

CHAPTER I

INTRODUCTION

1.1 Background of study

Language is a crucial component of effective communication, especially English in the modern era. As an international language, English plays a vital role in global communication, particularly in the hospitality industry. Putri and Mahardika (2024) state that English proficiency enhances communication effectiveness between hotel staff and guests. The ability to communicate in English in hospitality is a very important skill to have for staff who work in the hospitality industry who interact directly with national and international guests, including bellboy trainee.

Bellboys are one of the hotel staff who have an important role in handling guest luggage as well as being at the forefront of ensuring the safety of guest items and providing information about the hotel to guests (Hadi & Putra, 2015). Furthermore, professional in the tourism industry need to be more aware of how they use language, because it is through the way they speak that guests can assess the impression and quality of the service provided (Aprinita et al., 2025). In this sector, quality service includes assessing guest service and understanding their expectations and perceptions (Aryani et al., 2024). In this case, to become a bellboy in a hotel, the most important thing that must be owned and mastered is being able to communicate well and effectively, especially in English because in carrying out his duties as a bellboy in a hotel,

it is very necessary to have a good understanding of English, such as knowing the function of language, expressions used in English, and grammar in English.

Language function is an important concept found in communication and refers to purpose. This is because every word and phrase spoken has a specific purpose and every individual will use language not only to communicate but also to express their feelings and to maintain social relationships between individuals. The concept of speech acts was first introduced by J.L. Austin in 1962. His idea was that language is not only used to convey information, but also to perform an action. Several decades later, Yule (1996) further developed this idea by classifying illocutionary acts into five types: representative, directive, expressive, commissive, and declarative. This classification helps us understand how language works in various communication situations, including interactions in the hospitality industry. In the world of hospitality, hotel staff especially for bellboys usually use language functions when they serve guests at the hotel. With this, in carrying out their duties to serve guests, bellboy are expected to apply existing language functions such as welcoming guests, delivering guests, providing information, offering assistance, and so on.

These language functions can be conveyed through specific language expressions properly and correctly in order to create effective communication. Language expressions are important phrases in the communication process that aim to manage complaints and maintain positive relationships with guests and include phrases that show empathy, apologies, and solutions to provide guest satisfaction (Lestari, 2024). In the context of this research, language expression

is the choice of words or phrases used by the bellboy to convey a language function. According to Dewi et al. (2024), these expressions are the practical realizations of language functions that allow staff to communicate information and services clearly to guests. The two are interrelated and cannot be separated language function can only be effectively conveyed if the expression is appropriate. Therefore, the bellboy needs to choose words that are not only clear to the guests but also maintain a professional impression in every interaction. This theory helped determine the types of language acts that bellboys perform when interacting with guests and how those acts contribute to communication effectiveness. As an important element in language expression, grammar also plays a crucial role in ensuring that the expressions used can convey the language function clearly.

Although errors are a natural part of the language learning process (Dulay et al., 1982), it is necessary to distinguish between errors—systematic deviations from language rules—and mistakes, which are random errors in speech. This study focused on errors, which were identified and classified systematically using the Surface Strategy Taxonomy developed by (Dulay et al., 1982). Different types of errors are classified in their work, including omissions, misformations, additions, and misordering. Therefore, understanding and applying proper grammar is necessary for effective communication. If bellboys do not provide information clearly, guests may be confused, receive less than satisfactory service, or even misinterpret instructions. In the long run, this can affect guest satisfaction and the hotel's professional reputation.

There were several studies conducted by some researchers related to language functions, language expressions and grammar in hospitality industries. Lestari (2024) states that effective communication skills are an important role in handling guest complaints at hotels by utilizing appropriate language functions and expressions. Similarly, research conducted by Ferdian et al. (2024) states that Baristas used six language functions and different language expressions in serving customers. In line with this, Suardika (2024) found that the receptionist at the Puri Saron Lovina hotel used eight types of language functions when interacting with guests. Further, Nariswari (2024) found that there are several language functions and language expressions commonly used by waiters in restaurants that are considered important because they will provide good and professional service to guests in the restaurant. Expanding on the scope of language functions, Thiana et al. (2018) identified that there are fourteen language functions used by tour guides at Tamblingan lake, and there are 4 types of errors made by tour guides, namely omission, , misformation, addition, and misordering.

Focusing on grammatical accuracy, Caines et al. (2020) in their research discusses related to the collection of transcription corrections and grammatical error annotations for the CROWDED Corpus of spoken English monologues on business topics. In the context of tour guides, Muziatun and Jusuf (2020) found that tour guides in Gorontalo city often make grammatical errors, namely those related to verb phrases, noun phrases, and transformations, followed by errors in the use of the third person singular present, simple past tense, and past participle. Similarly, Yudhayana and Juniarta (2021) observed

that grammatical errors that are often made by students in schools when writing comparison and contrast paragraphs are omission and addition errors. With that, students are expected to pay more attention to existing grammar rules. Another study by Wijaya and Astawa (2024) identified that 78% of the total errors found by students majoring in travel business who acted as tour guides in English simulations were grammar errors, such as improper use of tense, errors in sentence structure, and subject-verb agreement. Furthermore, Clarah et al. (2023) said that difficulties in English communication, especially for grammar, confidence, and understanding foreign guest accents are difficulties that are still experienced by front office staff in Palembang hotels.

Based on the research above and theoretical considerations, it can be concluded that as employees in hotels, especially bellboys have a very important role in improving guest satisfaction and service quality. Strong communication skills, especially in English, are essential to interact effectively with diverse guests. Given the importance of communication skills, and guided by Austin and Yule's framework for language functions and expressions, along with the theory of grammatical errors analysis proposed by Dulay et al. (1982), this study investigated and focused on language functions, language expressions, and Grammatical errors done by bellboy trainees at New Sunari Lovina Beach Resort.

