

CHAPTER I

INTRODUCTION

1.1 Background of Study

Indonesia is one of the most popular foreign tourist destinations, especially in the province of Bali. One of the biggest tourism factors in Bali is dominated by the presence of accommodation in the form of hotels. Hotel is a company that provides lodging services for guests who come to the hotel and have other service facilities. According to Wachidyah (2017), hotel developments are increasingly modern, equipped with facilities that support guest comfort, and the benefits and conveniences offered by a hotel are expected to attract guests optimally. Then the location of the hotel, facilities, price, and good service are important factors taken into consideration by guests in choosing a hotel. Therefore, the quality of all these aspects is very much considered by a hotel, and the most important part of the hotel is the front office. The front office is the centre or reflection of the hotel for first time for guests when they enter the hotel. According to Wachidyah (2017), the front office is responsible for receiving guests and registering, all activities involving the interests of hotel guests, starting from the room reservation process, welcoming guests during arrival, during their stay, as well as processes when guests leave the hotel. So, the front office is the centre or heart or reflection of the hotel for first time for guests when entering the hotel. The readiness, alertness and ability of employees in the front office in carrying out their functions and responsibilities are very much needed to give a positive impression to guests coming to stay at the hotel, first impression and then staying at the hotel until the last impression of guests staying at the hotel. One part that has an important role in the front office department is the reservation.

As a reservation, the services provided to guests are a reflection of the quality of the hotel for first time for guests when they want to book a room.

According to Irawan (2018), reservations have the task of selling rooms to prospective guests who make direct reservations either via email or by telephone according to the type of room required and offer prices according to the standard price given by management. For this reason, the following hotels are based on the existing star classification 1) non-star hotel; this hotel is usually rented at a relatively cheap price and also has standard facilities and rooms. 2) one-star hotels; these hotels are usually managed directly by the owner and have the last standard and room for relatively small size and the price is also much cheaper. 3) two-star hotels; this hotel has a location that is usually easily accessible. If you have a standard room, then the door is equipped with security and a two-star hotel must also have a lobby, sports facilities, recreation and a bar. 4) three-star hotels; these hotels usually have easy access to explore tourist attractions, shopping centres and business centres. Then the employees are also neat, professional, and ready to serve guests in a friendly manner and have standard room facilities and recreational and sports facilities, a restaurant that provides breakfast, lunch and dinner, also has valet parking. 5) four-star hotel; These hotels usually have spacious and quite large buildings, close to tourist attractions, shopping, and entertainment centres. Then the criteria for a four-star hotel is to have a standard type room and also a lobby in a four-star hotel with a minimum area of 100 square meters. 6) five-star hotels; this hotel usually has multilingual service because it really cares about guests. Then the criteria for a five-star hotel is to have a standard type room, the beds and furniture in the room must be of good quality and this hotel also provides a fitness centre and valet parking.

One of the few hotels that are starting to become available in Lovina is The Lovina Bali Resort, this hotel is one of the four-star hotels in Lovina. Then the hotel reservation flow at The Lovina Bali Resort, the hotel reservation flow is divided into two, namely online reservations and directly to the hotel (walk-in guest), for online booking guests can make reservations now by telephone, email, OTA, OFFTA or through the website and the guest will choose the desired room after making payment. The following ATM guests will check in on the date that was previously booked, while guests who come directly to the hotel just choose

the desired room after making payment through the cashier and then register the form. Then in the reservation, there are complaints when guests book a room.

The cause of guest complaints is room reservations that are not in accordance with guest requests. According to Kisti & Mayasari (2019), room reservations are not in accordance with guest requests, there are two, namely an error from the reservation party for not ordering a room according to a guest's request and the guest's error who forgetting to write down the request on the ordered OTA voucher. This complaint can be experienced by guests when the reservation staff wants to explain to guests but the guests do not respond well, therefore it is necessary for a reservation staff to know good language expressions in handling guest complaints. Language expressions are sentences that are expressed in a certain function. According to Sauvignon (1983), explaining the function of language is everything that the speaker does with language in communication. For this reason, the researcher tried to explain the language expressions used in handling complaints during reservations at The Lovina Bali Resort consequently, the research only focuses on language expressions when handling complaints during reservations.

Similar research has also been carried out by several previous researchers, namely Sulasih (2020) who conducted research on procedures and language expressions used by guest service centres in handling complaint calls at Anantara Seminyak Bali Resort and found 10 procedures used by Anantara Seminyak Bali Resort staff. In handling guest complaints. She found 10 procedures used by Anantara Seminyak Bali Resort staff in handling guest complaints, here are 10 procedures performed by Sulasih at Anantara Seminyak Bali Resort, as follows: 1) Greeting and listen with concern and empathy, 2) Ask and Listen completely to the complaint, 3) Apologize and acknowledge the problem, 4) Stay calm and explain the reason for the problem, 5) Be aware of the guest's self-esteem and acknowledge your fault, 6) Give the guest your undivided attention, 7) Tell the guest what can be the best done, Set an approximate time for completion of corrective actions, 8) Monitor the progress of the corrective action and closing, 9) Saying Thank You.

Similar research has been conducted by several previous researchers, including Maharani (2021), who conducted research on the procedures and language expressions used in handling complaints at the front office of the U Paasha department, Seminyak Bali. She found 6 established procedures to handle complaints from guests used by the receptionist at U Paasha Seminyak Bali hotel, here are 6 procedures performed by Maharani at U Paasha Seminyak Bali hotel, as follows: 1) Greet the guest and offer assistance, 2) Listen attentively and acknowledge the problem, 3) Apologize & Empathize, 4) Solve the issues and confirm the problem, 5) Thanks the guest for bringing the issues to the hotel and confirm that the incident will not happen in the future, 6) Follow up to the guests.

Similar research has also been carried out by several previous researchers, including Astarini (2021), who conducted research on the procedures and language expressions used in handling guest complaints at Buyan Resort. She found 4 procedures used by Buyan Resort staff in handling guest complaints, here are 4 procedures carried out by Astarini at Buyan Resort, as follows: 1) Hear the guest (Listen carefully), 2) Empathize, 3) Apologize, 4) Take proper action and follow up on guest's complaint.

Despite the previous research above, each hotel has different complaints handling in each hotel. Then the researcher examines the language expressions used in handling complaints when making reservations at The Lovina Bali Resort because the researchers feel that in the reservation section there must also be consideration of problems in the complaints section so, that the staff can be more professional in serving handling guests complaints at the time of reservation. So, this research is expected to help others in finding out more information about “The Language Expressions used in Handling Complaints during Reservations at The Lovina Bali Resort”.

1.2 Statements of Problem

Based on the research background, the research problem is as follows.

What language expressions are used in handling complaints during reservations at The Lovina Bali Resort?

1.3 Purpose of Study

The aim of this research is.

To identify the language expressions used in handling complaints during reservations at The Lovina Bali Resort.

1.4 Significance of Study

1.4.1 For Students

This report can increase students' knowledge about the language expressions used in handling complaints during reservations at The Lovina Bali Resort. This can make students have good skills and knowledge when handling guests.

1.4.2 For Specific Purpose

This report can be a reference for libraries within the institution, especially UNDIKSHA to be a good reference for students to find out in more detail about the language expressions used in handling complaints during reservations.

