

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The COVID-19 pandemic began to enter and spread to Indonesia in January 2020. It is increasingly rampant that until now, all sectors are threatened, especially the tourism sector. Many foreign tourists cannot visit Indonesia in February 2020 and have experienced a drastic decline. There are several efforts made by the Ministry of Tourism and also the Creative Economy with Emergency Response, Normalization, and Recovery. The Emergency Response phase focuses on health, initiating social protection programs, encouraging creativity and productivity during work from home, coordinating the tourism crisis with several tourism areas, and preparing for recovery. The Recovery Phase is the gradual opening of tourism by implementing the CHSE (Cleanliness, Health, Safety, and Environment Sustainability). The Normalization Phase, namely the preparation of destinations and hotels that were temporarily closed, equipped with the CHSE protocol, discounted tour packages and mice, and increased market interest. Pandemic is the reason these three phases were carried out. The COVID-19 pandemic is very disturbing to the public and has attacked several sectors in Indonesia, one of which is the tourism sector.

The Department of Tourism is one of the companies involved in the World of Tourism. It is a service company that oversees several tourist destinations, including Hotels and Villas. In Buleleng Regency, there is a Department that specifically monitors tourist destinations, namely the Buleleng Regency Tourism Office. The Tourism Office, which was previously merged with the Culture Office of Buleleng Regency. On the decision of the Governor of DKI Jakarta Anies Baswedan which refers to the Minister of Home Affairs Regulation Number 99 of 2018 regarding the separation of the Tourism Office and the Culture Office. The reason for this separation is a separation of cultural affairs from tourism affairs to improve the

quality of social life of a pluralistic society through strengthening and developing cultural values and kinship during people's lives," said Anies Baswedan in his speech.

The Tourism Office is divided into four fields, namely the Tourism Industry, Tourism Destinations, Tourism Resources, and Marketing. Each field has a different task in the Tourism Office. The current program is not yet fully operational because during the current pandemic and can't participate in many large events such as Travel Fairs, distribution of brochures to several Travel Agents and Hotels, and participating in Sports Tourism held by several institutions. There are several programs such as Table Top, Shop Content Creation while discussion, Weekend on wonderland, Jegeg Biker on Location, and the following programs are already implementing.

The program that has been running from January 2022 until now is "Jegeg Biker on Location" this program is carried out to introduce several historical tourist attractions that are useful for providing education to foreign people and local people which are always broadcast on the official youtube channel (yuk kebuleleng). The second program is Weekend on Wonderland, where this content raises about several tourist objects around Buleleng that are rarely known to many people, the Tourism Office created a WOW (Weekend on Wonderland) program to introduce tourists destinations in Buleleng. Bungkus's program introduced to the wider people some culinary and handicrafts that are quite well known in Buleleng.

This promotion is carried out by the Marketing Division of the Tourism Government Office. Promotion is a form of strategy that is marketing products intending to attract customers to buy the products or services offered. Based on Devita,(2016) There are also types of marketing such as Traditional Marketing and Digital Marketing. Traditional Marketing is a promotion in the form of letters, newspapers, brochures, and magazines as a means of delivering product promotions owned by a company. Traditional marketing focuses more on consumers and products. The strategies used are more analytical and verbal. Traditional Marketing meets directly with consumers and pays attention to the segments that are seen as appropriate, understand consumer behavior, and provides the right incentives to get

the consumer. According to Hidayat, (2020) Digital Marketing can be defined as any marketing activity including branding that uses various electronic media, social media, and websites. Its application is easier with a more efficient time which is currently widely used in addition to being easy, time-saving, and can spread quickly. Platforms used such as social media platforms, television, electronic mail, direct promotions or direct marketing have their advantages in promoting your business because you use sales representatives who can communicate directly with buyers, endorsements whose concept is the same as digital marketing, and also traditional marketing.

In the Tourism Government Office of Buleleng, promotions are carried out through letters and emails to spread more widely. In making conventional and electronic letters, knowing the proper correspondence is important. Based on Hadi, (2019) We know that correspondence is the way a person communicates via email and letters and it can be widely reached. Commonly used expressions such as "Dear (Sir/Madam, Ms/Mr, Mrs, Miss)", In the salutation. An opening is one part that greets the recipients, Content the content of the letter/the purpose of the letter and the last is closing the expression used is "Yours sincerely", "Regarding your message/request", etc. In Conventional or Electronic Letters some parts must be included by the existing rules and expression.

