

# **CHAPTER ONE**

## **INTRODUCTION**

### **I.I. Background of the Study :**

Entering the globalization era, people realize that learning language is very important, especially English. It has become international language which is very important to communicate with foreign people. The hotel business has become one of the international businesses in which English is needed to build good relations between foreign guests and the hotel officers.

Nowadays, many foreign people come to Indonesia for many purposes and they usually stay at the hotel. The hotel has become their second home. So, as the second home, the hotel must offer its best services in order to satisfy its guests. The hotel officers should make the guests feel comfortable, satisfied and feel like living in their own home when they are staying at the hotel.

To become one of the best in the hotel industry, there are some requirements to be fulfilled, one of which is creating good communication between hotel officers and their guests. So Public Relations Officers are needed to build a communicative relationship between the guests and the hotel.

In this term paper, the present writer wants to focus on the Use of Persuasive Messages for Public Relations Officers in Doing Successful Promotion. In order to build a successful promotion, the Public Relations Officers must be able to persuade the customers with persuasive messages in doing promotion. The Public Relation's ability of speaking English fluently can build a successful communication and create a pleasant atmosphere with the guests, especially foreign guests.

## **I.2. Identification of the Problem**

1. What is a good persuasive message?
2. What is the use of persuasive messages for Public Relations Officers in doing successful promotion?
3. Which of the language skills that is really needed for delivering good persuasive message?

### **I.3.1. Objectives of the Study**

1. To know what a good persuasive message is.
2. To know what the use of persuasive message for Public Relations Officers in doing successful promotion is.
3. To know which of the language skills that is really needed for delivering good persuasive message.

### **I.3.2. Benefits of the Study**

1. To increase reader's knowledge about Public Relations duties.
2. To increase reader's knowledge about the importance of persuasive messages for Public Relation's promotion.

### **I.4. Concise History of the Hotel Padma Bali**

Hotel Padma Bali is a deluxe five star hotel which is located at Jln. Padma No.1, Legian - Kuta. The name "Padma" was taken from a flower's name "Lotus", which means a beautiful blooming flower. This hotel is owned by PT Puri Zugni, which is started on September 15<sup>th</sup> 1990, and legitimated on March 3<sup>th</sup> 1991 by Mr. Soesilo Soedarman as Minister of Tourism Post and Telecommunications.

Hotel Padma Bali has a strategic location because it is near to Legian art market, 15 minutes drive from Ngurah Rai Airport, 5 minutes from Kuta Shopping centre and 20 minutes drive from city centre Denpasar.

### **I.5. Product / Service of the Hotel Padma Bali**

Hotel Padma Bali is managed by Sekar Alliance Hotel Management (SAHM). It consists of 405 rooms which were built in 6.8 hectare and bordered by :

- North : Melasti Hotel
- South : Bali Mandira Hotel
- East : Loji Mini Market
- West : Kuta Beach

The Room Types and Rates

<b>ROOM TYPES</b>	<b>TOTAL ROOM</b>	<b>ROOM RATES</b>
Superior Room	147 Rooms	US\$ 200.00
Family Room	24 Rooms	US\$ 225.00
Deluxe Chalet	148 Rooms	US\$ 275.00
Garden Deluxe Chalet	68 Rooms	US\$ 275.00
Junior Suite	4 Rooms	US\$ 325.00
Balcony Suite	1 Room	US\$ 375.00
Deluxe Suite	6 Rooms	US\$ 425.00
Presidential Suite	1 Room	US\$ 1.800.00

\*Additional charge for peak seasons : US\$ 20.00 – US\$50.00

*The Food and Beverage Services :*

- Taman Ayun Restaurant (*Coffee Shop*) : (06.00-12.00)
- Tenkai Japanese Restaurant : (18.00-23.00)
- Bella Rossa Restaurant : (11.00-23.00)
- Lobby Lounge : (09.00-01.00)
- Barong Lounge : (14.00-24.00)
- Garden Club Lounge : (11.00-23.00)
- Seruni Pool Side Bar : (10.00-08.00)
- Room Service : (24 Hours)

Hotel Padma Bali is also completed with other facilities such as : a kiddies club, a children swimming pool, a swimming pool, one fitness centre, two squash courts, two tennis courts, massage facility, spa and sauna, a beauty salon, a car rental, one drug store, a gift shop, a business center, a postal counter, a safe deposit box counter.

#### **I.6. Limitation of the Study**

The present writer would like to focus on the Use of Persuasive Messages for a Successful Public Relations Officers in Doing Successful Promotion in Hotel Padma Bali. She has done an observation in Hotel Padma Bali and an interview with Ms. Rainata Tjoa, their Public Relations Manager to obtain some important data related to this term paper.

#### **I.7. Layout of the Term Paper**

This term paper starts with Abstract, concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which the present writer acknowledges the work and contribution of the other parties. After that is the Table of Contents, followed by its five chapters :

- Chapter I is the Introduction to the analysis
- Chapter II contains the library research
- Chapter III deals with the performance of the research
- Chapter IV contains the result and discussion of the research
- Chapter V contains the conclusion, the present writer's comments and suggestions.

In the final parts, the present writer presents successively the Bibliography and the Appendix.