

CHAPTER I

INTRODUCTION

1.1 Background

Many people travel with different purposes. There are people who travel for vacation or work purpose. Traveling needs some preparations. According to Pedit (1994), there are many things that we need to prepare before traveling for vacation or work such as transportation, tour guide, and also accomodation. Transportation is used during the vacation or work. A tour guide is a person who guides tourists around places of interest during the vacation or work. Accomodation is the place to stay during vacation or work. There are many types of accomodation that can be tailored to the function, purpose, and budget that we have, such as, inns, homestays, villas, rooming houses, cottages, hotels, etc.

Many people decide to choose hotels as accomodation. According to Sulastiyono (2007:3), hotel is an accomodation that gives the facilities like rooms, food and beverage and other supporting facilities such as sport area, and laundry. Tarmoezi and Manurung (2007:1) state that a hotel is a building that provides the rooms with the supporting facilities such as the food and beverage. Based on the definitions above, a hotel does not only sell rooms but also other facilities.

Each hotel competes to be the best. In August 2018 there will be a big event Asean Games, in Indonesia, especially in Jakarta and Palembang. With this big event, each hotel in Palembang tries to give the best of facilities of services. Besides, hotels also give special offers every month. According to Kismono (2001), promoting can give the information about what products one offered to the potential customers, where the customers can buy, and what price is set to increase the sales, in order to increase the level of sales (to stabilize the sales), to promote the product, to create the image of the product.

According to Madura (2001), there are many forms of promotion, such as promotion from mouth to mouth and advertisement. Promotion from mouth to mouth happens if the costumers talk about hotels or products, both the positive side and negative side. Advertisement are communication non personally that is sponsored by organizations and inviduals through vurious media. such as, electronic media (television, radio, etc) and printed media (newspappers, catallogues, brochures, etc).

Writing the content in the printed media have to be concerned well, especially the grammar. Gitomer (2004) says *"Your grammar is a reflection of your image. Good or bad, you have made an impression. And like all impressions, you are in total control."* Moreover, Scaros (2016) states *"Having a good grammar in writing can make your companies have a good reputation, avoid misscommunication and misunderstanding, make your communication more effective, reduce the risk of costly lawsuit, keep your business competitive edge, and increase productivity."*

*Based on the explanation above, the writer is interested in analyzing grammatical mistakess in hotel brochures. Therefore, the writer take the title **"Grammatical mistakess in hotel brochures"**.*

1.2 Problem Formulation

The problem of this research is “What are the grammatical mistakes in hotel brochures?”

1.3 Purpose

Based on the problem above, this research is intended to find out the grammatical mistakes in hotel brochures.

1.4 Benefit

The result of the study is expected to give information about the use of grammar in hotel brochures.