

CHAPTER I

INTRODUCTION

1.1. Background of The Study

Nowadays English is one of the most important languages in business world. It is proved by the use of English in almost all of the business fields to promote their products or services internationally.

Therefore, I am going to do a research about the use of English in product specification to promote company's products or services through brochure. Brochure is one of the most effective ways of promotion. In this research I want to know how to make a brochure using English in order to attract foreign customers.

In creating a product specification, one has to know the right steps to take. Thus, there will be no mistakes in making product specification. Besides, the customers will also understand what is written about the product specification in the brochure. The choice of words in English is also important. The customers should get a clear explanation about the products or services through the words in the brochure. If they do not understand the contains of the brochure, they are not going to buy or use the products or services offered.

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I will do my research in service business at The Bilique Hotel. This hotel makes their product specification through brochure in English to promote the products provided in their hotel. I want to know how effective the use of English is in their product specification.

1.2. The Identification of The Problem

The problems that I propose to analyze are expressed in these questions:

1. What is a good Product Specification?
2. How to make a good Product Specification through a brochure by using English?

1.3. Objectives and Benefits of The Study

Objectives of the study:

1. To know what a good product specification is.
2. To know how to make a good product specification through a brochure by using English.

Benefits of the study:

I believe that this research will be very useful for the students in the D3 English Programme at Maranatha Christian University because this research will increase the students' knowledge about how to make a good product specification through a brochure by using English especially for those who choose business in their concentration in the fifth semester. This also will be very useful for the lecturers in D3 English Programme to get an input from the result of this research as a

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material for their teaching. Furthermore, I hope that this term-paper will be able to help those who want to promote their products or services.

1.4. Concise History of The Organization / Company

Bilique Hotel was founded two years ago by Mr. Iwei, Mr. Buyung, Ms. Shinta, and Mr. Jundi. The location of Bilique Hotel is at Jl. Sersan Bajuri No.100 Bandung.

1.5. Product / Service of The Organization / Company

There are some facilities of the hotel such as:

1. Twenty three (23) rooms with four (4) single-sized beds and nineteen (19) twin beds (for two people).
2. One room with two (2) king size beds (for four people).

Every room has a different design, but still in the concept of modern and minimalist. Besides, every room also has some facilities with an international standard such as a television with 52 channels and an air conditioner.

Another facilities that the guest can enjoy are:

1. The swimming pool (5 x 10 m).
2. A meeting room with maximum capacity 80 persons.
3. A business center which provides internet facility for 24 hours, a telephone, a photocopy machine, and a faximile machine.
4. Spa therapy which is still in the process of construction. It offers the body and face treatment, sauna, and Jacuzzi.
5. A karaoke room, with the choice of Indonesian, Mandarin, and Western songs.

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6. The hotel ballroom well known as Fame Station which can be used for wedding, birthday, convention, conference, and entertaining performance. The capacity is 300 to 600 guests.

1.6. Limitation of The Study

In this term-paper, I would like to focus on how to make a good product specification through a brochure by using English language. I will also find out about the reasons why the company chooses English to promote their services. For this research I will do the observation and interview to those who are experts in this field.

1.7. Lay out 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 I acknowledge the work and contribution of other parties. After that is the Table of Contents, followed by its five chapter:

- 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, my comments and suggestions

In the final part, I present successively the Bibliography and the Apendices.