

# CHAPTER 1

## INTRODUCTION

This chapter presents the background of the study, statements of problem, objectives of the study, and significances of the study.

### 1.1 Background of the Study

Technology is one of the most useful and rapidly developing things in modern times. That's because the technology itself is proven to help human work in all aspects. For example, in hospitality industry like now of course every one or the industry itself wants high income as the hotel becomes famous and attracts many domestic and foreign guests, becomes interesting vacation spots, and others. Therefore, the use of this technology is needed. So, one thing that you can do is making a hotel brochure.

Brochure is one of the technological media that usually contain promotion of things such as advertisements, hotels, etc. It is aimed at everyone in order to know the advantages of products offered by the owner of the brochure. Then, one of the hotels that utilizes this brochure technology is Discovery Kartika Plaza Hotel. Discovery Kartika Plaza Hotel utilizes brochures to make consumers or guests can easily find out hotel information. The brochures can be accessed through online websites or through brochure books. So with the help of this brochure technology, we no longer need to manually promote anything by explaining it directly to guests face-to-face. Kartika Plaza Hotel brochure hotel is also designed with creations that are as attractive as possible and with a short, compact, but very clear language so the readers feel interested and are not bored when reading the brochure. Hotel brochure is also made in a minimalist size so that they are easy to carry around. So, there are so many benefits to be gained if the industry can utilize this technology properly.

Some studies had conducted about the identification of language functions only. There was no research conducted a study about language expressions and language functions on hotel brochure. Therefore, regarding to the explanation

mentioned above, the writer is interested in finding out the language expressions and language functions used in hotel brochure. Thus, this research aimed at identifying the language expressions and language functions used in hotel brochure.

### **1.2 Statement of the Problems**

Based on the background of the study above, several questions of this study were formulated as follows.

1. What are language functions and language expressions used in Discovery Kartika Plaza Hotel Brochure?
2. What are the most frequently used language functions and expressions in Discovery Kartika Plaza Hotel Brochure?

### **1.3 Objectives of the Study**

Based on the statements of problem above, the objectives of this study were described as follows.

1. To identify the language functions and language expressions used in Discovery Kartika Plaza Hotel Brochure.
2. To report the most frequently used language functions and language expressions.

### **1.4 Significance of the Study**

The results of study were expected to be beneficial to the students and other researcher.

#### **1.4.1 For the students**

The result of this study could give additional information about the language functions and language expressions used in hotel brochure. The students could see language functions and language expressions used in hotel brochure. The students could learn how to identify the language functions and language expressions used in hotel brochure.

#### 1.4.2 For the other researchers

This study could be used as a reference to other researchers who were interested to conduct a similar study about language functions and language expressions in the next study.

