

Chapter I

Introduction

1.1 Background study

The hospitality industry is currently multiplying. This is indicated by the resumption of hotel operations in all regions, especially tourist destinations. After the Covid 19 pandemic, tourists are free to travel again, which is a positive indication of the development of the tourism industry and the hotel sector. Business people in this sector are increasingly enthusiastic about introducing tourist destinations and the services needed by tourists, especially hotel services. To get the attention of potential hotel guests, of course, various marketing strategies are required, one of which is through advertising. With the revival of the tourism industry following the pandemic, the demand for comfortable and attractive accommodations has risen substantially, presenting a significant opportunity for the hospitality sector to capitalize on this growing need and demand among travellers. Given the strong interconnectedness between the hospitality industry and the tourism sector, the developments surrounding the COVID-19 pandemic have had a profound impact on the hospitality industry as a whole.

It is undeniable that advertising is the main requirement that needs to be done to reach the market. Hotels that are currently thriving everywhere have created very tight market competition. For this reason, attractive advertising and advertising can be one way to win the competition. Good hotel advertising packaging is not only seen from its attractive appearance, but also needs to consider the use of language that will be used in the advertisement. The use of sentences can be the key to the specialness of an advertisement. Hotel advertisements can ideally function as brand awareness, inform offers and facilities, increase room bookings, increase customer loyalty, create market differentiation. All of these things should be included

in a hotel advertisement that is packaged through effective sentences and attracts its customers. In addition, the digital transformation of the hotel industry is also an important element in hotels, to immediately adopt technology and digital in order to meet changing market demands.

The use of sentences, phrases, and even words in a hotel advertisement can be an interesting study. Especially the study of the use of phrases. Phrases are meaningful units in sentences or clauses. Phrases act as part of a larger sentence structure and help provide more specific meaning. This is what makes phrases effective for use in advertisements. The language in advertisements will be ineffective if conveyed through long sentences. This is where the role of phrases with their uniqueness becomes an effective message deliverer in an advertisement. The use of interesting, easy-to-remember phrases that are able to attract consumers' attention is one of the important strategies in marketing hotel products. Thus, an effective hotel marketing strategy through innovative and attractive advertisements is expected to contribute significantly to supporting the hotel industry.

Phrases consist of various types, one of which is the nominal phrase which plays a significant role in advertising language. Nominal phrases are often used to highlight products, services, or benefits that are offered to the audience. Nominal phrases in advertising play a very important role in conveying core information briefly, effectively, and interestingly, so that the advertising message can be received and remembered well by its readers. For example, in the following hotel advertisement:



Image 1.1 Example of Sheraton Hotel Advertising

In this advertisement, the use of noun phrases is very clear. In the example above, there is a noun phrase "Picnic by The Pool" which dominates the message presentation in the advertisement. The phrase here can be clearly understood by the target audience that the hotel has an attractive offer in the form of a picnic-themed menu with a swimming pool view. Without using long sentences to explain this, it is simply represented by a noun phrase as seen in the advertisement above and is effective in attracting the target audience.

There have been many studies on the use of noun phrases in advertisements, including The Analysis of English Noun phrase Formation on Hotel Brochures in Yogyakarta by (Wijayanto and Yuniar Fatmasari: 2020) Based on the Febrian's, it can be seen that there are 221 noun phrases found in brochures of five hotels in Yogyakarta. The result shows that there are 16 types rule of noun phrases found. This study emphasizes more on the quantity of noun phrase usage in the hotel advertisements studied. And there are many more studies in line with noun phrases in advertisements.

The many studies on this phrase are also driven by the function of the phrase which indirectly influences the success of an advertisement, especially hotel advertisements. To study a good advertisement presentation, a special advertisement is needed as a study material. This study takes the Sheraton hotel advertisement as a study material, with the assumption that the advertisements shown are already good advertisements and bring Sheraton as one of the famous hotels in the world.

One of the areas of work for language learners, especially foreign languages, is analyzing language according to the elements in the language itself, one of which is the sentence element. For language learners, sentence analysis is very important because it can be useful for everyday life, especially in the field of advertising in hotels. Noun phrase analysis is part of sentence analysis to find out the function of a word or sentence. However, there are still not many language learners who can analyze noun phrases in a sentence. Therefore, the author will analyze noun phrases in Sheraton hotel advertisements.

1.2 Identification of the problems

Analysing language is an important aspect of language learning, particularly for learning foreign languages, it involves breaking down language into its constituent elements, one of which is the sentence. Understanding sentence structure is crucial for language learners, as it has practical applications in daily life, especially within the context of hotel advertising. Noun phrase analysis is a component of sentence analysis that helps determine the function of words or sentences. Despite its significance, there are relatively few language learners who possess the ability to analyse noun phrases within a sentence. Consequently, the author will conduct an analysis of noun phrases in Sheraton Hotel advertisements.

Various problems in the use of noun phrases, especially in advertisements that arise, can be used as an important and interesting study in a study. Advertisement writers or language experts may still be constrained in the use of nominal phrases, for example in terms of:

1. The inclusion of noun phrases that are not specific or general, causing confusion for the audience to understand the product being offered.
2. The use of too many and complex noun phrases in one sentence can make the advertising message difficult to understand, and this is an excess of information in conveying an advertisement.
3. Noun phrases are less emotionally attractive because they are only used to mention the product.
4. The use of noun phrases that are too technical or too formal so that they do not match the target audience.

To avoid this problem, you can pay attention to the Structure and Function of nominal phrases so that the use of nominal phrases will be more effective in conveying advertising messages.

1.3 Limitation of the problems

In this paper the writer will focus on the noun phrase in advertising, furthermore, in this paper the writer will explain how important the noun phrases in the advertising of at Sheraton Hotel Indonesia In this paper the writer using Greenbaum's Theory of noun phrase as a base theory and only analyse the noun phrase in Sheraton Hotel advertising, what are the structure of noun phrase they use and the function of the noun phrase that being us in Sheraton Hotel advertising, for the specific The writer only analyses Sheraton Hotel and the data that being analysis is form 5 Sheraton hotel in 4 most popular tourism city in Indonesia. The writer will take the data by Official Instagram of Sheraton Hotel. Given the large number of Sheraton

hotels not only in the country, but also including Sheraton Hotel in other country, so that, the study is limited to advertisements used by Sheraton hotels in Indonesia. This study focuses more on the structure and function of phrases used in each advertisement. The results of the analysis in the study are expected to be meaningful input to be used as study material, especially studies on nominal phrases in hotel advertisements.

1.4 Research problem

Based on the background of the study, the problem to be solved in this research are:

1. What is the structure of noun phrases in Sheraton Hotel advertisement?
2. What is the grammatical function of noun phrases in Sheraton Hotel advertising?

1.5 Object of the study

Noun phrase in Advertising is an important aspect of the advertising itself, in this paper the writer will analyses the important of Noun phrase in Sheraton Hotel Sheraton Hotel advertising, furthermore, the writer will analyse the components Structure of a Noun phrase in Sheraton Hotel advertising and the form of the Noun phrase that being use in Sheraton Hotel Sheraton Hotel advertising. And then to get the descriptive knowledge about the ways of Noun phrase used in Advertising of Sheraton Hotel Sheraton Hotel

1.6 Significant of the Study

The writer hopes that the result of this study will be useful as a linguistic study Which focuses on Noun Phrases in Sheraton Hotel advertising. Then also, the writer hopes that the result of this analysis in this research can become a reference for the use of Noun Phrases in advertising, especially hotel advertising.