addition, there are other facilities such as Food & Beverage, hot water soaking pools and others. The products and services provided by

Sari Ater Hot Springs Resort are as follows:

* + 1. Accommodation facilities in the form of Bungalows
    2. Accommodation facilities in the form of Building Hotel
    3. Accommodation facilities in the form of Camping Park
    4. Food & Beverage Facilities
    5. Hotel support facilities (meeting rooms & souvenir shop)

**2.9. Organigrams of PT Sari Ater Hot Springs Resort**

