

# Chapter I

## Introduction

This chapter contains an explanation of the background of the study, problems, research question, objective of the study, limitations of the research, and significance of the study.

### 1.1 Background of the Study

Language is a complex communication system that is used by combining words that are meant to be understood by a community. Language became an important tool to establish good communication between one people to another. There are approximately 5.000 – 7.000 human languages around the world and English is known as an international language that is used by most people. Therefore, English is a language that is needed to master in the hospitality industry. There is various kind of hospitality industry such as hotel, airlines, restaurant, MICE, tour and travel, and many more.

Hotel is one of the fastest-growing sectors in the hospitality industry because they provide services that tourist and travelers needed on a trip. Sulastiyono (2011:5) on Pradiatiningtyas (2015), *“Hotel adalah suatu perusahaan yang dikelola oleh pemiliknya dengan menyediakan pelayanan makanan, minuman dan fasilitas kamar untuk tidur kepada orang-orang yang melakukan perjalanan dan mampu membayar dengan jumlah yang wajar sesuai dengan pelayanan yang diterima tanpa adanya perjanjian khusus.”* The high number of visitors that went for a trip makes a lot of

hotels competitively advertise their facilities to attract domestic and international guests. Even so, the high demand for a hotel depends on the role of Sales & Marketing. The Sales & Marketing Department is responsible for selling hotel products starting from the room, facilities, and all the services to the guest. Good communication and coordination between Sales & Marketing and Front Office have to be built to meet the guest's expectations. Gaining sales to increase the revenue of the hotel is a primary goal in the Sales & Marketing Department.

Researching the markets, competing for products, knowing what guest needs, advertising, while also doing a partnership with Online Travel Agents and Tour and Travel is one way to promote a hotel. To achieve their goals, the Sales & Marketing staff needed to be able to provide all the information about the hotel to the public and also to the business clients as clearly as possible. Therefore, the Sales & Marketing Department is required to have good English Writing skills so they can build a good communication and marketing strategy that can attract guests. To know about English Writing Skills in Sales & Marketing Employees, the researcher would like to do research entitled An Analysis of English Writing Skills in Sales & Marketing Employees at The Royale Krakatau Hotel Cilegon.

## **1.2 Identification of the Problem**

Based on the background, English Writing Skill is important to master for employees who work in the hospitality industry such as a hotel. Sales & Marketing is one of the departments that are responsible for selling hotel products. Therefore,

they must be able to write in English when doing their daily work. To learn about Sales & Marketing English Writing Skills, the researcher decided to analyze the problem and find out what types of grammatical errors were found.

### **1.3 Research Questions**

1. How are the skills of Sales & Marketing Employees in Writing in English in handling their job at The Royale Krakatau Hotel Cilegon?
2. What types of grammatical errors are found in the writing of Sales & Marketing Employees at The Royale Krakatau Hotel Cilegon?

### **1.4 Objectives of the Study**

1. To find out the ability of the Sales & Marketing employees Writing Skills at The Royale Krakatau Hotel Cilegon
2. To detect, identify, and analyze the grammatical errors done by the Employees of the Sales & Marketing Department.

### **1.5 Limitation of the Research**

In this study, the researcher conducts the research directly at the Royale Krakatau Hotel Cilegon and focuses on the Sales & Marketing employees' English Writing Skills and analyze the grammatical errors was done such as tense, pronoun, preposition, punctuation, and spelling.

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

The significance of study has several goals including the following:

1. For the writer, this research can improve the acknowledgment of the tourism world, especially in the Sales & Marketing department at a hotel.
2. For the readers, this research can provide information about the writing skills and grammar of Sales & Marketing staff in handling their work.
3. For the Sales and Marketing employees, this study can be used as a guide to improving their English writing skills especially in grammatical aspects.
4. For future researchers, this paper can be used as a reference for similar research.

## **Chapter II**

# **The English Language, Grammars, and Hotel Departments**

In this chapter, the writer will discuss the theoretical review of all the aspects involved in this research. Starting from the English language, writing skills, syntax, types of grammar, and the department of Sales and Marketing at The Royale Krakatau Cilegon.

