CHAPTER I

INTRODUCTION

I.1 Background of Study

In this competitive market every industry realizes that no one can resist the growth of various human needs. Therefore, they feel the urgent need to be innovative in order to survive and win the market competition. To achieve this goal, every industry has to understand the strengths and the opportunities of their business and also the needs and the expectations of their customers.

Moreover, due to the globalization in business, the need to master English as one of the international languages is very crucial. Indonesia is one of the most preferable investment targets for foreign or local investors. Making good communication in English will be the number one priority and beneficial for companies. English will make great contribution to business success. Therefore, every business sector or industry either manufacturer or service industry should feel the need of mastering English language in order to maintain and expand their business market.

Restaurant is one of the most popular service industries that has grown very fast nowadays. Restaurant is a service industry that relies on hospitality and quality of service. There are enormous potential investors from abroad and domestic who wish to invest their money in this particular business.

To give satisfactory services, restaurant management must provide a reliable, accurate, and user friendly system to support their business. They need a restaurant system than can provide information such as sales report, trend of customer arrival, payment report, and other analysis reports. To attain this aim, they need an integrated system that can control their sales and other activities.

Kreasi Sistem Utama as a service industry is one of the most reliable restaurant system providers that have been used by various service industries all over Indonesia. Kreasi Sistem Utama has implemented this system in many restaurants.

To promote this restaurant system, it is important to have good marketing tools such as brochures. Brochure is one of the most important tools in marketing field. It is essential to have brochures for any restaurant system provider who wishes to promote their products and services. Brochure contains information about the restaurant system so that customers can find out about the benefit of that system.

Writing brochures to advertise restaurant system and service requires a specific writing skill. Good, communicative English that is used in promoting restaurant system products, services, and benefits could attract customer attention. "Brochures are very important since it is the company's foot in the door" (Ryan, 1974:221).

The features of brochures have to be eye-catching, attractive, and communicative. Brochures are quite different from other documents, because they

are an essential sales document. They should be informative and presented as attractively as possible.

Because there are a lot of foreign restaurants that open their branches in Indonesia, or local investors that franchise their restaurant from abroad, we need English language in the brochure to promote this restaurant system. According to the present writer, the language used in brochures must be simple, direct, and persuasive. The sentences have to be concise, specific, and written in English so that the message can be delivered clearly and attractively to the customers.

Based on the facts above, the present writer decides to discuss the use of written English in a brochure to sell a restaurant system.

I.2 Identification of the problem

The problems that the present writer proposes to analyze are expressed in these questions:

1. How is it to make every word in the headline of a brochure effective and attract customers' interest?

2. How is it to find out what supporting elements in the brochure to make the headline eye-catching?

I.3 Objective and Benefit of the Study

I.3.1 Objective of the Study

1. To know how to make every word in the headline of a brochure effective and attract customers' interest.

2. To find out what supporting elements in the brochure to make the headline eye-catching.

I.3.2 Benefits of Study

The present writer believes this paper will be very useful for any company, especially restaurant system provider companies who wish to create an effective brochure. The company can find out how it is to make every word in the headline of a brochure effective and attract the customer's interest and to find out what supporting elements in the brochures to make the headline eye catching. Moreover, this study would also be beneficial for the readers who wish to gain more insights on how restaurant system provider companies promote its products and services.

I.4 Concise History of Kreasi Sistem Utama

Kreasi Sistem Utama was officially founded in 1999 by a few computer professionals with service industry background after positioning hospitality consultants for a few years. Kreasi Sistem Utama has many branches and partners in Jakarta, Surabaya, Bali, Bandung, etc.

The mission of Kreasi Sistem Utama is to give the best quality products and competitive technology, competent professionals in their own fields, and best after sales service to satisfy the customers. Their philosophy is "Strive for excellence to win customer" by always focusing in one specific field and be the best in it.

Kreasi Sistem utama goals are: to become a leader in service business system provider in Indonesia, to give the best total solution to the customers including restaurants, with competitive price, to be always innovative in product development, and to give the best service.

I.5 Product and Service of the Company

Kreasi Sistem Utama, one of whose customers is restaurant owners, has some products and services such as software, hardware, and services. Their software products are full function of point of sales for hospitality application (PAIRS – Professional Automated and Integrated Restaurant System), Point of sales for big restaurant and hotel system (Gourmate), Integrated back office application (Purchasing, Inventory, Account Payable, Account Receivable, and General Ledger) to PAIRS and Gourmate. Their hardware products are POS hardware (POS PC Keyboard and touch screen, pole display, magnetic card reader, etc), POS supplies (ribbon, roll paper, etc). Their services are maintenance and support service (trouble shooting and maintenance hardware and software), network installation (Netware, UNIX and network cabling installation), consultancy of hospitality business processes.

I.6 Limitations of the Study

The present writer would like to focus on making the headline in a brochure of a restaurant providers become eye-catching and effective. This study will be conducted in the company of the system providers and some restaurants

employing their services so as to gather the data concerning brochures which will be compared with the theories attained from the library research. She would like to analyze and compare the language of the headline to find out the criteria of appealing English brochure.

I.7 Layout of the Term Paper

This term paper starts with the Abstract, a 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 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 holds 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 this final part, the present writer presents successively the Bibliography and the Appendices.