

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a means of communication between people in society in the form of sound symbols produced by the speech apparatus (Gorys Keraf, 1997). Due to their social nature, humans depend on one another to meet their basic requirements. Humans identify culture in daily life and adapt ideas, activity, and artifacts to suit their needs. One of the most significant factors influencing human existence and civilization is language.

According to Santoso (2004) language has four purposes in communication: 1) Information Function: Language is used to convey information reciprocally between family or community members. 2) Self-Expression Function: Language allows individuals to channel their feelings, attitudes, ideas, emotions, or distress to others. 3) Adaptation and Integration Functions: Language helps individuals adjust and integrate with members of society, learning the customs, culture, lifestyle, behavior, and ethics of their society. 4) Social Control Function: Language is used to influence the attitudes and opinions of others, playing a role in social control in society.

Of these four functions, this study will also discuss the function of self-expression. Language as a way of self-expression entails using language as a tool to interpret and communicate to others thoughts, feelings, and other forms of

communication. We are able to express ourselves freely because language serves as a means of self-expression.

According to Santrock, expressive language as a person's capacity to use words to communicate with others and convey their ideas and desires.

Considering the explanation previously, the writer studies language expression because the students think that language expression learning can be a bit challenging and the background to this study is the minimal use of language expressions by housekeeping when communicating with visitors. The goal of the analysis is to determine how the housekeeping department uses language when interacting with visitors, responding to complaints, cleaning rooms, and addressing room service requests. The purpose of this study focuses on the language expression used by the housekeeping department at Bintang Bali Resort.

Bintang Bali Resort is a five-star hotel situated in the South Kuta region, specifically along Jalan Kartika Plaza, Kuta 80361, with P.O. Box 1068, Tuban, Bali, Indonesia. The property was officially inaugurated on December 5, 1990, by Mr. Joop Ave, who was serving as the Director General of Tourism at that time. The hotel operates under the ownership of PT Mekar Dunia Wisata. The hotel is built on a land area of approximately 6 hectares. The name Bintang Bali Resort Hotel has changed several times.

Hotel Bintang Bali Resort has 402 rooms including suites that have been renovated in 2002, with room facilities and these rooms meet international standards. Room categories consist of 80 superior rooms, 267 deluxe rooms, 20

romantic rooms, 1 special order/request room, 16 family rooms, 2 suites have their own balcony or terrace with room view and cozy decoration style.

1.2 Research Question

In accordance with the background previously, the research question can be as follows:

1. What kind of language function does the housekeeping department use in carrying out their tasks?
2. What kind of language expression does the housekeeping department use in carrying out their tasks?

1.3. Purpose of study

Considering from the statement of problems previously, the purpose of this study are:

1. To describe the use of language function used by the housekeeping department in carrying out their tasks.
2. To describe the use of language expression used by the housekeeping department in carrying out their tasks.

1.4. Significances of the Study

This study would be specifically useful:

1.4.1. For the writer

The result of this study provides additional knowledge and information to writer about language expression. The writer hopes to increase knowledge about the use of language expressions in the

world of tourism, especially hospitality. And to complete the writer's final project.

142. For the students or readers

This research is useful because readers can find out the use of language expressions, especially in the housekeeping department.

However, readers can obtain more resources as references and knowledge from this study.

143. For the other researcher

The result of this study is expected to give an empirical study for the researchers in making a final project.

144. For the lectures

This final project is expected to be a reference and inspiration in teaching the students, especially hospitality students. The writer expects that the final project can be used as additional material in writing or reading class.

1.5. Scope of the Study

This final project was focused on analyzing the use of language expressions by the housekeeping department in carrying out their tasks. The writer chose the location of Bintang Bali Resort because the writer had previously interned there for 6 months. The content of the final project describes the use of language expressions by the housekeeping department at Bintang Bali Resort.