### **2.1 Previous Research**

In the process of deciding the study, the writer has done a research to find the similar theme or topic of the problems that hasn't been reviewed. Throughout that process, the writer was able to compile few different research that is related to this study. The first one is similar from the theme and object, a study by Inri Ciptaningrum Usmany (2018) from Pasundan University entitled "An Analysis of English Skills in Sales & Marketing Employees to Communicate with The Foreign Guests at Grand Mercure Hotel Bandung Setiabudi". Usmany (2018) finds that the English speaking skill of Sales & Marketing employees is good but the writing skill of the employees still need practice and learn. She also defines that English skill should be mastered by Sales & Marketing employees especially in verbal and non - verbal communication.

The second one is a study by Desy Fauziah (2019) from Pasundan University entitled “An Analysis of Speaking English Skills of the Guest Service Agent at the Front Office of Aryaduta Hotel”. Fauziah (2019) finds that the GSA in Aryaduta Hotel have good speaking skill but they recognize that their English speaking skill still need to improve. There are aspect in speaking skill that need to improve but in generally, the GSA staff in Aryaduta Hotel are have good English speaking skill.

Next one is a previous studies that are related in regards to the topic. It is a study by Jamila (2019) from IAIN Jember entitled “Grammatical Error Analysis on the Final Examination OF Academic Writing Produced by the Fourth Semester of English Education Department Students of IAIN Jember”. Jamila (2019) finds that there were four types of grammatical errors the students made in their writings. They were omission errors, addition errors, misformation errors, and misordering errors. The most frequent type of grammatical errors the students made was omission.

In conclusion, this research has a difference with the two previous one in the topic aspects. This research is more focused on analyzing the writing skills especially on the grammatical error. For the last one, the main difference between the two are the types of grammar that’s being analyzed.

## **2.2 English Language Skill**

English is the first language of over 360 million people. Most of them live in the United States of America, which has about 260 million native speakers of English, and the United Kingdom, with about 59 million. Other countries with large numbers of native English speakers that also constitute the majority of the population are Canada and Australia (about 17 million each) the Irish Republic and New Zealand about 4 million each), Gerald Nelson & Sidney Greenbaum (2018:3). The English language became a standard international language that people use as a language to communicate with their international business relations, to teach higher education, or simply to communicate with a native speaker.

Indonesia is one of the countries that uses the English language to communicate with the natives. The four main skills of the English language are reading, listening, speaking, and writing. A person needs a mastery of various elements to use the language to convey thoughts, wishes, intentions, feelings, and information in a written form (Pamela, 1991). In this study, the Sales and marketing employees especially need to master their writing skills in English because to sell the hotel products, they have to be able to explain and communicate well.

### **2.2.1 Writing Skill**

Writing skills are an important part of communication other than speaking. According to Dalman (2014:3) writing is a communication activity in the form of conveying messages (information) in writing to other parties using written language as a tool or medium. Meanwhile, Fauzul Etfita (2019) stated that “...The purpose of writing is to make expression of ideas and to convey the message to the reader. So, the ideas themselves should arguably be seen as the most important aspect of the writing. On the other hand, the writer also needs paying some attention in formal aspects. There are neat hand writing and correcting spelling and punctuation”. Based on both statements, it can be concluded that writing is a communication activity that requires someone to learn about grammar in order to convey a message with ease and purpose for the receiver to acknowledge the meaning.

Writing skill has played a key role in such major domains not just in education, but also in business administration as well. One of the main jobs of Sales & Marketing employees is making information readily available to the customer internationally. It means that they must be able to write well in English because they are responsible for maximizing the revenue of the hotel by presenting the hotel products through a written form of communication to a potential foreign guest. With that being said, having good writing skills will affect their work performance when they communicate with the guest. In order



for someone to fully master the writing skills, they need to acknowledge the importance of learning about syntax.

### **2.2.2 Syntax**

Syntax are one of the linguistics branch that can be described as a study about the arrangement of words and phrases to form grammatically correct sentences in a language or as described by Radford (2004:1), Syntax is the study of how expressions and sentences are structured from words. Radford (2004) followed the explanation on the relation between syntax and grammar. Radford (2004:1) stated that the syntax of a language is described as a scoping classification of the different types of syntactic structures found in the language. The central assumption of parsing in traditional grammar is that expressions and sentences are made up of a series of constituents, each belonging to a particular grammatical category and performing a grammatical function.

