

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

English nowadays has become an international and a very important language in business communication especially in promoting products or services. One way to introduce new products or new brands is by creating brochures. However, not all people are interested in reading brochures. Therefore, it is important for creators of brochures to know how to create an appealing brochure.

In creating a good brochure, not only pictures but also a well technique of writing and the suitable types of words are necessary so as to attract customers to read the brochure and hopefully in the end they will buy the products or the services. The types of words used in brochure are carefully chosen to create special effects and convey information. Nowadays in the tourism field, they also use brochures to promote their services. They find it more efficient to attract people to buy their package of services through brochures. Therefore, the present writer is interested in doing a small-scale research to analyze the technique of writing and choosing the suitable types of words for brochures in travel agencies. The writer does

her research in PT. Bayu Buana Travel Services, which is one of the best travel agencies in Bandung. The writer's aim is to be able to know the most appropriate types of words and techniques of writing in brochures that are appealing to people.

## **1.2 Identification of the Problem**

The problem the present writer proposes to analyze is expressed in these questions:

1. What types of words can bring out positive effects to travel brochure readers?
2. What techniques of writing are used to create an effective English brochure in promoting the package of tours of a travel agency?

## **1.3 Objectives of the Study**

1. To find out the types of words which can affect the customers to join the services offered by the travel agency.
2. To identify the effective techniques of writing travel brochures which a brochure writer should know.

### **1.3.1 Benefits of the Study**

1. Enhancing professionalism and excellence in writing brochures for travel brochures writers.
2. Providing information for brochure creators on how to determine the types of words which should be put in the brochure.

#### **1.4 Concise History of the Company**

Founded in 1972, PT.Bayu Buana Travel and Services, has grown steadily to become one of Indonesia's leading tour operators offering a complete travel solution for both leisure and business travel. The company's head office is at Jl. Ir. H. Juanda III/2A, Jakarta Pusat. The company employs over 450 staff within 22 branches across the country. The major activities of the company and its subsidiaries include ticketing services for both domestic and international travels, organizing domestic and international tour packages, such as cruise, transportation, hotel booking, incentives program specially tailored for individual company. Bayu Buana Travel Services is a member of IATA, ASITA & PATA and the first Public Listed Travel Agent in the Jakarta & Surabaya Stock Exchange. The company believes only pro-active, customer-oriented enterprises will survive and prosper in today's increasingly global environment, therefore it continually make consistent investments in personnel and technology. Bayu Buana alliances with leading airlines such as Garuda Indonesian Airways, Singapore Airline, KLM, Qantas, Lufthansa, etc, which makes the company continue to be strong. Bayu Buana is also the recipient of Abacus (computerized reservations system). Bayu Buana has an alliance with TQ3 Travel Solutions, a global travel management, which allows its customers to have access to TQ3's offices across the globe.

#### **1.5 Products and Services of the Company**

PT. Bayu Buana provides many services for both domestic and international customers, such as:

- Ticketing, organizing tour packages, such as: holiday cruises
- Transportation booking, hotel booking.
- Travel documents arrangement such as: visa, passport, etc.

## **1.6 Limitations of the Study**

The writer's research will focus on finding suitable types of words and techniques of writing brochures. The present writer will analyze what type of words and how the writer writes the brochure in PT. Bayu Buana, one of the well known travel agencies in Bandung. To support her research, the writer will have an interview with the travel agency's brochures writer.

## **1.7 Layout of the Term Paper**

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

- Chapter I      the introduction about what will be analyze in this research.
- Chapter II     includes the theories of what is analyzed
- Chapter III    inserts the result of the research and how it is done
- Chapter IV    discusses the comparison of Chapter II and Chapter III
- Chapter V     contents the conclusions of what is being analyzed

In the final part, the writer presents successively the Bibliography and the Appendices.

