

CHAPTER I

INTRODUCTION

1.1 Background

English is a global language that individuals use in various professions and activities related to their work. There are people in all occupations and careers whose English has a unique form and purpose. The specific structures and functions of the English language they have to complete in their professions and jobs are determined by the tasks they have to do. English has a specific form and purpose that is different from other English. So, English is also used in specialised workplaces, such as banks, offices, companies, schools, and hotels.

Besides, technological advances in the digital era have made English language skills essential. This is because English is used not only for chatting but also as a support for digital activities. Aida (2022) states that mastering English in the digital era is very useful in various sectors in the digital era, for example in the field of digital marketing, to achieve broader marketing to market a product, it will be easier to achieve abroad it will be more effective to use English.

Seeing this effectiveness, many large companies and individual businesses market their products digitally, one of which is using a website. A website can include many things, from product photos to product descriptions and company locations. However, using English is needed in web management because many companies use English as a standard. If we observe the surrounding scope, namely on the island of Bali, most tourists who come are foreign guests who certainly use English to communicate. Therefore, many large and private companies make their company Web appearance in English.

In this study, the Writer will discuss the uses of the language expressions used in one of the websites in Bali. Namely, the Bali Ketut Tourism Website is the website's name located at Kuta, Badung Regency, Bali. The language used on this website is about the uniqueness of one of Bali's villages, specifically in Kuta, Badung Regency, Bali. The purpose of this research is to collect information on the uses of the language expressions and functions used on the tourism website. Thus, the researcher conducted this research entitled "An Identification of Language Expressions and Functions Used at Bali Ketut Tourism Website.

1.2 Statement of Problem

Regarding the research background, two research questions can be stated, they are:

1. What language expressions are used on the Bali Ketut tourism website?
2. What are the language functions shown by the language expressions used in the Bali Ketut tourism website?

1.3 Purpose of the Study

The aims of this study are:

1. To identify the language expressions used in the Bali Ketut tourism website.
2. To identify the functions shown by the language expressions used on the Bali Ketut tourism website.

1.4 Significance of the Study

The significance of the research is mainly to assist students, educators, and other researchers. It should help students in the major of DIII English Department understand more about the language expressions and functions used at other tourism websites in Bali.

1.5 Scope of the Study

1. The focus of the present research is limited to the language expressions provided on the Bali Ketut tourism website.
2. The focus of the present research is limited to the language functions provided on the Bali Ketut tourism website.