With that being said, the importance of syntactic structure is to identify each component inside the sentence and to point out which category of a grammar it belongs to and their functions.

### **2.2.3 Grammar**

Grammar or structure is generally thought to be a set of rules specifying the correct ordering of words at the sentence level. Grammar explains how the language should be structured, using various categories. Besides that, grammar

is one important element, as a part of language, and there is no language without structure, cited in Handayani & Johan (2018:110). The structure can be in the form of tenses, punctuation, and spelling. That structure is the key to written communication. These keys lead to every opinion and thought the reader has when seeing your presentation in writing. Same as speaking, there are formal and non-formal communication when it comes to writing. It means that there are two ways to assess whether someone has the right grammar or not depending on the situation. (Thomson, A. J., & Martinet, A. V., 2019)

As explained by (Greenbaum & Quirk, 1990) on Hinkel (2018), a descriptive grammar is a study of a language, its structure, and its rules as they are used in daily life by its speakers from all walks of life, including standard and nonstandard varieties. While in the other hand, a prescriptive grammar, specifies how a language should be used and what grammar rules should be followed (Greenbaum, 1996) on Hinkel (2018).

<b>Prescriptive</b>	<b>Descriptive</b>
<b>Fewer</b>	Less
<b>Well</b>	Good
<b>Whom</b>	Who

Table 2. 1

Grammar is the most important aspect of writing because it makes sentences understandable in written form. Inside the business industries, the lack of understanding the grammar might cause something that is unwanted by most people. It can cause misunderstanding for the reader due to the ambiguity of the sentence. There are aspects of grammar that often-found error.

a. Articles

An article is a word that is purposed to show whether the noun after is specific or general. In English articles, there is the indefinite article a/an which according to Thomson & Martinet (2019:9) “The form a is used before a word beginning with a consonant, or a vowel with a consonant sound, and The form an is used before words beginning with a vowel (a, e, i, o, u) or words beginning with mute h.” Examples:

- The form a

*A cat, a phone, a dorm*

- The form an

*An elephant, an hour, an oath*

The definite article can come before a noun that has been mentioned before, or when refers to something specific. The definite article is also used with singular and plural nouns as explained by Gerald Nelson (2019:70). Examples:

*The girls, the galaxy, her cat mess with her yarns; you can see the mess right now.*

b. Tense

Tense is a concept that we use daily to refer to the past, present, and future. Basically, the tense shows the times when a specific event is about to happen, has happened, or still happening. Rahman & Ali (2015:131) posit that “Tense is related to time, and time refers to ‘when’ an action takes place”. The time expressed is past, present, and future.

1. The Past Tense

The simple past tense is a tense that indicates an event that happened in the past and was completed in the past. The formula for simple past tense:

**S + Verb 2 + O**

Example:

“Last Friday, Arya went to Jakarta”

2. The Present Tense

According to Huddleston (1988:69) “The most basic use of the present tense is to indicate present time - more specifically, time that coincides with the time of utterance” which means, the present times indicate events that are

happening in real-time. There are two types of simple tenses in English. It is simple present tense present continuous tense and present perfect continuous tense.

The simple present tense is used for events that happened repeatedly. The formula for simple present tense:

**Subject + V1 + s/es + Object (Singular)**

**Or**

**Subject + V1 + Object (Plural)**

Example:

“She rides her bike to the office”

“They watch new series every Friday”

Present continuous tense is a form of tense that is used to state that an action is taking place for a certain time at the present time. This form shows that the action occurs before, during, and continues after. The formula for present continuous tense:

**Subject + is/am/are + V1 + ing + object**

Example:

They are attending Arya’s party today

The present perfect continuous tense is a form that expresses events that occurred or have been completed in the past but are still continued. The formula for present perfect continuous:

**S + have/has + been + -ing/present participle**

Example:

“I have been learning to crochet a blanket”

### 3. The Future Tense

The simple future tense indicates events that have not yet happened. The event/activity will begin in the future and end sometime in the future. The formula for simple future tense can be:

**S + Will + Verb 1 + O**

Or

**S + To Be (is, am, are) + Going To + Verb 1 + O**

For example:

“I am going to hold a full-day meeting at this hotel next month”

“The Manager will join the General Staff Meeting tomorrow”

Inside of the tenses, there are progressive (uncompleted action) that produce “continuous” and perfective (completed

action or state) that produce “perfect” tenses. If both of them are combined, they produce past perfect continuous, present perfect continuous, and future perfect continuous.

c. Pronoun

A pronoun is a word that is used to replace a noun or a noun phrase that has been used to avoid repetition. The most commonly used pronouns are personal pronouns, which refer to the first person, second person, and third person.

