

# CHAPTER I

## INTRODUCTION

### 1.1. Background of Study

English is a very important language because it is an international language. It is the most frequently used language, both in spoken and written form. English is a very important language in supporting tourism in many places.

Throughout many tourist destinations in Bali, the usage of English is also highly prevalent on the sign boards of hotels and restaurants. According to Mulyawan (2019), symbols and their meanings in a particular society are represented by symbols. Therefore, the use of a sign board is very helpful in attracting foreign tourists to visit the tourist attractions of Bali. Mulyawan (2017) stated that most outdoor signs are commercial signs.

One of the research was conducted on the sign boards in tourist areas in Bali. Mulyawan (2019) investigated the impact of tourism on vernacular outdoor signs in Ubud, Bali, Indonesia. He realized that English is used on 60.50 percent of the street signs in the Ubud area. It demonstrates the importance of English in assisting local businesses in attracting tourists. So, by using English on the signboard is as a marker for tourist attractions, hotels, restaurants, and other tourist attractions. This is very helpful for local people in attracting guests to visit their business.

This study is also conducted with the similar topic, which is sign boards. However, it was only a little portion of the Gianyar regency region of Ubud. The results of this qualitative study cannot be generalized, leaving up the possibility of looking into a related subject for other tourist destinations in Bali, particularly in North Bali. Lovina is one among the tourist spots.

Lovina is a popular tourist destination in Buleleng Regency and has become one of the tourism icons of North Bali. The presence of English on the sign boards of the area's hotels and restaurants has yet to be investigated. This is an excellent opportunity to learn more about the use of English in Lovina's sign board.

This study is describing the sign board of hotels and restaurants in Lovina area. It is predicted that it will be useful in determining the presence of English in the tourism industry, particularly in the writing of name boards for hospitality businesses.

## **1.2. Statements of Problems**

- 1.2.1 How is the use of English on the sign boards of hotels and restaurants in the Lovina area?
- 1.2.2 What are the information usually written in English on the sign boards of hotels and restaurants in the Lovina area?

## **1.3. Purposes of the study**

- 1.3.1 To analyze the use of English on the sign boards of hotels and restaurants in the Lovina area.
- 1.3.2 To analyze information is usually written in English on the sign boards of hotels and restaurants in the Lovina area.

## **1.4. Significance of Study**

- 1.4.1 For teaching material development

This study could be used for teaching materials on the English language by using authentic materials.

- 1.4.2 For further research

As an empirical consideration in conducting similar research, especially the use of English in the sign boards in Lovina tourism areas.