

CHAPTER I

INTRODUCTION

This chapter presents an explanation of the research background, research question, research purposes, and research significance.

1.1 Research Background

Language is a key tool for communication in fields like business, economics, society, tourism, and technology (Meisel, 2011). Language plays an important role for learners and workers, as it effectively conveys ideas and intentions. In this digital era, the use of language is especially important in marketing. Well-crafted marketing not only informs potential customers about products and services but also engages them with attractive visuals and persuasive language. Companies can improve their communication strategies by adapting language styles to suit specific target audiences and contexts.

Language style is a way for writers to convey their thoughts, mainly through language, to reflect their inner essence and personality (Fadlilah et al., 2021). The choice of language style depends on several aspects, which social factors may influence. Speaking style refers to how individuals, as participants in social and sociolinguistic contexts, navigate their roles and goals within a framework of difference and opportunity. The use of language style has become a necessity in packaging advertising language that attracts the attention of potential consumers. Language style becomes a precise weapon to prevent readers from getting bored quickly and not becoming monotonous when seeing an advertisement (Kuspriyono, 2015).

Discovery Kartika Plaza Hotel is a 5-star beachfront hotel located in the heart of Kuta, Bali. Website and Instagram are the platforms used to market the hotel's products and services. In terms of marketing the products and services owned by Discovery Kartika Plaza Hotel, these advertisements will be uploaded on social media owned by the hotel's management. Various promos and special offers made by the hotel are uploaded as much as possible on social media. The hotel uses advertising as one of the media in marketing hotel products and services, in making pamphlets or flyers (Sutanto et al., 2021).

Advertising is a message about a product that is communicated through various media. Television, radio, and print advertisements are the various types of advertisements that will be distributed through social media and traditional media. Advertising as a means of promoting products or services often appears in everyday life, it can be in the form of online and offline advertising. The purpose of advertising is to attract attention and be memorable. Advertisers use language in unique ways, sometimes by making bold or unusual statements, and other times by using simple and clear language to communicate effectively.

Many researchers have studied the language style used in hotel advertisements, these studies have explored how linguistic choices highlight the important role of language style in shaping effective marketing strategies. The first research was conducted by Aprinica (2021), who studied Style of Language in Tourism Hotel Advertising. This research aims to find out the language style used in tourism hotel advertisements to promote their hotels. The second research was conducted by Sudiarja (2024), who studied The Use of figurative languages found in Tour East booklet and Mason Elephant Park & Lodge Taro-Bali Website.

This research aims to explore the role of figurative language in tourism advertising, focusing on the Tour East booklet and the Elephant Safari Park Lodge Bali website. The third research was conducted by Widiastuti (2024), studied An Analysis of Language Style Used in Skincare Product Advertisements on YouTube. This study aims to describe: (1). The use of language style in skin care product advertisements; (2). Knowing the public's response to the language used in skin care product advertisements on YouTube.

The fourth research was conducted by Hardiyanti (2021), who studied An Analysis of Language Style in Online Shop Advertisements. This study aims to examine the language styles used in online shop advertisements, specifically identifying the types of language styles most often used in beauty product advertisements. The fifth study was conducted by Kuspriyono (2015), who studied *Penggunaan Gaya Bahasa Pada Iklan Web PT. L'oreal Indonesia*. This research aims to analyze and describe the advertising language style on the PT L'oreal web.

From the five types of research conducted on these advertisements, it is clear that the similarities that occur in the five studies are all examining the language styles used in commercial advertisements, as for the differences from the five types of research above with this research. This study analyzes the language styles used in hotel commercial advertisements and also analyzes the message conveyed to the reader from the language styles used in the hotel advertisements focusing on their Instagram account and website. This research explores how linguistic choices influence consumer perception and engagement, highlighting the crucial role of language styles in shaping effective marketing strategies.

Based on the needs of the field and the results of identifying empirical gaps from previous research, this study will analyze language styles used in Discovery Kartika Plaza Hotel advertisements and the message conveyed to the reader from the language styles used in Discovery Kartika Plaza Hotel advertisements to find out how and what language styles used in the hotel advertisements.

1.2 Research Questions

1. What language styles are used in Discovery Kartika Plaza Hotel advertisements?
2. What messages are conveyed to the readers?

1.3 Research Purposes

1. To identify the language styles used in Discovery Kartika Plaza Hotel advertisements.
2. To find out the message conveyed to the readers from the language styles used in Discovery Kartika Plaza Hotel advertisements.

1.4 Research Significance

The conclusions of the study are expected to be helpful as follows:

1. For students

The results of this study are expected to be a reference for students, such as to increase their knowledge and information about language styles used in hotel advertisements. It is hoped that the results of this study can be used as a document to compare language styles theory.

2. For the Future Researches

This research can be used as a comparison material for other researchers who want to research language styles used in hotel advertisement.

