

CHAPTER I

INTRODUCTION

This chapter focuses on the research background, problem identification, limitation of the problem, research questions, purposes of the research, significance of the research, and definition of critical terms. The research introduction is explained as follows.

1.1 Background of the Study

In the fast-paced modern era, Language is an important part of life for many reasons. Its primary function is to facilitate communication in our daily exchanges. Furthermore, language is essential for building unity in the midst of variety. English, in particular has emerged as the international language. In the era of globalization, English is widely used in business, telecommunications, and as a critical component of the tourism industry. Today, being able to speak or understand English well is crucial. English proficiency has become a required ability for employment seekers. In essence, English is no longer regarded as an uncommon skill, but rather as a fundamental prerequisite. It has clearly become the world's common language.

Language is one of the most crucial aspects of communication since it allows us as humans to understand what people say. In this world, humans communicate with each other through language. According to (Sorescu-marinković & Mircea, 2015 : 405), "language is essentially a means of communication among the members of a society." As a result, language serves as a tool for everyday communication. Listening, speaking, reading, and writing are all components of English skills that humans employ for competence and communication Grabe & Stoller, (2017). English is also widely used in a variety of industries. For example, in the sector of hospitality, particularly as an international standard hotel, English has become a daily language that may be used for letter writing, captioning, emailing, the hotel system itself, and so on. Today, Indonesia has a large number of international chain hotels. This is why English is regarded as a vital language for the contemporary era.

Language has variances that reflect different circumstances and social groups, causing people to speak in different ways. These variations are broadly divided into conventional and non-standard varieties. In comparison, the non-standard variety is more casual and exudes warmth, friendliness, and approachability. This type of vocabulary is frequently employed in regular talks among family, friends, and certain social groupings. Language plays an increasingly important function because it is required for all activities. One example involves touring or travelling. Tourism or travel is an activity that involves interactions between people with the environment. The interaction occurs through life, hope, and desire with the environment in order to offer a sense of fulfillment. According to Hornby, (2018), tourism involves traveling where short visits are made to various locations, and the traveler eventually returns to their original destination. Thus, tourism refers to the activity of taking a journey or holiday.

In addition of tourism, language awareness is essential, particularly for tourism services such as hotels and others. The key thing is to comprehend the universal language, which is English. Understanding English will improve the quality of service. Hotel workers are the most important English speakers in tourism since guests would rest or remain at the hotel for an extended period of time. If the hotel does not know what the tourist destination is. This will result in a miss of comprehension for both of them. Inside the hotel, there is another key department: the Front Office Department. As the first point of contact for guests, this department is frequently referred to as a hotel. This is also crucial when entertaining visitors or offering various. The front office serves as the nerve center of a hotel. Front office staff members are responsible for welcoming guests, handling their luggage, assisting with registration, providing room keys and mail, answering inquiries about hotel activities and nearby attractions, and managing the check-out process. Typically, guests' primary interaction with hotel employees, aside from restaurant staff, is with the front office team. Given their pivotal role, front office staff must be well-versed in local tourist attractions, points of interest, transportation options, currencies, and dining establishments. They should be friendly, polite, possess a positive attitude, and be capable of guiding tourists

to places that may interest them. The information provided should be concise yet clear. Key responsibilities of the front office staff include welcoming guests, managing check-ins and check-outs, and assigning room numbers. Proficiency in English, particularly speaking skills, is crucial. Clear communication with international guests is essential for creating a positive impression and making guests feel comfortable and inclined to extend their stay.

The front office is indispensable in a hotel, acting as a central contact. Staff members greet guests, manage their luggage, assist with registration, and provide room keys and mail. The main goal of front office personnel is to provide excellent service. Every front office employee must have English language skills to communicate effectively with guests. According to (Ocal, 2021), the front office is a department that directly interacts with guests and handles a range of complex responsibilities and functions. Soenarno, (2021) elaborates that the front office manages room procedures from the reservation process to check-in, the guest's stay, and the check-out process. Thus, the front office forms both the first and last impression for guests, often considered the heart of the hotel, as it remains in constant contact with guests throughout their stay. Yuvraj, (2014) identifies several sections within the front office, including the reservation desk, reception desk, information desk, payments desk, tour desk, and communication desk, each with distinct duties in guest management. As the hub of information, front office staff must possess excellent communication skills, particularly fluency in English, and exhibit friendliness, attentiveness, and professionalism.

Hotel Puri Saron Lovina Baruna Beach Cottages, a three-star resort in Singaraja, Bali, particularly in the Lovina area, offers excellent facilities, including beautiful gardens and views of the cool and calm ocean view. This hotel provides 86 rooms and suites, meeting facilities, free Wi-Fi throughout the premises, a spa, and the popular beachfront Baruna Restaurant. It is an ideal choice for family gatherings and business meetings. In digital and globalisation era, proficiency in English is crucial for effective communication with guests. For hotel staff, particularly those in the front office, understanding and using appropriate language functions and expressions is essential when

assisting guests during check-in. Clear and detailed explanations help ensure guests feel comfortable and well-informed. This is especially important in international hotel chains, where language skills are vital for daily interactions. To effectively work in the front office department, students enrolled in the Front Office course must acquire the knowledge and skills necessary to become professional front office staff. The numerous tasks performed by front office staff demand strong communication skills. Within the realm of communication, there are specific topics pertinent to the front office area. Additionally, front office staff need to utilize various language functions and expressions to manage guest interactions.

In this final project, the author examines the analysis of language functions and expressions used by guest service agents at Hotel Puri Saron Lovina Baruna Beach Cottages. Consequently, the author investigates the language functions and expressions employed by the front office staff (GSA) at Puri Saron Hotel. Based on the reasons stated above, the author chose this title because he was interested in investigating the language style used by the GSA staff at the Puri Saron Lovina Hotel, which would make it easier for them to work and for customers to grasp the hotel's information.

