

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Entering the digital era, we realize that technological developments bring new life to the whole world, both in industry and social life. In the past, no one was familiar with websites, social media, and e-commerce. But nowadays, these three things have become very useful and most widely used, especially in promoting something. Reported by [cnbcindonesia.com](http://cnbcindonesia.com) that as of January 2021, internet users in Indonesia were 202.35 million users or 76.8%. This is enough to prove the magnitude of the influence of the internet on today's life. This figure shows a great opportunity for people who want to use the internet as a place for business or promotion. One place that is widely used to promote or inform something is the website. A website is a collection of many pages that serve to display information on images, text, animation, sound, and combination of all of them. Then, these groups form a series of interconnected structures and are connected to page networks (Bekti: 2015).

It can be said that the website has become a place where people can get various information. One of them is information about tourism. It is undeniable that Bali has become a byword when talking about tourism. Starting from modern tourism to traditional tourism which is still thick with the culture or traditions of each village. This proves that Bali has many tourist villages which are often visited by domestic and foreign tourists. With the tourism village, it is expected to increase the role of the community in the formation of the tourism sector in their respective regions.

Being one of the tourist villages in Bali, Pedawa Village or known as Bali Aga in Bali. Located in Banjar District, Buleleng Regency, this village certainly has its own characteristics. Starting from the uniqueness of the traditional house, the coffee products that are well known to the public, as well as the traditional processed

sugar that is in great demand. To publish information about this village via the internet, there is a website that users can visit. One of those websites is [balitourismdirectory.com](http://balitourismdirectory.com).

As a media of information, there are several things that must be considered on the website, one of which is the expression of language because the choice of words or language can affect the content on the website and the interest of readers. There are several language expressions in English that are used to express something through language under certain conditions. For example, when we want to offer services or assistance, the language expression used is offering service/help. Of course, the use of this language expression must be considered so that what you want to express can be conveyed properly. The existence of language expressions on the website is useful to find out the author's expression or expression that he wants to convey to the reader.

In this study, we will discuss the use of language expressions listed on one of the websites. The website is [balitourismdirectory.com](http://balitourismdirectory.com) which discusses Pedawa village. Witg title "Pedawa: a Unique Ancient Village in Bali", the contents of this website provide information about the uniqueness of one of the villages in Bali, Pedawa Village or what is known as Bali Aga in Bali. Bali Aga is one of the sub-tribes of Bali who considers them to be the original Balinese.

This study aims to create data about the use of language expressions on the website in question. So that there is a reference to the language you want to use when you want to write an article on the website.

## 1.2 Statement of Problem

Based on the background of the study, there are some problems that must be described by the writer. The problems could be stated as follows:

- 1.2.1 What language expressions are used in the Bali Tourism Directory website about Pedawa?
- 1.2.2 What are the language functions of the language expressions used in the Bali Tourism Website?
- 1.2.3 What information is given in the website?

## 1.3 Purpose of the Study

The aims of this research are:

1. To identify the language expressions used in the Bali Tourism Directory website about Pedawa.
2. To identify the functions of the language expression used in the Bali Tourism Website.
3. To identify the information given in the website.

## 1.4 Significance of The Study

The results of the study are expected to be useful as follows:

1. For the Students

The results of this study can be useful for students to improve their language writing skills in terms of understanding the purpose of language and the content of an article.

## 2. For Future Researchers

This research can be additional information in understanding the use of language expressions, the purpose of language, and the importance of knowing the content of an article.

