

CHAPTER I

INTRODUCTION

Hospitality Industry is an industry that deals with the interaction between foreigners and local people. Hotel is a type of hospitality industry. A hotel of course has several department to help the operation of the hotel. Front Office Department is one of the departments in a hotel, one of the most important parts of which is the Telephone Operator. According to Irfal (2021), telephone operators are a division within the front office department. Their primary responsibilities, include answering telephone calls from internal and external hotel customers, providing them with appropriate information, and facilitating connections to relevant hotel departments to meet guest needs. Telephone operator service at Hotel Le Grande Bali begins before guests' arrival, continues throughout their stay, and extends beyond their departure from the hotel. Telephone operators also play an important role in ensuring that all guests' needs and requests are accommodated before check-in, upon arrival, during their stay, and even after guest check-out from Hotel Le Grande Bali.

Telephone operator is an individual with responsibilities akin to those of an information officer (Hartini : 2011). These duties encompass welcoming guests, managing room reservations, providing goods and acting as a cashier within the front office. In the context of hotels, telephone facilities play a vital role in supporting the business, and the administration of communication services in hotels is entrusted to a dedicated department known as telephone operators.

The role of a telephone operator involves not only enhancing the company's reputation but also contributing to the hotel's image in the eyes of its guests. Typically, telephone operators are tasked with a range of responsibilities, as outlined by Hartini (2011): (1) Handling incoming calls with politeness and efficiency, (2) Managing outgoing calls, (3) Facilitating fax reception and transmission services, (4) Ensuring seamless Internet access for guests, (5) Providing morning wake-up services, (6) Assisting with various information-related tasks, (7) Overseeing the smooth operation of music and film entertainment in music venues, public areas, and guest rooms, (8) Managing communications within the hotel, (9) Responding promptly to telephone threats and emergency calls, (10) Handling vehicle parking inquiries and maintaining order through loudspeaker announcements.

Communication activities will appear when someone interacts with other individuals, so it can be said that communication arises as a result of social relationships. This explanation implies that communication is an inseparable part of human life, both in individual and group capacities. The word "communication" in English comes from the Latin "communis," which means "same," "communico," "communication," or "communicare," which means "to make common." The first term, namely "communis," is the main source of the word "communication" and is the root of other similar Latin words (Sunarsi, 2018). According to Christie and Dima (2023) Communication among key hotel departments is a constant necessity to deliver the highest level of service to guests. Effective communication between these major departments is essential to avoid

any communication mishaps. Given the presence of both domestic and international guests in the hotel, there will inevitably be numerous guest requests.

Guests frequently express complaints, often stemming from their dissatisfaction with the services at the hotel they are staying in. These complaints are consistently raised, often without universal awareness. In light of the concise overview provided, it is crucial to examine the communication strategies employed by telephone operators to address these complaints at Le Grande Bali.

Regarding this issue, proficient telephone operator staff should possess effective communication skills, as they will be responsible for addressing guest complaints at the hotel. To effectively resolve complaints, telephone operator staff should exercise patience in conjunction with sound communication techniques. When communication skills and language are appropriate, addressing complaints becomes more manageable for telephone operator staff. Guests tend to appreciate individuals who can communicate politely and express themselves effectively. In simpler terms, guests are more likely to remain calm and refrain from emotional outbursts when making a complaint.

Research conducted by Christie & Dima (2023) with the aim of explaining the type of service communication used by Telephone Operator staff accompanied by data collection carried out by qualitative descriptive methods by finding that interdepartmental communication is very important, especially in improving services. Similar research was also conducted by Rai et al. (2023) on complaints strategies used by employees at Kashantee Village Hotel using qualitative descriptive methods by finding there are four types of complaints found with the

settlement strategy being resolved based on speech acts. The next research was conducted by Andromeda (2013) with the research objective of identifying English language needs in front office staff with the research subject of 2 male front office staff with data collection conducted by questionnaires and interviews by finding the ability to speak is the main requirement for front officers in hotels because oral communication is the ability that is most often used to communicate with customers.

Three types of research are the same as analyzing the front office department, and the difference with this research is that it is still in the front office department but more precisely on the telephone operator staff and identifying communication techniques when handling guest complaints.

Considering the phenomena above, this study is aimed at identifying how the telephone operator staff of Le Grande Bali when handle complaint using good communication techniques that are appropriate to the situation of the complaint.

1.2 Statement of the Problems

Based on the background of the study, the problems of the study can be stated as follows:

1. What types of complaints are received by the telephone operator staff at Le Grande Bali?
2. What types of communication techniques are used by the telephone operator staff in handling complaints at Le Grande Bali?
3. What are the Purposes of communication techniques are used by the telephone operator staff in handling complaints at Le Grande Bali?

1.3 The Purposes of the Study

Based on the statement of the problems stated above, the purposes of the study are:

1. To identify the types of complaints received by the telephone operator staff at Le Grande Bali.
2. To identify the types of communication techniques used by the telephone operator staff in handling complaints at Le Grande Bali.
3. To analyze the purposes of communication techniques used by the telephone operator staff in handling complaints at Le Grande Bali.

1.4 Significances

Hopefully, the study could give some practical and theoretical significances for the institution and for the students. Those are:

1. For the institution, the result of the study can be used as the material for lectures especially in communication techniques.
2. For students, it can be used for the students of English Department to know about the use of communication techniques in handling the guest's complaint by the telephone operator staff.

1.5 Scope of the Study

This study is limited on handling the types of complaint and also in using communication techniques in handling complaint by the telephone operator. The place is also limited to Le Grande Bali.