This research chose New Sunari Lovina Beach Resort as a research site because, New Sunari Lovina Beach Resort is a four-star resort in Buleleng, Bali, which prioritizes guest service as a top priority. This hotel has a touch of local Balinese tradition in every aspect, thus making the stay experience more

unique and memorable. The hotel has a front office department which consists of several sections, such as bellboys and others who are responsible for managing the hotel's guest services, and it is an ideal setting for this research as it provides a unique opportunity to examine the application of language functions, language expressions, and grammatical errors in the bellboys section in a real-world setting. As emphasized by Damayanti et al. (2025), staff at New Sunari Lovina Beach Resort must utilize appropriate language functions and expressions to handle guest interactions professionally and ensure service quality. This research also aimed to contribute to the existing knowledge on this topic and provide insight into how communication occurs in the hospitality industry.

1.2 Problem Identification

The ability of bellboys trainee at New Sunari Lovina Beach Resort is obviously influenced by their own expertise in applying good language functions, appropriate language expressions, and avoiding grammatical errors. However, based on previous studies, there is no research that details the above aspects simultaneously in the context of bellboy interactions with guests at New Sunari Lovina Beach Resort. With that in mind, the purpose of this study was to identify the language functions used, the language expressions used, and the grammatical errors done by bellboy trainees at this resort, as well as how these three elements interacted with each other.

1.3 Problem Statements

Based on the background of the study, there are some problems that must be described by the writer. The problems could be stated as follow:

1.3.1 What are the language functions and expressions used by bellboys when handling guests at New Sunari Lovina Beach Resort?

1.3.2 What are the types of grammatical errors done by bellboys at New Sunari Lovina Beach Resort, based on the Surface Strategy Taxonomy by Dulay et al.?

1.4 Purposes of Study

Based on the identification of the problem, this study was intended to:

1.4.1 To identify the language functions and expressions used by bellboys when handling guests at New Sunari Lovina Beach Resort.

1.4.2 To identify the types of grammatical errors done by bellboys when handling guests at New Sunari Lovina Beach Resort, based on the Surface Strategy Taxonomy by Dulay et al.

1.5 Scope of the Study

This research was limited to language functions, language expressions, and grammatical errors done by bellboys when handling the guests at New Sunari Lovina Beach resort. The reason for this limitation was to ensure that the results of the study were not too broad and important things that have not been found in this study can be continued by other researchers in the future. This research could not be generalized to other hotels or cultural environments because this research is limited to the New Sunari Lovina Beach resort. This study only examined the utterances produced by bellboys when interacting with guests in a work context, not when conversing privately or outside of working hours. Data were obtained through direct observation and audio

recording of conversations between bellboys and guests, which were then transcribed and followed up with interviews to clarify the findings. In this study, language function is understood as illocutionary acts, while language expression is understood as locutionary acts, referring to Austin's Theory of Speech Acts developed by Yule. Grammatical error analysis used Dulay et al. (1982) Surface Strategy Taxonomy framework, which includes the categories of omission, misformation, addition, and misordering.

1.6 Significance of the Study

The significance of the study gives benefits theoretically and empirically. These significances are discussed as follows:

1.6.1 Theoretical

This research was expected to provide additional theories regarding language functions, language expressions, and grammatical errors done bellboys and increase theoretical understanding of various topics, especially applied linguistics and cross-cultural communication in the hospitality industry.

1.6.2 Practical

The practical significance of this research was for the student, lecturers, and other researchers:

a. For students

This research can be expected to provide a useful source of learning and understanding about language functions, expressions, and grammatical errors that may be found by bellboys. With this, it

can provide insight to students who may want to contribute to the world of hospitality.

b. For Lecturers

The results of this study can be used as an additional reference for the learning process, especially in courses on pragmatics, speech acts, error analysis, and English for Special Purposes (ESP). The results of this study can be used as a case study to show that English language skills are very important in jobs in the hospitality industry.

c. For other researcher

This research is expected to add to the existing knowledge on this topic and provide insight into how communication occurs in the hospitality industry. In addition, this study can serve as a basis for more in-depth research into aspects of communication in the hospitality industry, particularly in relation to language functions, expressions, and grammatical errors that may not be covered thoroughly in this study.

1.7 Definition of Key Terms

1.7.1 Language Function

Language functions are the main purpose of using language in communication. In this study, language functions referred to the specific intent or purpose of the utterances delivered by bellboys when interacting with hotel guests. For example, when they welcome, help, provide

information, direct, and so on when serving guests at New Sunari Lovina Beach Resort.

1.7.2 Language Expression

English expressions are expressions commonly used to convey feelings, ideas, and thoughts in English. These expressions typically referred to phrases, idioms, or words. In the context of Austin's Speech Act Theory, language expressions are the realization of locutionary acts, which are actual utterances produced by speakers to express specific language functions (illocutionary acts). In the context of this study, the English expressions in question are those uttered by trainee bellboys when serving guests at New Sunari Lovina Beach Resort.

1.7.3 Grammatical Errors

In this study, grammatical errors were defined as errors that appeared consistently and repeatedly because they did not conform to grammatical rules. Such errors were found in conversations between bellboys and guests at the New Sunari Lovina Beach Resort. Unlike mistakes, which usually occur due to momentary factors such as nervousness or forgetfulness, grammatical errors are more systematic in nature. To identify and categorize them, the researchers used the Surface Strategy Taxonomy framework by (Dulay et al., 1982). This framework divides errors into four types: omission, addition, misformation, and misordering.

1.7.4 Bellboy

Bellboys are people who work in hotels who have the responsibility to assist guests by picking up guests at the hotel entrance, and bringing guests' luggage at New Sunari Lovina Beach Resort.