1) First Person

The First-person pronoun represents the speaker or writer.

Example:

Singular : *I, my, me, mine*

Plural : *we, us, our, ours*

2) Second Person

The second person pronoun represents the person who is being addressed, usually the listener/reader. Example:

Singular : *you, your, yours*

Plural : *you, your, yours*

3) Third Person

The third person pronoun represents things or people other than the speaker/writer and speaker/listener. Example:

Singular : *he, him, his, she, her, it, its*

Plural : *they, them, their, theirs*

d. Preposition

A preposition is a part of speech that usually comes before a noun phrase, making it a connective word that shows the relation between the noun phrase and the other part of the sentence especially to a verb, another noun, or an adjective. Musliyanti on Arjan, Abdullah & Roslim (2013:168) define a preposition as "... a word that shows the relationship between two words in a sentence. Prepositions are always followed by nouns (or pronouns). They are connective words that show the relationship between the nouns following them and one of the basic sentence elements: subject, verb, object, or complement. They usually indicate relationships, such as position, place, direction, time, manner, agent, possession, and condition, between their objects and other parts of the sentence".

Prepositions are divided into three types according to their indications. There are prepositions of time, that purposely help to indicate events that will happen or already happening. The second one is a preposition of place that is used to indicate position, and lastly, there is the preposition of direction to describe a movement events in a sentence.



## Types of Prepositions

<i>Time</i>	At	on	in	Before	After
<i>Place</i>	Under/over	Inside/outside	Above/below	On	At
<i>Direction</i>	to	through	across	into	Off

Table 2. 2

### e. Punctuation

Capital letters and full stops, question marks, commas, colons and semi-colons, exclamation marks, and quotation marks are the most used punctuation in writing. According to Seaton & Mew (2007), “Punctuation marks are signs such as periods, commas and question marks. You use them in sentences to make the meaning clear.” It means, to be a good writer, a person must also punctuate well. Punctuation plays a great role in writing, just as speaking, the punctuation we use in writing controls our pitch voice to avoid any misunderstanding. Overall, it makes the sentence easier to read.

- Capital letters and full stops

The capital letter is used to mark the beginning of the first sentence and at the beginning of proper nouns. Proper nouns consist of titles before names, names, nationality, language, months of the year, days of the week, title of the book, national holidays, etc. every

capital letters fill then followed by full stops to end the sentence.

*The staff went to **B**ogor last week for rafting. They intended to go back after **I**ed Al Adha holiday.*

- Question marks

Question marks is used to make the sentence clear that it is a question. Question mark does not follow by full stops.

*I want to book the ballroom for my wedding, who can I talk to?*

- Commas

A comma is purposed to separate a list of similar words or phrases. A comma also uses to indicate a slight pause in the sentence. Greenbaum (1966) claimed "...the comma is equivalent to a pause in speech and even that the semicolon, colon, and period (or full stop) represent progressively longer pauses than the comma"

*We had, in fact, he said it himself.*

- Apostrophe

Apostrophe (‘) is a punctuation mark that used to show possession or ownership of something or someone, e.g.:

Arya's gundam. This mark also can be used to indicate missing letters and numbers.

f. Spelling

Spelling correct word in English can be difficult if someone if not using English in daily basis. They often made mistake because not all English spelled as they are pronounced. The English spelling rules relate to prefixes and suffixes; spelling and plurals. E.g.: inter + national = international.

### 2.3 Hotel

Rumekso (2001) on Rai Utama (2015) claimed hotel as:

*“Hotel adalah bangunan yang menyediakan kamar untuk tempat menginap para tamu, makanan dan minuman, serta fasilitas fasilitas lain yang di perlukan untuk mendapatkan keuntungan.”*

Rai Utama (2015:51) said that a *“Hotel adalah suatu usaha yang bergerak di bidang akomodasi yang dikelola secara professional guna menghasilkan keuntungan dengan menyediakan pelayanan penginapan, makanan, minuman, dan fasilitas yang lainnya.”* While Prianka dan Par, (2023:8) mentioned that *“Hotel merupakan jenis akomodasi yang menggunakan sebagian atau seluruh bangunan untuk menyediakan jasa bagi umum yang dikelola secara komersial.”*

A hotel is a place to stay consisting of several or many rooms that are rented out to the general public for certain times that provide food and drinks for the guests.

