

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is one of the primary means of communication between humans which never continues to change and develop according to changes in communication patterns and relationships in humans. There are many forms of implementation of the use of language, especially English which is an international language for special needs in the world of education and work. The use of English, in particular, is one of the implementations of English as an international language to support the needs of social life. Especially in the business world, an inseparable part of society where English is the primary language source. According to Kutateladze (2014), business English can be characterized in various ways, depending on the study area. This is the terms used in business, commerce, finance, and international relations, as well as business communication skills, including presentations, negotiations, meetings, correspondence, and report writing.

Business English is essential for communicating effectively with international bosses, coworkers, subordinates, and other company officials. Business English is linked to the skills many individuals need to perform their profession effectively. Because excellent and correct business ethics will facilitate communication and negotiation. According to Rao (2017), in a global context, English is often used by international business people and in international trade. Many countries regard English as their "lingua franca" or common language for marketing, politics, international relations, culture, and entertainment. Since the second half of the 20th century, English has been the primary business language. Therefore, Business English is essential for anyone seeking employment in any business profession. Where this study discusses the terms that exists in English for business. And according to Pei & Gaynor (1975), the terms is the use of unique words or words by those who work in a particular industry or field of work.

In the business world, of course, you will encounter terms that are not typical new, causing difficulties in understanding the meaning of these terms (Revelano et al., 2018). Therefore, by identifying the terms that exist in Business English, especially in advertising, banking, business correspondence, marketing, travel agents, negotiations, publishing, and resumes / CVs which aim to document any terms in English for business so that students or also people who want to be in business English, to add insight into the terms that exist in the Business English and reduce or misinterpret the terms in the Business English language.

1.2 Research Questions

Based on the background of the problem above, the research questions can be formulated as follows:

- a. What specific English terms are used in business English?

1.3 Objectives of the Studies

Based on the research question above, the objectives of this study can be defined as follows:

- a. Explain terms used in business English.

1.5 Significance of the Studies

The study's results are expected to be beneficial as follows:

- a. For Students

This research can increase students' knowledge about the terms used in Business English, especially in advertising, banking, business correspondence, marketing, negotiations, travel agents, and resumes/CVs.

- b. For the Institutions

This research can be used as a reference for students or people who want to equip themselves with the terms used in business English,

especially in a. advertising, banking, business correspondence, marketing, travel agents, negotiation, publishing, and resume/CVs.

