

CHAPTER I

INTRODUCTION

1.1 Background of the Study

English is a very important language in supporting Bali tourism because it is spoken by most of the guests who come to Bali. English is also the language most frequently spoken in Bali both in spoken and written form. English is considered an important language for Indonesians, especially Balinese because English can be used to communicate with people around the world and as an international language. Based on data from foreign tourists who came directly to Bali Province in February 2020, there were 363,937 visits, with 358,254 foreign tourists arriving through I Gusti Ngurah Rai airport and 5,683 seaports (Badan Pusat Statistik Provinsi Bali, 2020). We can find out for ourselves that there are indeed many tourists who come to Indonesia and from there we can take the opportunity to learn and master English which is now a necessity so that our country is also more advanced.

The use of English is also very dominant in the signboards of hotels and restaurants in various tourist destinations in Bali. According to Mulyawan (2019), a symbol and its significance in a specific society are represented by a sign. So, the use the signboards are very useful to attract foreign tourists to visit the tourist places in Bali. Mulyawan (2017) found that most of the outdoor signs are commercial signs.

Some researchers have been conducted on the signboards in tourist places in Bali. One of them is by Mulyawan (2019), who investigated the impact of tourism on vernacular outdoor signs in Ubud, Bali, Indonesia. He found out that 60.50% of the public signs in the Ubud area use English. It shows the importance of English in supporting the business of the locals to attract guests. So, by using English as the signboards of tourism attractions, culinary delights, hotels, restaurants, and any tourist places, it can truly help locals in attracting guests to visit their businesses.

The study was limited to Ubud area which is located in the Gianyar regency. Since it is a qualitative study, the finding is not generalizable, so that the chance of investigating a similar topic is still open for other tourist areas in Bali, especially in East Bali. One of the tourist destinations in East Bali is Candi Dasa.

Candi Dasa is a famous tourist destination in Karangasem Regency which becomes one of the icons of tourism in Eastern Bali. The existence of English in the name boards of the hotel and restaurants in the area is not yet explored. So, this is a great opportunity to explore more about the use of English in the signboards of Candi Dasa, especially in its tourism area.

This study describes the use of English and what information is usually written in English on the signboards of hotels and restaurants in the Candi Dasa area. It is hoped that it can be useful to find out the existence of English in the tourism business, especially in the writing of the hotel business signboard.

1.2 Statements of Problems

1.2.1. How is the use of English on the name boards of hotels and restaurants in the Candi Dasa area?

1.2.2. What information is usually written in English on the name boards of hotels and restaurants in the Candi Dasa area?

1.3 Purposes of the Study

1.3.1 To describe the use of English on the name boards of hotels and restaurants in the Candi Dasa area.

1.3.2. To describe the information that is usually written in English on the name boards of hotels and restaurants in the Candi Dasa area.

1.4 Significance of the Study

1.4.1. For teaching material development

This paper can be used for English teaching materials by using the authentic materials as a media in teaching text to improve the student

knowledge and also make the learning process even more engaging, imaginative and motivating for students.

1.4.2. For further researches

This study can be used as an empirical consideration in conducting similar researches.