Several previous research projects examined language functions and expressions. The first study, was conducted by (Sidabutar et al., 2018), the study conducted on the language functions and styles used by vendors at Legian Beach in communicating with tourists utilizes a descriptive-qualitative research method. The study concludes that vendors at Legian Beach predominantly use the language functions of controlling conversations and obtaining information. The most common language styles are informal and colloquial, reflecting the casual and friendly nature of interactions in a tourism context. Another study was conducted (Ayu et al., 2024) This approach is suitable for the study's aim to identify specific language expressions and functions used by receptionists. The primary data collection instrument was a questionnaire. The study aimed to identify language expressions and functions used by receptionists during check-in and check-out processes.

The research aims to identify the specific language functions and expressions used by the GSA front office staff at Puri Saron Lovina Hotel, as these elements are integral to the effective execution of work systems and established SOP processes. Thus, the author intends to conduct a study titled *"An Analysis of Language Function and Language Expression Used by Guest Service Agents at Hotel Puri Saron Lovina Baruna Beach Cottages"*

1.2 Problem Identification

Language is crucial for communication, and effective communication is vital for marketing departments, such as guest service agents (GSA) in the front office, as it is a key element of marketing strategy. Based on the research background and initial observations made by the researcher, several issues have been identified that front office staff face when dealing with hotel guests. A fundamental problem is the use of language functions and expressions by guest service agents when handling guests. The front office is a critical department in any company, especially in hotels. Front office staff must understand how to ensure guests are happy and feel well-served. Language use is essential in this process, as the style, functions, and expressions of language significantly impact the work of front-line staff. In the current era, it is not enough to merely focus on language functions. Employing diverse languages, particularly English, with engaging expressions and styles, attracts guests and encourages repeat visits. Proficiency in various languages ensures that SOP processes run smoothly and efficiently, making guests feel pleased and well-attended by the staff.

Therefore, this research aims to enhance the knowledge of readers and serve as a reference for anyone seeking information about hotels and the language functions and expressions used by GSA in the front office. It is especially useful for students of D4 English for Business and Professional Communication. Additionally, this study assists the author in further analyzing the language functions and expressions used by front office staff at Hotel Puri Saron Lovina. This research investigates the function of language and language expressions used by guest service agents in the front office department when handling guests staying at the Puri Saron Lovina Hotel.

1.3 Limitation of the Research

To examine this research in depth, researchers must note several potential limitations. This research will be limited to Guest Service Agent (GSA) staff at the Front Office of the Puri Saron Lovina Hotel. This is due to the important role of the front office as a source of information and information center for staying guests and all activities at the hotel. Therefore, the focus of this research is to analyze the use of language functions and language expressions used by guest service agent staff at the front office of the Puri Saron Lovina Hotel. This research focuses on the Reception staff (GSA) at the hotel as research subjects because they have a better understanding regarding the use of language functions and language expressions in serving guests. Apart from that, the language approach as a communication medium is an important reference in transmitting correct SOP when dealing with guests, whether at check-in, check-out, handling complaints, or as a telephone operator. How a GSA uses language well and correctly as well as the language expressions used when serving guests is the main focus. The research object focused on one of three star hotels in Singaraja, Lovina, Bali, namely the Puri Saron Lovina Hotel, because this hotel has a very strategic location and many guests stay there.

1.4 Research Question

Based on the background of the research described above, the research questions were stated in such formulation below:

1. What language functions are used by the Guest Service Agent at Hotel Puri Saron Lovina Baruna Beach Cottages in communicating with tourists?
2. What are the language expression used by Guest Service Agent at Hotel Puri Saron Lovina Baruna Beach Cottages in their conversation with tourists?

1.5 Research Objectives

There are two kinds of research objectives in this study, namely general objective and specific objective, as follows:

1. General Objective

Generally, this research aims to analyze the language functions and language expressions used by Guest Service Agents at the Front Office of the Puri Saron Lovina Baruna Beach Cottages Hotel.

2. Specific Objectives

- a. To know the analyze the language functions used by the Guest Service Agents at the Front Office of the Puri Saron Lovina Baruna Beach Cottages Hotel in communicating with tourists.
- b. To find out the language expression used by Guest Service Agents at the Front Office of the Puri Saron Lovina Baruna Beach Cottages Hotel in their conversation with tourists.

1.6 Research Significance

The researcher anticipates that this research study will hold considerable importance on multiple fronts. The significance of the research is poised to yield valuable insights both in theory and practical applications. This study encompasses two primary dimensions of significance: theoretical and practical, each offering unique contributions to the field, as explained in the following sections.

1.6.1 Theoretical Significance

Theoretically, this research is expected to provide some support to become a reference for other researchers in conducting similar research in the future. It is intended that this research will contribute to earlier research. This study paints a comprehensive image of hotels and the functions and language phrases utilized in diverse hotels. Aside from that, it is hoped that this research would serve as a reference or source for other scholars, particularly students in the D4 English Department at Ganesha Education University.

1.6.2 Practical Significance

Practically, this research is expected to offer several benefits as below:

1. For Students

This study can be used as reference to learn about language function and language expression that used by banquet service. Also, they can practice language function and language expression correctly to interact with guests in hospitality industry.

2. For Lectures

Hopefully, this research will be useful to instructors who are teaching the role of language styles and language expressions used in hotels as a language reference. This research can also be used as a medium for teaching international students studying tourism, namely the Front Office.

3. For future researchers

This study can be used as guidance in carrying out researcher in analyzing language function and language expression. And this study can be used as an additional source of information. In addition, this study can be used as evaluation for future researcher.