The conclusion definition of a hotel according to the experts above are hotel is a service hospitality business that provides many facilities to the people who stayed including rooms, food and beverages, and other personal services. A hotel is a multifunctional place that can be used to rest, have any social or personal events, and many more

### **2.3.1 Classification of Hotel**

A hotel can be classified based on its size, number of rooms, provided facilities, and location. The classification of hotels following:

- Chain hotel

A chain hotel is a franchise or affiliated hotel that operates under a company group. The company manages several hotels with the same name but is located in different areas. Chain hotels usually have certain standards and policies. It means that the brand will make all the decisions on behalf of the owner.

- Resorts hotel

A resort hotel is a service facilities that is intended for people who wants to vacation. A resort hotel located at the seashore, beaches, or historical areas. A resort hotel usually offers something different

like additional sports and leisure facilities, framed in a natural environment that attracts the visitor beyond the room.

- Individual / independent hotel

An individual hotel is independently owned and run so it is not a franchise or affiliate member of an organization. They have their own rules and policies regarding their operational procedures, management, and financial obligations which means they do not have any relationship with other hotels.

- City Hotel

City hotels are usually located in the middle of the city near business centers, malls, highways, and train stations. This type of hotel has a high price rate and very high demand due to its location.

- Motel

The motel is intended for people who are traveling and looking for a place to rest. It is also often called a transit hotel because it is located near a highway exit. The price range for this hotel is preferably low because this hotel does not have many things to offer other than rooms.

As for this study, the writer decided to choose an independent hotel as the object to analyze one of the division employee's English Speaking and Writing Skills.

### **2.3.2 Hotel Department**

A good hotel requires employees who are highly dedicated to serving guests as well as advancing the success of the hotel itself. The various facilities and luxuries of a hotel are meaningless if the workers behind them do not have good skills in doing their jobs. In a hotel, there is an arrangement of divisions that play a very important role in the continuity of the hotel business itself. These divisions are:

- Front Office of the Hotel
- Housekeeping
- Food and Beverages
- Sales & Marketing Department
- Accounting Department
- Human Resource Department
- Engineering Department
- Security Department

The writer will choose to focus on the Sales & Marketing department in this research.

### **2.3.3 Sales & Marketing Department**

The Sales & Marketing department is a department that carries responsibility for the sustainability of a hotel company. Sales and marketing interface has a direct and significant impact on customers and the revenue-

earning potential of the organization, Madhani (2016). Sales and marketing is a division that generates the most revenue for the hotels by selling all hotel products.

As it named, Sales & Marketing are closely linked but they are not relatedly the same. Sales will sell the product while marketing will market the product to the market. The definition of marketing according to Rutherford (2021:304) “Marketing includes a range of sales activities, public relations, advertising in all media, design of symbols and images, and (increasingly) the departments of convention services, reservations, revenue management, and, perhaps, catering.”

Based on the definition above, it can be concluded that sales and marketing have big differences according to their job. They have a symbiosis relationship where they cannot work if one of them is not making any progress. Collaboration between sales and marketing may be important in reducing inter-functional conflict and creating high performance, Madhani (2016). So, the teamwork between the Sales and Marketing is important because before the sales can happen, the marketing team will first have to build a large connection with the markets.

Marketing employees have to promote the product, develop it, research their market needs, and build a good reputation for the brand. They have to also know their business competitor to build a good marketing strategy. Although it's the marketing team's job to engage the customers, the

salesperson also has their own strategy to gain sales and keep their loyal customers by doing a Sales Call. After the work has been done, it is the salesperson's job to take care of the customers who are interested in the products and convince them to make the purchase.

