# ABSTRACT

***Karina, Reinda.*** A Corpus-Driven Approach to the Study of Diction Found in Ritz-Carlton Hotel Websites. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Letters, Airlangga University, 2007.

This study particularly refers to the technical vocabulary used in hotel industry text i.e. Ritz-Carlton hotel website information. The information presented in hotel websites must be in well-selected words to have significant impact to the consideration of the visitors. Besides, the words selected should not be focused only on simple words but also compound words. That is why this study is intended to find out what lexical items, technical vocabulary, and also compound words formation used in Ritz-Carlton hotel website information. Through this study, the writer expects that the findings can be used as side reading deal with the development of words, improve pedagogical implications in hotel and tourism educational institutions, and also as consideration in offering hotel promotion and reference for further studies.

This study uses qualitative method. The steps of data collection are: using a Search Engine (Google) to find the website of Ritz-Carlton, opening the website, downloading all hotel websites information located only in Europe and Asia as the corpus, and converting the files from the .html to .txt. The steps of analyzing data are: running the files using Frequency software, deleting the non-lexical items, determining the word-class of the lexical items, running the results of the word class by using RANGE to block the high-frequency and academic vocabulary and determine the technical vocabulary and low-frequency words, choosing the technical vocabulary by deleting the proper names, classifying the compounds, and interpreting the results.

The findings are the highest frequency lexical items in Asia for the *noun, adjective,* and *verb* are: *room, new,* and *features,* respectively. The highest frequency lexical items in Europe for the *noun, adverb,* and *verb* are: *room, away,* and *features,* respectively. The technical vocabulary in Asia focuses more on words that belong to the word class of *noun*, including *suites, spa, meters, guestrooms,* and *luxury.* The same case also occurs in Ritz-Carlton in Europe which focuses more on the use of words that belong to the word class of *noun,* i.e. *suites, spa, golf, meters,* and *cuisine.* From the discussions, it can be seen that the use of technical vocabulary and compounds can definitely augment the information presented in a hotel brochure.

**Keywords: technical vocabulary, compounds, diction, lexical items**