

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

English has an essential role in communication. English is a language that is widely used around the world to communicate, both in everyday conversation and in areas such as education, business and technology. As an international language, it helps people from different countries to understand each other, share information and work together. According to Arun (2017) the ability to communicate in English is an essential prerequisite for notable work performance in the hotel business.

English is used as an important communication tool to interact with people from different countries, both in everyday life and in professional settings. As an international language, it makes it easier to exchange information and build relationships with individuals from different cultural backgrounds. In the world of work, especially in the tourism and hospitality industry, English is often used by workers to serve foreign guests, provide information, and create a comfortable experience for tourists.

English is considered a global language that plays an important role in the hospitality industry. A hotel worker is required to have good English skills in order to communicate with guests from different countries as well as coordinate cooperation with foreign colleagues. This ability is especially necessary in international hotels, where all staff are required to use English in their

communication to ensure professional and satisfying service for every guest, regardless of their country of origin.

In tourism, communication problems still a challenge that is often faced by workers, especially when interacting with guests from various countries who have different language and cultural backgrounds. Difficulties in understanding guest requests, providing accurate information, or handling complaints appropriately often arise due to limited language skills. Communication problems often occurred due to differences in speech accents and also language pronunciation that is difficult to understand (Pongganta, 2020). When problems in a department occur, it is necessary to have communicate well there must be a solution was made by the waiter when experiencing problems in dealing with guests. Pongganta (2020) states that major problems faced by hotel staff deals English oral communication.

Likewise, communication issues are one of the main challenges that waiters and waitresses often face when serving guests in restaurants. The interaction between waiters and guests is not only limit to the delivery of orders, but also includes the ability to understand needs, provide clear information, and respond appropriately to various situations that may arise. Effective communication is essential to ensure that every guest request can be fulfilled accurately and in a timely manner, thus creating a satisfying dining experience. Conversely, poor communication has the potential to lead to misunderstandings, such as misrepresentation of orders or delays in service, which can ultimately reduce guest satisfaction levels. Therefore, good communication skills not only improve service efficiency, but also contribute to the overall reputation of the restaurant.

There are several studies that examine the communication problems both from different place and topic. A study by Arun (2017) shows that many factors become barriers for waiter and waitress in doing English communication. In addition, Clarah et al. (2023) find that the majority of the front office hotels have techniques to deal with the challenges of communicating in English with foreign guests, then also require English language classes and training to deal with foreign clients and enhance their communication skills. The third research was carried out by Supanee (2007) mention that the main problem it found was ineffective language usage, which was followed by poor language use and cultural differences. Previous research conducted by Pongganta (2020) found that listening to customers' questions is the most needed. Listening and speaking skills to waiters and waitresses are shown as the highest level of needs for language skills and language functions. Jhaiyanuntana and Nomnian (2020) define the intercultural communication challenges and approaches encountered by Thai undergraduate hotel interns working at a training center on-site hotel.

This research provides exploration on communication problems faced when serving guests in the hospitality industry and how the staff handle the problems. This topic is still rarely researched, so the results of the study are expected to provide insights into the factors that cause communication problems and solutions that can be applied to improve service quality. This research aims to analyze whether there is communication problems encountered in the guest service process at Courtyard by Marriott Bali Seminyak Resort. Through this research, the author wants to identify what factors can cause communication problems when

serving guests at Courtyard by Marriott Bali Seminyak Resort and identify solutions that are carried out to overcome these problems.

## **1.2 Statements of the Problems**

The following is the formulation of the research problems:

1. What communication problems are faced by the waiters and waitresses in serving guests at Courtyard by Marriot Bali Seminyak Resort?
2. How do the waiters and waitresses at Courtyard by Marriot Bali Seminyak Resort handle the communication problems when serving guests?

## **1.3 Purposes of the Research**

The following is the purpose of the research:

1. To describe the communication problems faced by the waiters and waitresses in serving guests at Courtyard by Marriot Bali Seminyak Resort.
2. To describe the problems solving carried out by the waiters and waitresses in serving guests at Courtyard by Marriot Bali Seminyak Resort.

## **1.4 Significance of the Research**

The conclusion of this study is expected to help as follows:

### **1.4.1 Theoretical Significance**

Theoretically, this research is addressing the context of communication issues related to waiters and waitresses, as well as hotel and restaurant operations. In addition, an in-depth understanding of communication issues is also considered essential to support further analysis.

### **1.4.2 Practical Significance**

#### **1) For English for Specific Purposes (ESP) Students**

Students can understand the problem and better equip themselves to provide better communication, knowing what problems can arise when communicating. They can also understand the solutions that can be done when facing communication problems.

#### **2) For Waiters and Waitresses**

This research provides waiters and waitresses with valuable insights into potential communication problems that may arise when interacting with guests from different cultural backgrounds. This knowledge is expected to encourage the development of more adaptive and responsive communication skills, so that they can provide more professional, inclusive and satisfying services to guests from various countries.

#### **3) Further Research**

For future research, this study may be use as a reference in studying communication issues in the tourism industry. Focusing on aspects of communication that include barriers, strategies and actors in the tourism industry in significantly enrich academic literature and strengthen theoretical foundations relevant to the dynamics of communication in the sector.

### **1.5 Scope of this Research**

The scope of this study was focus on communication problems. The research results focus on communication problem faced by the waiters and waitresses in serving guests at Courtyard by Marriot Bali Seminyak Resort.

## **1.6 Definition of Key Terms**

### **1.6.1 Communication Problems**

Communication problems are obstacles or difficulties that arise in the process of delivering and understanding messages between one party and another (Eppler, 2007). In the context of communication problems, this issue refers to the various communication challenges faced by waiter and waitresses staff in providing services to guests in restaurants operating at Courtyard by Marriott Bali Seminyak Resort. This study aims to identify the communication barriers that arise, both verbal and non-verbal, and analyze the factors that influence the effectiveness of communication between staff and guests, especially in an international standard-based service environment combined with local cultural characteristics.

### **1.6.2 Food and Beverage Service**

Food and beverage service is a structured service system, aimed at providing and serving food and beverages to customers in accordance with predetermined quality standards (Kartika 2010). In the hospitality and restaurant industry, the concept of food and beverage service refers to a set of practices, procedures and operational standards applied in the provision of food and beverage services. In this case, the study focused on the application of the concept at the Courtyard by Marriott Bali Seminyak Resort restaurant. This approach aims to identify how international service standards are applied in the context of an international hotel.

### **1.6.3 Restaurant**

A restaurant is a business entity that provides a service of serving ready-to-eat food and beverages to customers in exchange for payment. Restaurants not only function as a place of consumption, but also as a means of offering a dining

experience designed to meet customer needs and preferences (Narim, 2011). Seminyak Kitchen, the restaurant operating at Courtyard by Marriott Bali Seminyak Resort, is an integral part of the hospitality services offered by the property. The restaurant provides a wide selection of dishes, ranging from appetizers, main courses, to a wide array of quality beverages, with a focus on a comfortable and luxurious dining experience. As a full-service concept restaurant, Seminyak Kitchen puts forward international hospitality standards to provide maximum satisfaction to the customers.