The marketing team has to continuously build good communication with the market through an advertisement while the salesperson has to be able to describe the product as clearly as possible to the customer to gain their interest. Inside the Sales & Marketing department, there are two other roles that is as matter as the marketing and sales to keep the business going. The first role is also selling hotel products just like a salesperson. What makes them different is sales have to sell most of the hotel products such as MICE, restaurants, wedding packages, and birthday packages while they only have to sell rooms. This role is often called E-commerce.

E-commerce exclusively sells rooms online by using a computer. Their main job is to handle Online Travel Agent (OTA), which are online-based room bookings. They are also in charge to change and set the prices of the room depending on demands, competitors, and strategies to achieve their target revenue or as explained by Laudon and Laudon (1998) in Nursani (2019):

*“E-commerce adalah suatu proses membeli dan menjual produk-produk secara elektronik oleh konsumen dan dari perusahaan ke perusahaan dengan komputer sebagai perantara transaksi bisnis.”*



All sales that have been successfully obtained by the Sales & Marketing Department must be recorded in an arranged manner according to the company system and regulations. There are some types of transactions that require the salesperson to make various letters. There are Rate Agreement Letters, Confirmation Letters, Offering Letters, Loading Letters, Banquet Event Order, etc. Those requirements are the responsibility of the Sales & Marketing Administrator.

The sales administrator is responsible to keep most of the data in the department. A sales administrator is the one that helps the salesperson process the booked events by making letters or reports. They are also in charge to manage the team's needs and making sure that everything is available. It is why both Sales & Marketing employees need to master their writing skills so that they are allowed to conduct their duties greatly.

## Structure Organization Sales & Marketing Department



Picture 2.1

### 2.4 The Royale Krakatau Hotel

The Royale Krakatau Hotel is a 4-star hotel that was built in 1989 and is located at Jl. KH. Yasin Beji, No. 6, Cilegon, Kota Cilegon, Banten 42435 presenting a one-stop business and tourism destination. Offering a leisure experience, this hotel has 156 rooms in a classic hotel room style, a cottage, golf & country club area, restaurants, spa, swimming pool, modern-style ballrooms, and a waterpark, while also located only 5 minutes away from west Cilegon highway. The Royale Krakatau Hotel is an individual hotel that is owned by the company of PT. Krakatau Industrial Estate Cilegon. Krakatau

Industrial Estate Cilegon is a subsidiary company of PT Krakatau Steel that was built on June 1982.

The Royale Krakatau Hotel is owned by a large company and built in an industrial city. Because of that reason, this hotel is very well known by companies surrounding the town. This hotel has hundreds of loyal corporate customers that trusting the hotel to doing any form of MICE activity. There are numerous of company in Cilegon city starting from local and international such like Japanese, Korean, Chinese, and American. It is why The Royale Krakatau employees have to master their English skills because 75% of the guest on the hotel are foreigner.

#### **2.4.1 Room Rate and Facility**

##### **Room Rate**

<b>Room Type</b>	<b>Publish Rate</b>	<b>Available Room</b>
Royale Suite	<b>IDR. 4.480.000,-</b>	<b>1</b>
Suite	<b>IDR. 2.238.500,-</b>	<b>19</b>
Junior Suite	<b>IDR. 1.694.000,-</b>	<b>14</b>
Deluxe Executive	<b>IDR. 1.512.000,-</b>	<b>72</b>
Deluxe	<b>IDR. 1.452.000,-</b>	<b>92</b>
Superior	<b>IDR. 1,089.000,-</b>	<b>50</b>

*Table 2. 3*

**Facility:**

- Air Conditioner
- Bath Tub/Shower
- Bathroom Amenities, Slippers, Hair Dryer
- TV
- Telephone
- Mini Bar (as per request)
- Mineral Water
- Coffee & Tea Machine
- Electronic Key Card System
- Free Wifi

**2.4.2 Hotel Services & Facilities**

- 24-hour Reception, Security, Concierge, & Room Service
- Airport Pick-Up Service
- Car Rental Service
- Choices of Dining Array
- Swimming Pool
- Fitness Centre
- Horticulture Garden
- Spa Treatment Service
- Laundry and Dry Cleaning Service

- 11 Multi-Purpose Function Room
- Driving Range Golf Club
- 2Ha Waterpark Edutainment
- Royale Krakatau Garden
- Ticketing and Travel Service in Royale Krakatau Travel Agent
- Outbond for Gathering
- Spacious Parking Area
- High Safety and Security Standards