

# CHAPTER I

## INTRODUCTION

In this chapter, the author explains the background of the research topic, research problems, research objectives, and the scope and limitations that have been set. Each of these components aims to provide a clear explanation of the direction and context of the research being conducted.

### 1.1 Research Background

Quality of service becomes an important influence in increasing customer satisfaction and loyalty, so this becomes the key to maintaining profitability in the long term (Jain et al., 2015). Usher in the concept of the hospitality industry, especially in the Food and Beverage service is one part of them. Ushers have the responsibility of welcoming the guests until the farewell to the guests. When serving service to the guests usher, must have a good quality of service that will be used. Also when handling guests ushers must know about the sequence of service, language function, and language expression.

One of the languages that is most familiar or used as a means of international communication is English. In terms of English, this is a fundamental concept that everyone should be familiar with, given its role as the primary language used for international communication. Language has several functions as a means of communication. Generally, people use language to communicate their intentions to others (Kusumaningsih, 2019).

By implementing this sequence of service, the ushers at RockBar can increase the interest of visitors so they can visit again. Besides that, it can also be a basic foundation from first receiving guests until the guest finally gets what he wants, for example, getting a decent seat according to your wishes. According to Wibawa and Mathilda (2023), The order of service in the restaurant is carried out from the time the guest arrives until the guest leaves the restaurant.

This research was conducted to determine the sequence of service, language function, and language expressions used by ushers of RockBar Ayana Resort and Spa Jimbaran Bali when handling guests. Therefore, ushers need to provide good

service quality to the guests. Providing good service to guests will improve the quality of service provided by RockBar, besides that guests will also provide good feedback when getting decent and satisfying service.

Ayana Resort and Spa Jimbaran Bali is a hotel located in Jimbaran, South of Bali. One part that is quite popular with tourists when Visiting Ayana Resort and Spa Jimbaran is part of their restaurant and bar, namely RockBar Bali. RockBar Bali is a bar equipped with a restaurant as a facility supporting it. Along the way, RockBar Bali became a bar frequently visited by locals and tourists from abroad.

To maintain and increase visitors to RockBar Bali, managers need to consider important factors that influence customer satisfaction with the quality of products and services at the bar. Therefore, when staff at RockBar Bali by Ayana Resort and Spa Jimbaran provide services to guests, they must pay attention to the language function used because it is an important factor that has a function that greatly affects the service that has been provided.

When compared to the condition of RockBar Bali-based observations, researchers found that RockBar Bali today has used a variety of language functions by usher when providing services to tourists. Consequently, RockBar Bali knows what the quality of their service is like in terms of language functions and language expressions.

## **1.2 Research Questions**

Departing from the background of this study, the formulation of the identified problems are:

1. What is the sequence of service used by the ushers at RockBar when handling guests?
2. What are the language functions used by usher at RockBar when handling guests?
3. What are the language expressions used by ushers at RockBar when handling guests?

### **1.3 Research Purpose**

The purpose of this study is as follows:

1. To find out the sequence of service used by the ushers when handling guests.
2. To find out the language functions used by the ushers when handling guests at the RockBar.
3. To find out the language expressions used by the ushers when handling guests at the RockBar.

### **1.4 Research Significance**

1. Theoretically

This research will be useful for increasing understanding of the sequence of services, language functions, and expressions used by Ushers at RockBar when handling guests. Apart from that, it can also increase insight into thinking in identifying, analyzing, and solving similar problems. Furthermore, this research can be an input for carrying out subsequent research.

2. Practical

In practice, it is hoped that this research can provide thoughts or input as well as material for consideration for the management of RockBar Bali to manage and develop the human resources in the Bar.