

# **CHAPTER I**

## **INTRODUCTION**

This chapter describes the background, problem formulation, problem limitation, purpose, and benefit of the research

### **1.1 Background**

English is an international language that nowadays is used in almost every aspect of life. Setiawan (2006, p.1) states that English is the most widely spoken international language in the world, this includes business as well. One of the businesses that use English in which is the hotel business or hotel industry. The use of English in the hotel industry is very important because customers of hotels are not only locals, some foreigners will also look for a hotel to stay in when going overseas. Hotels nowadays can be found in almost every region of the world, including Indonesia. In so many regions or cities in Indonesia, hotels can easily be found; one of the cities is Palembang.

In Palembang there are many hotels that can be found, there are various hotels; starting from small 2-star to big 5-star hotels. These hotels are important to support Palembang as one of the cities in Indonesia that often be chosen by tourists to visit. To get local and foreign tourists to stay, each hotel promotes itself in many ways, one of the ways is through brochures. The brochures can be written in Indonesian or in English. The writing of brochures in English is to promote the hotels to foreign tourists who come to visit Palembang, hoping they will stay in one of the hotels.

Brochures are important for promoting programs or products when customers receive the necessary information easily. By providing information on hotels, destinations, services, visas, and health requirements, tour operators stimulate the potential customers' interest to choose this concrete tour or product.

Thus, effective and vivid descriptions of services and destinations should guarantee that customers feel the desire to contact the tour operator and choose the

definite service (Wicks & Schuett, 1991). The importance of brochures is in the fact that the materials provided in them can be discussed as the source available for customers to decide about their choice (Molina, 2006). The increased competition within the industry makes tour operators pay more attention to the attractiveness of the information provided in brochures.

Though, hotels also need to pay attention to some aspects of writing to write brochures in English. One of the aspects is the grammatical aspect, which is very important in writing. For the tourists to get the message properly and correctly is by paying attention to grammar if they are looking at a brochure that is promoting hotel products and for the people who are looking to find a job at a hotel, it is also the same way. If the brochures are not properly written, it may be one of the reasons that tourists do not want to stay at certain hotels that do not pay attention to writing, especially grammar as it is vital in writing. Swan (2005, P.19) states that the rules of grammar are to show how words are combined, arranged, or changed to show certain kinds of meaning. Grammar helps us communicate well, especially in writing, so people understand what we are trying to say.

In Palembang, 4-star hotels often spread brochures that are written in English. It is such a shame that if these big hotels write brochures in English but there were still some grammatical errors found in them. Therefore, the writer was interested in analyzing the grammatical errors in brochures made by 4-star hotels in Palembang; with the title “**Grammatical Errors in Palembang 4 Star Hotels’ Brochures**”, the writer also fixed the mistakes or errors found in the brochures.

## **1.2. Problem Formulation**

Based on the background information above, the problem of this report was formulated into what were some grammatical errors that were found in Palembang 4-star hotels’ brochures.

### **1.3 Problem Limitation**

Due to the time and lack of brochures found, this final report was only focused on 5 hotel brochures that the writer found. The writer then looked into the brochures to find grammatical errors in them.

### **1.4 Benefits**

There are three benefits of this final report. First, it is to give knowledge to the English Department of Sriwijaya State Polytechnic students about how to properly make a brochure if they ever get a chance to write a brochure in the future, so that they can learn from the errors that the writer had found in the brochures. This knowledge could leverage their competence in writing. Second, the hotels which brochures contain grammatical errors will gain knowledge on how to write texts in brochures more properly to promote their programs or products.