Wallwork, (2014) states that there must be a salutation, opening, content, and closing. Those are some parts that must be in correspondence. Making a letter we have to find out which letter will be made formal or informal. Suppose the letter we are going to make is formal such as a business letter then the parts that must exist are letterhead, place, and date of the letter, letter number, attachments, subject, a destination address, greeting, contents, closing, sender's name and last is signature. In making a non-formal letter, only the destination address, the sender's contents, the cover, the sender's name, and signature are written. In Correspondence there must be several things to pay attention to, such as the sender of the letter, namely providing understanding to the sender of the message, more attention is paid to the written

language used. According to Martine, (1965) The problem with sending messages is annoying the recipient which meant write more messages in reply because of misunderstanding. For this reason, a good and clear understanding of written language is required. Appropriate Language and understanding of the message are very important because of the purpose message that will be delivered.

Muslimawati,(2022) states The Language expression used must be appropriate, especially if the letter or email is formal. It must be following the expression of the language used; for example, if the letter is formal then the language used is polite, if the letter is non-formal then the language used is simple and standard. The language that is usually used for correspondence is effective and is easy to understand by the recipient, but depending on the letter, formal language is preferred use in a formal situation, wherever informal letter reduces less formal language and standard. Correspondence is done to communicate easily over long distances, especially in promotions, it will expand our promotional area.

Research conducted by Piskunova,(2016) with Methods To investigate employers' ideas about younger teachers and readiness for professional work survey method used. The questionnaire for entrepreneurs consists of 25 questions about Problem Correspondence from Education and Professional Standard (Result of Empirical Research) which can be opened as follows, there are still many professionals workers who do not use professional means in correspondence under existing procedures, which have several important components of correspondence, ranging from unclear meaning and content of the letters sent, using personal e-mails to send letters and unclear subject lines. So that Elena raised how good correspondence in various fields.

According to the results of research from Asnawi,(2017) who uses the method of observation and analysis with the object of PT. Galic Bina Mada Surabaya about how good correspondence is for the business world, it can be concluded that business letters that are authentically written in black and white are things that need to be considered, especially in the business world. has been established. The language used

must be neat and well organized. If the writing of the letter is not good then it will defame the sender of the letter.

Research conducted by Kronrod, (2022) on Language Research in Marketing uses the Qualitative method by Collecting Data for Qualitative and Quantitative Analysis. In his research, it is explained that language marketing must be following the existing components. There are phonetics which means the sound of speech, phonetics is always found in Vowels and Consonants. The way to produce a phoneme is by exhaling or inhaling air while bringing it closer together parts of the oral cavity. Morphology and Semantics are the structure and meaning of words, for example, Proud with the prefix Proud and the suffix ly. This will greatly affect the meaning of the word. Grammar and syntax are the most important things when we write sentences that are used in speech, letters are important so that their meaning can be conveyed with the correct structure. The language that consists of sounds then produces words and is combined into a sentence and made into the text to be conveyed non-verbally. Pragmatics focuses on people using language to achieve goals. Pragmatics is about usage and context. In contrast to the dictionary meaning of the word dan phrase, as defined and explored in semantics, pragmatics is interested in what is beyond dictionary meaning. Sociolinguistics is how culture, broadly defined, influences the way people learn and use language. Culture is defined here as any group of people who have something in common attitudes, rules, or norms.

The research above will be compared with my research is Languages Expression used in Correspondence in Tourism Government Office for Promotion examines how the grammar used for promotion in the letter-based component of the letter. The difference between Correspondence at the Tourism Office is according to the data I got during my 6-month internship with the research above in terms of less and monotonous language expression and not yet using a complete language component in marketing as in Kronrod's research and not quite professional in correspondence business as Asnawi research.

1.2 Research Question

Based on the background of the study, the research questions are:

1. What is the language expression used in correspondence of the Buleleng Tourism Government office in doing promotion?

1.3 Purpose of the Study

In line with the observation question, the objective of the research is :

- a. To identify the language expression used in correspondence of the Buleleng Tourism Government office.

1.4 Significance of the Study

a. For Student

This report can add insight and knowledge to students about Language Expressions Used in Correspondence at the Tourism Office for Promotion. It can be a preparation for them before getting a job at the Tourism Office.

b. For the institution

This report can be a reference for libraries in the institutional environment, especially UNDIKSHA, and can be a useful reference for students who want to do similar research or be preliminary research for other students.