

CHAPTER I

INTRODUCTION

In this chapter, the writer explains the fundamental background and the problem of this research paper. This chapter consists of a background, identification of the problem, limitation of the problem, formulation of the problem, objectives of the study and Benefits of the study.

1.1 Research Background

The meaning of syntax is a sentence construction or how words group together to make phrases and sentences, it includes all of its organizing principles such as information about the sound system, about the form of words and how to adjust language according to context (Tallerman, 2020: 1), Syntax analysis described as the process of examining how words are organized and interrelated within the framework of grammatical rules that govern the construction of sentences in a given language. It investigates the syntactic connections and hierarchical arrangements that give structure to sequences of words, elucidating the logical form and linguistic patterning that underlies comprehensible statements.

In the current era of rapid growth, many large companies are using syntax of the sentence as a benchmark in the use of good and correct language whether for structure or pronunciation, they sometimes use syntax for the purpose of their interests to build their performance to grow their business, their goals are very diverse, ranging from promotions, communication between employees and customers, and even they also use it to make a written rule that applies in certain areas. In the journal about the importance of Grammar, (Rossiter 2021: 3) said that written communication and any other form of indirect communication thus depend on correct use of grammar or syntax, as well as of vocabulary and spelling, in order to ensure that messages are immediately comprehensible to the reader, and not meaningless or ambiguous.

From several companies there is one company which uses a lot of regulations in the environment of their company areas, one example is in the field of hospitality, because in the field of hospitality they offer lodging services therefore they must make rules for customers who come to their hotel in order to build a comfortable hotel atmosphere to live in, and minimize the occurrence of problems that arise, it can also build customer satisfaction in order to get hotel review that can affect to hotel image.

In this paper the writer will choose a hotel as an object for this research. A hotel plays a crucial role in our lives nowadays, especially when someone is traveling far from home. Hotels also serve as popular paid public facilities used for temporary accommodation to facilitate travelers. Therefore, the importance of a language is influential and crucial in the operation of a hotel to create a comfortable place for guests that are visiting the hotel.

In general terms, "hotel" refers to a place that provides accommodation or temporary lodging for guests. Hotels typically have bedrooms equipped with facilities such as beds, private bathrooms, and various amenities like restaurants, lounges, swimming pools, fitness centers, and meeting rooms. According to the American Hotel and Motel Associations (AHMA) in the journal (Hulfa, 2024: 1) hotels are defined as places that provide accommodation, food and drinks and other services, for rent to people and guests who want to stay temporarily.

In the hotel industry there are many rules and regulations that guests need to pay attention to in any place or area around the hotel, especially when they are at the gym or fitness center in order concerning customer satisfaction during their stay. Issues can emerge due to some condition. Typically, problems can arise because of the guest itself who breaks the rules and regulations, it can affect to the other guest and make other guest feels uncomfortableness or unsatisfied a mismatch between a guest's expectations. There are several common reasons such as smoking, eating, slamming the tool, child existence, not wearing proper clothes, and even not handle the equipment at the gym with care.

Rules and regulations are critical for providing structure, standardization, and governance across all domains of society. They serve important purposes towards allowing societies to function in orderly, fair and productive ways. Rules establish norms, responsibilities, levels of accountability, and guidelines for appropriate conduct. Regulations bring legal enforceability to rules, with penalties for violations of standards (Burgess, 2020). The role of syntax is to provide the rules for how to use all of the formal means in the given language to realize all of the meanings encoded in the grammatical system of the language (Frajzyngier, 2016: 285).

The writer is interested in analyzing gym rules and regulations, as a written policies that apply in the gym area at The Gaia Hotel Bandung that is intended to be read by the guest. The writer experienced work as a gym attendance in a hotel before and the problem that writer stated in a paper is based on personal experience. The writer using syntax analyzing on imperative sentence in gym rules and regulation at the Gaia Hotel Bandung as the writer using a qualitative descriptive as a method to collect the data and solve the problem.

1.2 Identification of the Problem

The Gaia Hotel Bandung has a gym facility that is intended for guests while staying at the hotel, sometimes there is a problem that arises in the gym area that can disturb guests who stay, the common problem that usually arise is such as child existence, not wearing proper clothes, and even not handle the equipment with care. Not only at The Gaia Hotel Bandung but almost every hotel must have a common problem and therefore this research until be conducted.

The use of imperative sentence in a rules and regulations is very important to build mutual comfort, therefore imperative sentences must have a clear structure so that someone who reads it can easily understand. The use of unstructured imperative sentence can cause various kinds of problems, the most common problem is that someone who reads the rules does not understand and makes the reader confused and ultimately can make someone consciously or unconsciously ignore the rules.

The main problem focused on Rules and Regulations that is existed and written at the gym at The Gaia Hotel Bandung. The writer assumed if there's a rules and regulations in a hotel that intended for guests it would containing simple sentence, this is are expected for the guest that read the sentence can get the message that must be obeyed. the writer also using syntax analysis type Phrase Structure Tree (PST) as a base theory to identify the sentences.

1.3 Limitation of the Problems

The syntax theory is very broad and there are four kinds of sentences but this can make it difficult for the writer, therefore adding research boundaries is very important. The research boundaries in this research are that the writer only focus on imperative sentence in rules and regulations that is printed out on the paper in the gym at the Gaia hotel Bandung and analyzing the sentence syntactically using phrase structure tree (PST) for the data collection.

1.4 The Research Problem

According the research problems that has been mentioned in the identification of the problems before and based on the focus of the study, this research will discuss the syntax analysis on imperative sentence in *Gym Rules and Regulation at Gaia Hotel Bandung*, the problem formulated are follows:

- 1) What is the syntactic structure on imperative sentence in *Gym Rules and Regulation at Gaia Hotel Bandung*?
- 2) What is the pattern on imperative sentence in *Gym Rules and Regulation at Gaia Hotel Bandung*?

1.5 Objective of the Study

The research question of this research will be analyzed and describe by using syntax theory that is phrase structure tree (PST) on the imperative sentences that existed in gym rules and regulation and finding out is the gym rules and regulations at The

Gaia Hotel Bandung is complex or not as we seen from the number of simple sentences and complex sentences that is studied by the writer. The objectives of the study according to the research questions above are:

- 1) To analyze the syntactic structure on imperative sentence in *Gym Rules and Regulation at Gaia Hotel Bandung*.
- 2) To describe the pattern on imperative sentence such as simple sentences and complex sentences in *Gym Rules and Regulation at Gaia Hotel Bandung*.

1.6 Significances of the Study

The benefits of reading this research are include adding insights into the importance of using PST to analyze the words in a sentence to making the rules and regulations for a gym at Gaia hotel, especially for a 5 stars hotel in the business sector, and knowing that it can also build a positive hotel image, and make the guest amazed with the comfy.

1.6.1 Theoretically

1.6.1.1 For the reader

This research is to serve new reference for readers, offering fresh insights into the application of phrase structure trees (PST) in analyzing imperative sentences that are usually found in gym rules and regulations.

1.6.1.2 For future researcher

This research is expected to enrich new understanding for the next researcher, especially those who will explore the same research concept using phrase structure trees (PST) in analyzing sentences and demonstrated methodology for applying PST to specific types of sentences.

1.6.2 Practically

1.6.2.1 For the reader

This research is expected to activate further studies, such as comparative analyses between PST and other syntactic analysis methods in finding the structure.

1.6.2.2 For future researcher

This research is expected to enrich new understanding for the next future researcher, especially for the researcher who will explore the same research concept using phrase structure trees (PST) in analyzing sentences and demonstrating methodology for applying PST to specific types of sentences.