

**CROSS - CULTURAL COMMUNICATION STRATEGIES
USED BY HOSTESS AT HOLIDAY INN EXPRESS BARUNA
BALI DURING BREAKFAST SERVICE**



Created by :

Ni Kadek Diah Padma Narayani 2252013016

**D4 BAHASA INGGRIS UNTUK BISNIS KOMUNIKASI DAN
PROFESIONAL
FAKULTAS BAHASA DAN SENI UNIVERSITAS PENDIDIKAN GANESHA
SINGARAJA**

2025

**CROSS - CULTURAL COMMUNICATION STRATEGIES USED BY
HOSTESS AT HOLIDAY INN EXPRESS BARUNA BALI DURING
BREAKFAST SERVICE**

TUGAS AKHIR

Diajukan kepada

Universitas Pendidikan Ganesha

Untuk memenuhi salah satu persyaratan

Dalam Menyelesaikan Program Diploma Empat

Program Studi Bahasa Inggris Komunikasi Bisnis Profesional

Oleh

Ni Kadek Diah Padma Narayani

NIM 2252013016

**D4 BAHASA INGGRIS UNTUK BISNIS KOMUNIKASI DAN
PROFESIONAL**

FAKULTAS BAHASA DAN SENI

UNIVERSITAS PENDIDIKAN GANESHA

SINGARAJA

2025

TUGAS AKHIR

DIAJUKAN UNTUK MELENGKAPI TUGAS DAN
MEMENUHI SYARAT-SYARAT UNTUK
MENCAPAI GELAR SARJANA TERAPAN

Menyetujui

Pembimbing I,



Dr. Made Dharma Susena Suyasa, S.Pd., M.Hum.

NIP. 197607142008121002

Pembimbing II,

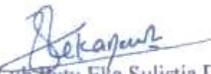


Dr. Ni Pita Era Marsakawati, S.Pd., M.Pd.

NIP. 198303142008122002

Tugas Akhir oleh Ni Kadek Diah Padma Narayani
Telah dipertahankan di depan Dewan Penguji
Pada tanggal, 6 Agustus 2025

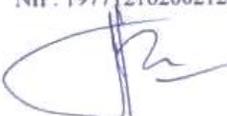
Dewan Penguji,


Dr. Ni Luh Putu Eka Sulistia Dewi, S.Pd., M.Pd.
NIP. 198104197006042002

(Ketua)


Made Aryawan Adijaya.S.Pd., M.Pd.
NIP. 197712162002121002

(Anggota)


I Ketut Armawan. S. Pd., M.Pd.
NIP. 197510092001121001

(Anggota)


Dr. Made Dharma Susena Suyasa, S.Pd., M.Hum.
NIP. 197607142008121002

(Anggota)


Dr. Ni Putu Era Marsakawati, S.Pd., M.Pd.
NIP. 198303142008122002

(Anggota)

Diterima oleh panitia Fakultas Bahasa dan Seni
Universitas Pendidikan Ganesha
guna memenuhi syarat-syarat untuk mencapai gelar sarjana terapan

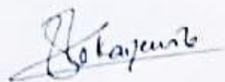
Pada : Rabu, 6 Agustus 2025

Hari : Rabu

Tanggal : 6 Agustus 2025

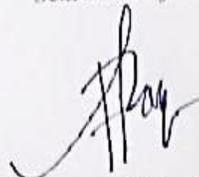
Mengetahui,

Ketua Ujian,



Dr. Ni Luh Putu Eka Sulistia Dewi, S.Pd., M.Pd
NIP. 198104192006042002

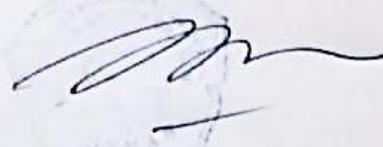
Sekretaris Ujian,



Made Aryawan Adijaya, S.Pd., M.Pd
NIP. 197712162002121002

Mengesahkan

Dekan Fakultas Bahasa dan Seni



Drs. I Gede Nurjaya, M.Pd.
NIP. 196503201990031002

PERNYATAAN

Dengan ini saya menyatakan bahwa tugas akhir ini yang berjudul "Cross - Cultural Communication Strategies Used by Hostess at Holiday Inn Express Baruna Bali During Breakfast Service" beserta seluruh isinya adalah benar benar karya saya sendiri dan saya tidak melakukan penjiplakan dan mengutip dengan cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini saya siap menanggung resiko atas sanksi yang dijatuhkan kepada saya apabila dikemudian hari ditemukan adanya pelanggaran atau etika keilmuan dalam karya saya ini, atau ada klaim keaslian saya ini.

Singaraja, 6 Agustus 2025



Ni Kadek Diah Padma Narayani

NIM : 2252013016

ACKNOWLEDGEMENTS

Gratitude is extended to God for the divine guidance and blessings that enabled the completion of this research within the anticipated time frame. Acknowledgments are also due to the following lecturers for their invaluable contributions :

1. The esteemed supervisors, Dr. Made Dharma Susena Suyasa, S.S.,M.Hum., and Dr. Ni Putu Era Marsakawati, S.Pd., M.Pd. for their expert guidance, constructive feedback, and unwavering support throughout the research process.
2. Made Aryawan Adijaya, S.Pd.,M.Pd., Head of D4 English for Business Communication and Professional Department, for the recommendation and facilitation that enabled the completion of this final project.
3. The faculty members of department, who generously shared their knowledge, expertise, and experiences, thereby enriching the research outcomes.
4. I Nyoman Arjana, Ni Luh Hartini, and I Putu Anggun Kusuma Jaya as the family of the researcher. Thankyou for your unconditional support, encouragement, and understanding, which were instrumental in the successful completion of this research.
5. Special Thanks to I Putu Eka Sudiya Adnyana as very supporting person for this research. Thank you so much for all your tireless efforts and sacrifices in encouraging me. Because of your sincerity, I was able to successfully complete this final project.

This study acknowledge its limitations and welcomes constructive feedback, comments, and critiques from readers. It is anticipated that this research will contribute valuable insights for scholars and practitioners interested in cross-cultural communication strategies, particularly in the context of hospitality services, as exemplified by the hostess roles at Holiday Inn Express Baruna Bali during breakfast service.

TABLE OF CONTENTS

STATEMENT	i
ACKNOWLEDGEMENTS	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Research Question	7
1.3 Purposes of Study	7
1.4 Significances of The Study.....	7
1.4.1 For the hospitality industry	7
1.4.2 For educational purposes	7
CHAPTER II LITERATURE REVIEW	8
2.1 Theoretical Review.....	8
2.1.1 Cultural Dimensions Theory.....	8
2.1.2 Intercultural Communication Competence Model (Spitzberg & Cupach).....	9
2.1.3 Verbal and non-verbal communication.....	13
2.1.4 Strategic Communication Theory	18
2.2 Empirical Review	18
2.2.1 Effects Of Cultural Diversity And Intercultural Communication On Thee Quality Of Service And Customer Satisfaction In Hospitality And Tourism Settings In Bazil	18
2.2.2 Politeness Strategies in Cross - Cultural Communication : A Pragmatic Approach	19
2.2.3 Communication Strategy of Receptionist Hotel Quest Simpang Lima Semarang to Improve Service	20
CHAPTER III RESEARCH METHOD.....	23

