

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Sales and marketing department is part of the hotel which has responsibility for selling, promoting, offering a meeting room or package, determine in the selling price as well as other hotel markets products through brochures and other. This section is also responsible for selling to individual guests or groups and setting a reservation system. Service quality is considered to be one of the important factors to consider, because the services provided will affect the impression of reputation which also has an impact on the sustainability and income generated from a business. Quality of service is often applied in many ways one of which is in the tourism industry, for example is hotels.

According to Widanaputra,dkk (2009) Hotel is a building that is provided for domestic or international guests who want to stay for a long or short period of time. Buildings that have commercially managed accommodation types. Buildings that provide service facilities such as food or beverages and other services. In every hotel, they must have their own roles and strategies for doing business in order to achieve their goals. As well as well-known hotel brands such as Marriot, Accor, IHG, and others. Of course, they have different strategies for competition, and each brand must have a unique way of looking different from other brands. For example, such as The Royal Beach Seminyak which is held by the AccorHotels brand This brand provides a variety of accommodations options

ranging from budget to luxury class. Hotel brands shelter under AccorHotels one example is MGallery. MGallery is collection of high-class hotels throughout the world.

Every hotel that is already that is MGallery-type will have a unique feel and must be inspired by one of the typical collections. The Royal Beach Seminyak has its own characteristics because it must follow the characteristics set by AccorHotels, collaboration between staff is needed to develop hotels, especially sales and marketing, who play an important role in cases to find ways and the best marketing strategy.

According to Kotler (2000), promotion is a business or process carried out by a company to communicate or promote its products to the target place. Promotion is one strategy to increase sales productivity of a company, for example a hotel, in a hotel needed a promotion to increase the occupancy of existing rooms. The main purpose of promotion is to provide information, influence and persuade customers in various ways.

Briefly, promotion is related to efforts to direct someone to get to know the company's products, so as to achieve the goal to make buyers become interested, trust, and finally want to buy the products that we promote.

Finally, from the explanation above, the writer decided to identify types of letters used in sales and marketing department of The Royal Beach Seminyak Bali and the language functions and expressions used in the letter. The first one similar study had been conducted by Karisma (2019) conducted a research at Indigo

Hotel Seminyak on the Guest Service Agent hotel where she identifying the SOP and language expressions used by Guest Service Agent staff for handling guest complaint in a hotel by delivering questionnaires. She identified four examples of frequently occurred by Guest Service Agent in handling guest complaint. The difference between this study is on the data collection method and the choice of the hotel. The second similar study had been conducted by Mertadi (2019) in Discovery Kartika Plaza Hotel, A Description of Trainees' Tasks During on The Job Training Program at Sales and Marketing Department. It was found in this identification there are 26 the tasks have been found, 21 tasks have been worked out.

1.2 The Statement of Problem

Based on the background study of the writer, there are some statement of problem as below:

- 1.2.1 What language functions are used by sales and marketing departments in their correspondence with clients?
- 1.2.2 What language expressions are used by sales and marketing department in their correspondence with clients?
- 1.2.3 What types of letters are commonly used by sales and marketing department?

1.3 The Purpose of Study

Based on the statement of problems stated above, the purposes of this study are:

- 1.3.1 To identify language functions that are used by sales and marketing

departments in their correspondence with client.

1.3.2 To identify language expressions strategies used by sales and marketing department in their correspondence with client.

1.3.3 To identify types of letters are commonly used by sales and marketing department.

1.4 The Significances of Study

The significances of this study are:

1. Theoretically

This research is expected to give additional knowledge about types of letters used in sales and marketing department and the language functions and expressions used in the letter when the students do the job training program at Hotel.

2. Practically

The writer hopes this research can be used as a supplementing material or reference for the students or the further research about the Description types of letters used in sales and marketing department of The Royal Beach Seminyak Bali and the language functions and expressions used in the letter.