

# CHAPTER 1

## INTRODUCTION

This chapter presents the research background, problem identification, problem limitation, research questions, research objectives, and research significance..

### 1.1. Research Background

Language is important for both students and workers. Language is usually used to communicate the intent and purpose of the speaker to the listener. Language can be expressed depending on the circumstances and demands that arise because the use of language is very important in the workplace. In this era of globalization, English seems to have become a mandatory ability that must be possessed by workers in the hospitality world to compete in the development of the world and socialize with foreign guests (Laoh et al., 2016). One of the basic disciplines that must be learned by students in tourism vocational programs is English for front office. This program aims to provide students with information and skills relevant to English for Specific Purposes (ESP), so that they can use English in appropriate situations. English is very important in the hospitality world, especially in the front office, because English is an international language that is very important to interact with various countries.

Typically, language is expressed verbally and non-verbally depending on the circumstances and demands that arise. The world of hospitality is one of the places where verbal and non-verbal language can be described because verbal and non-verbal language is significant for communicating with guests, especially for achieving guest satisfaction.

In the world of hospitality, there are several departments where these departments have an attachment to each other to achieve the same goal of achieving customer satisfaction (Achmadi et al., 2017). The front office department is one of the departments that has a vital role in a hotel. According to Nawar (2002), Front Office is a department that directly provides services to guests. The Front Office Department is the first part guests encounter when entering a hotel. In that place, there will also be a process from the guest entering

the hotel to leaving the hotel. The Front Office is the front of the hotel, which gives guests a first impression of the services provided. This front office is a department consisting of a Concierge desk, Doorman / Doorgirl, Belman /porter, Front Desk Agent (FDA), Guest Relations Officer (GRO), and Operator (Dima, 2017). The front office is located at the front of a hotel because the front office staff has the task of selling rooms to guests and carrying out Check-In and Check-Out, which is the source of information about the hotel and information outside the hotel (Asmin, 2014). The front office has a vital role in a hotel, providing services to achieve hotel goals, namely getting satisfaction with the services offered to guests and forming a hotel image to receive maximum revenue (Achmadi et al., 2017).

Many researchers have studied the skills needed by front office officers, particularly guest relations officer personnel or students studying tourism and hospitality, because of the significance of front office officer jobs in learning English for Front Office. The research was conducted on analyzing the training and internship needs assessment of verbal communication skills among hotel practitioners. The study aims to determine the relevance of hotel front office assistants' verbal communication needs and skills to workplace requirements based on Perceptions of supportive interns and hotel managers (AB.Rahim, 2011). The next topic is a study on english terms used by the staff of the front office department at the Grand Clarion Hotel Makassar (Asmin, 2014). Similar research with the topic of the use of verbal and non-verbal communication by front office staff " guests at the Double-Six Luxury Hotel Seminyak In this research was focus on identify finding out the forms of verbal and non-verbal communication used by front office staff. (Sudantari et al., 2019). Specifically in the Seminyak area of Kuta, Badung, Bali, the following study, titled "The Front Office Strategy on Service Quality Improvement," aims to identify the opportunities, threats, strengths, and weaknesses in terms of enhancing the quality of service provided to guests staying at a five-star hotel. The research's target participants are twenty-seven employees from the front office department and management team(Septariani et al., 2020). Research the topic of the procedures and language

expressions used by front office staff when handling Walk-In Guests at the U-Pashaa Hotel Seminyak using the descriptive method (Junianti, 2021).

Of the five types of research conducted in the Front Office department, there are apparent similarities that occur in the five studies, both researching in the Front Office department and both researching aspects of the language used by Front Office staff as for the differences between the four types of research above and this research. This research analyzes verbal and non-verbal language because verbal and non-verbal communication can build effective communication so as to get a good impression, especially in the hospital industry.

Based on the needs of the field and the results of identifying empirical gaps from previous research, this study will analyze verbal and non-verbal language to find out how and what language is needed by prospective front office staff in order to carry out their duties as good Front Office Staff in four-star hotels.

### **1.2. Problem Identification**

Front office is one of the departments that often come into contact with guests, so front office staff are expected to master the language that will be spoken to guests when serving them both verbally and non-verbally. The importance of verbal and non-verbal language used by front office staff is very important because front office staff are the staff who are most often in contact with guests, and will later affect guest satisfaction through the services provided, especially in four-star hotels which greatly affect whether or not the hotel's vision and mission are achieved.

### **1.3. Problem limitation**

Based on these problems, this research will be focusing on the types of Verbal and Non-Verbal language used by front office staff in serving guests in a four-star hotel.

#### **1.4. Research Questions**

Based on the background of this research, the research questions can be formulative as follows.

1. What are the verbal language used by front office staff at Sunrise Aventus Hotel Nusa Dua?
2. What are the non – verbal language used by front office staff at Sunrise Aventus Hotel Nusa Dua?

#### **1.5. Research Purposes**

Based on the problem formulation above, the objectives of this research are as follows.

1. To describe verbal language used by front office staff at Sunrise Aventus Hotel Nusa Dua.
2. To describe non - verbal language used by front office staff at Sunrise Aventus Hotel Nusa Dua.

#### **1.6. Research Significances**

The benefits obtained from this research are as follows.

##### **1.6.1. Theoretical Significances**

In theory, this research should provide new information and serve as an empirical analysis of earlier findings. Finding out the kinds of verbal and nonverbal cues front desk employees use while assisting clients at four-star hotels can also be a significant advantage of this research.

##### **1.6.2. Practical Significances**

This research provides many benefits, especially for students, and researchers.

1. For Student

This research can be used as a reference in conducting fieldwork practices, especially for tourism students. This research can be used to provide new general knowledge about the types of verbal and non-verbal language used by front office staff..



2. For Future Researches

This research can be used as a comparison material for researchers who want to research verbal and non-verbal language used by front office staff in a four-star hotel.

