

CHAPTER I INTRODUCTION

1.1 Background of Study

Tourism is an important sector in Bali. So that the life of the Balinese people is mostly on tourism, especially the hospitality sector. In this pandemic era, the tourism sector has begun to be crowded. So started to live in tourism.

A hotel is a place or service of stay, food, and drinks. According to Ivanova, M., & Rahimi, R. (2016). the hotel is a place to stay, serving meals and drinks seek profit. The Hotel is a commercially managed building to provide lodging facilities to the general public with facilities including luggage services, food and beverages, furniture and decoration facilities in it, and clothing washing services. Hotel is a public residence facility for tourists that provides room, food and beverage services, and accommodation on the condition that the user must pay.

Restaurant is a place for food and beverage service. Usually, the restaurant is part of the hotel, Durrani, A. S., & Rajagopal, L. (2016) A restaurant is a place that sells food and drinks for on-site consumption. Walker (2004), Restaurant is a place where visitors can use sensory tools to enjoy the service.

Food and beverage service is the part of the restaurant that handles the food and beverage section. According to Cousins, J., Lillicrap, D., & Weekes, S. (2014). *Food and beverage service*. Hachette UK.F and B is a business whose services are managing food and beverages. The waiter in the hotel is an important factor in making every guest in the hotel happy and wants to stay at the hotel again when visiting this place again.

The complaint is a statement when someone is not satisfied with the service, either service or product service. Complaints occur because of dissatisfaction with the services provided. Complaints are submitted both orally and in writing. When guests complain we should not ignore it, because overcoming complaints is a reflection of the company in solving problems. According to Cousins, J., Lillicrap, D., & Weekes, S. (2014), Most of the staff at the hotel are wrong in handling complaints. This causes a decrease in interest to go to the place. So it is very important and knows how to properly handle guest complaints. So that guests will be satisfied with the service from the staff at that place. When on vacation, most guests are not satisfied for example with a service complaint. So it is very important how to handle complaints. Guests will feel satisfied when the response to complaints given is good. therefore this research was made to handle complaints correctly.

Hotel Uphasaa is located at Jalan Laksamana no 77 Seminyak Bali. Uphasaa Hotel has 3 restaurants, namely alcove, rooftop and aero bar. Finally, from the explanation above, the writer identify language expression handling complaints of food and beverage service at Uphasaa Hotel Seminyak.

1.2 Statement of Problem

Based on the background of the study, there are some problem must be described by the writer. The problems could be stated as follows:

- 1.2.1 What language expressions are used in handling complaints in F and B services at Upashaa?
- 1.2.2 What are the procedures for handling guest complaints at the F and B service at the Upashaa hotel?

1.3 Purpose of the Study

The purposes of the study are:

1. to describe the language expressions used in handling guest complaints at F and B hotel Upashaa
2. to identify procedures in handling guest complaints at the F and B service at the Upashaa hotel