

The Language Function and Expression used by Housekeeping Department at Bintang Bali Resort

Oleh:

Made Puspanjali Artati, NIM 225201520

Program Studi D4 Bahasa Inggris Intuk Komunikasi Bisnis dan Profesional

ABSTRAK

Penelitian ini dilatarbelakangi oleh keterbatasan variasi dan spontanitas penggunaan ungkapan bahasa Inggris oleh staf housekeeping department dalam berinteraksi dengan tamu di Bintang Bali Resort, yang berpotensi memengaruhi efektivitas komunikasi pelayanan. Penelitian ini bertujuan untuk mengidentifikasi fungsi bahasa dominan yang digunakan oleh staf housekeeping department staff serta mendeskripsikan realisasi fungsi tersebut melalui ungkapan bahasa yang digunakan dalam kegiatan pelayanan sehari-hari berdasarkan kerangka teori Tillit dan Bruder. Subjek penelitian ini adalah empat orang staf housekeeping department staff berjenis kelamin laki-laki yang terdiri atas room attendant, floor supervisor, dan runner yang terlibat langsung dalam aktivitas pelayanan tamu. Penelitian ini menggunakan metode kualitatif deskriptif untuk memperoleh gambaran mendalam mengenai penggunaan fungsi bahasa dalam konteks kerja housekeeping. Teknik pengumpulan data dilakukan melalui observasi langsung, wawancara semi terstruktur, dan penyebaran kuesioner untuk memperoleh data autentik terkait praktik komunikasi staf dengan tamu. Teknik analisis data dilakukan secara kualitatif dengan cara mengklasifikasikan tuturan, mengidentifikasi fungsi bahasa yang dominan, serta menginterpretasikan ungkapan bahasa berdasarkan konteks komunikatifnya. Hasil penelitian menunjukkan bahwa staf housekeeping department staff cenderung menggunakan satu fungsi bahasa utama, yaitu fungsi meminta (*requesting*), yang diwujudkan melalui ungkapan meminta izin, permintaan bantuan, penawaran layanan, permintaan maaf, dan ungkapan terima kasih. Ungkapan-ungkapan tersebut sebagian besar bersifat formulaik dan mengikuti standar operasional prosedur hotel guna menjaga kesopanan dan profesionalisme dalam pelayanan. Penelitian ini menyimpulkan bahwa meskipun staf housekeeping mampu melaksanakan komunikasi rutin secara efektif, diperlukan pelatihan bahasa lanjutan untuk meningkatkan kemampuan komunikasi spontan dan adaptif dalam menghadapi kebutuhan dan karakteristik tamu yang beragam.

Kata kunci: fungsi bahasa, ungkapan bahasa, staf kebersihan, perhotelan, komunikasi

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Written by:

Made Puspanjali Artati, NIM 225201520

D4 English for Business and professional Communication

ABSTRACT

This study was motivated by the limited variety and spontaneity of English expressions used by housekeeping department staff when interacting with guests at Bintang Bali Resort, which could potentially affect the effectiveness of service communication. This study aims to identify the dominant language functions used by housekeeping department staff and describe the realization of these functions through the language expressions used in daily service activities based on Tillit and Bruder's theoretical framework. The subjects of this study were four male housekeeping department staff members consisting of room attendants, floor supervisors, and runners who were directly involved in guest service activities. This study uses a descriptive qualitative method to obtain an in-depth description of the use of language functions in the context of housekeeping work. Data collection techniques were carried out through direct observation, semi-structured interviews, and questionnaires to obtain authentic data related to staff communication practices with guests. Data analysis techniques were carried out qualitatively by classifying utterances, identifying dominant language functions, and interpreting language expressions based on their communicative context. The results showed that housekeeping department staff tended to use one main language function, namely requesting, which was manifested through expressions of asking for permission, requesting assistance, offering services, apologizing, and expressing gratitude. These expressions were mostly formulaic and followed the hotel's standard operating procedures in order to maintain politeness and professionalism in service. This study concludes that although housekeeping staff are able to carry out routine communication effectively, advanced language training is needed to improve their spontaneous and adaptive communication skills in dealing with the diverse needs and characteristics of guests.

Keywords: language functions, language expressions, housekeeping staff, hospitality, communication