

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

English is an international language that is always used and needed by people who work in the hospitality industry to bridge communication with a guest who has different native language. English is learning that must be taken by students during their studies. This is done so that all students can use a good and correct English language even though they only know the basic of how to speak English. Nowadays, Bali is one of the most visited tourist destination by foreign guests by which the English language should be studied by students, especially by students majoring in hospitality or tourism so that they can have a good communication with foreign guests.

In Bali, there are many Tourism Departments and Schools for the hospitality industry that provide rooms for students to learn about hospitality. One of them is the Diploma III English Study Program at Ganesha University of Education. The curriculum used by the Diploma III English Study Program, there are several ESP (English for Specific Purposes) courses taught to students including Basic English for Front Office, Advanced English for Front Office, Basic English for Guiding, Advanced English for Guiding, English for Telephone Operators, English for Sales and Marketing, and English for Food and Beverage Service (Pedoman Studi, 2016). These courses are designed to prepare students

who want to work in the hospitality industry with professional skills and fluency in using English both in writing and speaking. To support the learning process of English for the hospitality industry running smoothly, lecturers required the materials development for hospitality students.

To support learning considered one of ESP (English for Specific Functions) lessons, particularly English for Front Office, it is miles essential to have additional teaching materials that are required in teaching. Of course, gaining knowledge of additional materials is useful for supporting students in learning and teacher or lecturer in teaching to understand higher the words demanded in those courses. English for Front Office is one of the important courses, that must be studied by students in the tourism vocational program. This course aims to equip students to become reliable and professional front office staff. Specifically, this course aims to provide knowledge and skills related to English for Specific Purposes (ESP) so that students can use English according to the environment they need (in the context of this research the front office). Within the hospitality industry, the role of the front office staff is very important.

The front office is one of the crucial departments at a hotel. According to Agusnawar (2004), the front office is a branch this is without delay associated with guests with complicated responsibilities and functions. Moreover, Soenarno (2006) states that front office is one of the departments that handle the room procedures starting from the reservation process, reception process, check-in process, and during guest stay until guest check out process. This means that the front office is the first and last impression of the guests or can also be referred to as the heart of the hotel due to the fact all activity centers inside the hotel start

while guest arrives during guest stay and leave the hotel is usually maintain in touch with the front office. According to Yuvraj (2014), the front office has some sections, there is reservation desk, reception desk, information desk, payments tour desk, and communication desk. Each section has its personal duties and responsibility in managing guests. The front office is the center of information as a reception staff you must have an awesome communication ability especially fluent in English, be friendly, always pay attention to the guest and be professional.

To perform the job in the front office department, students taking Front Office course need to understand knowledge and skills to become professional front office staff. There are many jobs performed by the front office staff requiring good communication skills. In communicating, there are some topics that are covered in the front office area. In addition, the front office staff also needs to perform some language functions and language expressions to handle the guests. This research aimed to describe language functions and language expressions performed by the front office staff at The Lovina Bali Resort.

## **1.2 Research Questions**

Based on the background of the study above, the research question can be formulated as follows.

1.2.1 What language functions performed by the front office staff in front office department?

1.2.2 What language expressions performed by the front office staff in front office department?

### **1.3 Objectives of Study**

Based on the research question mentioned above, the objectives of this study can be stated as follows.

1.3.1 To describe language functions performed by the front office staff in front office department.

1.3.2 To describe language expressions performed by the front office staff in front office department.

### **1.4 Significance of Study**

The result of this study was expected to be useful as follows.

#### **1.4.1 For Students**

This research was expected to help students to increase their knowledge about front office department based on language functions and language expressions performed by front office staff. This research was also expected to be a reference for students who want to make similar research or as preliminary research.

#### **1.4.2 For Institutions**

This research could be a reference for the institutions, especially for Diploma III English Study Program.

#### **1.4.3 For Front Office Staff**

This research is expected to be useful research for front office staff and also help readers to study about front office department.