

CHAPTER I

INTRODUCTION

1.1 Background of Study

Hotels are one of the accommodations where people can stay especially when they are traveling. According to Lawson (1976:27) “hotels are defined as public buildings that offer travelers, two basic accommodations and services”. There are many types of departments in a hotel such as: housekeeping department, food and beverage department, sales marketing department, accounting department and, the most important department in a hotel is the front office department. The front office is one of the departments in a hotel that should give the first and last impression to guests as they arrive and leave the hotel. In addition, it functions to make the distribution of services run smoothly. The Front Office Department is divided into several sections, such as receptionists, front office cashiers, reservations, guest relations, and telephone operators. Receptionist is one of the parts in the Front Office Department that is responsible for handling guest check-in, people who work in this section are called receptionists.

The study of hotel front office operations is critical to understanding how hotels manage interactions with guests. Sambodo and Bagyono (2006) provide a clear framework of the steps in the check-in process, emphasizing the role of the receptionist. The receptionist must follow certain procedures, such as welcoming guests, verifying reservations, processing check-in, and providing room keys. The language used by receptionists is also important, as it reflects the quality of hotel

services. This research focuses on identifying the steps and language expressions used by receptionists to ensure efficient guest services.

In handling guest check-in, receptionists usually follow several steps to complete the process, using various language expressions. Previous studies have shown that the use of language expressions by front office staff, especially receptionists, plays an important role in supporting smooth service and building a positive first impression for guests. Research by Purnami (2021) at Bintang Bali Resort emphasizes that although the expressions used by receptionists vary, the main goal is to create comfort and satisfaction for guests during the check-in process. Similarly, research by Susini and Widani (2020) at Ubud Wana Resort examined the communicative function and grammatical aspects of English expressions used by receptionists. The results showed that language functions such as providing information, requesting, greeting, and grammatical errors such as subject omission and tense errors often appeared in their communication. This research is highly relevant because it directly highlights the main aspect that is also the focus of this study, namely grammar.

In addition to the front office division, several other studies have also addressed the theme of language expression in guest services in the hospitality and tourism sector. Dewi (2024) and Aryani et al. (2024) identified various language functions such as greeting, introducing oneself, providing information, and expressing gratitude used by tour guides and ushers in star-rated hotels. Similarly, Aprinita et al. (2025) in their study at Scusa Restaurant and souvenir shop at Lovina Bali Resort found that effective and contextually appropriate language use greatly contributes to guest satisfaction. They also noted that choosing the right expressions

reflects staff professionalism and helps maintain service standards. Meanwhile, research by Damayanti et al. (2025) emphasizes the importance of choosing appropriate language functions, such as apologizing and providing solutions, when handling guest complaints via email.

On the other hand, international research also reinforces the importance of language in the hospitality sector. Vargas-Calderón et al. (2021) and Alemán Carreón et al. (2021) used technological approaches such as natural language processing to identify guests' perceptions of hotel services based on online reviews. They found that linguistic aspects significantly influence guest satisfaction and experience, both in terms of expression and politeness in communication. In addition, Roozen and Raedts (2022) revealed that language errors in service recovery communication can damage the hotel's image of professionalism and reduce guests' intention to rebook. Based on these previous studies, it can be concluded that linguistic expression and grammatical accuracy have a significant influence on the quality of interactions between staff and guests. However, there has not been much research specifically examining the language expression used by receptionists in the context of check-in at international five-star hotels such as The Oberoi Beach Resort Bali, so this study is expected to contribute scientifically to filling this gap.

Previous studies have shown that during the check-in process, receptionists follow a number of steps and use various language expressions that affect the guest experience. Although standard operating procedures are generally implemented, there are still obstacles that impact guest satisfaction. English language skills are also an important factor, especially when serving international guests. However, the

use of language expressions often contains errors that can reduce the effectiveness of communication. Although the topic of procedures and language expressions during check-in has been widely researched, most studies are general in nature and do not specifically highlight their application in particular hotels, especially five-star hotels such as The Oberoi Beach Resort Bali. In addition, studies on the relationship between the language expressions used and their impact on the guest experience in luxury hotels are still very limited. Therefore, this study aims to fill this gap by conducting an in-depth analysis of the stages and language expressions used by receptionists in handling guest check-in at The Oberoi Beach Resort Bali. This study will specifically focus on the aspects of grammatical accuracy and word choice in language use. According to Harmer (2007), mastering grammar is very important to ensure clarity and effectiveness in communication, especially in service interactions such as the guest check-in process. To analyze effective language use in the context of the guest check-in process, this study uses the theoretical framework of Sambodo and Bagyono (2006).

1.2 Problem Identification

The problems in this study focuses on the use of English expressions by receptionists at The Oberoi Beach Resort Bali during the guest check-in process. One of the main problems identified is the potential mismatch between the physical steps taken by receptionists—such as greeting guests, collecting personal information, verifying identities, and giving instructions—and the clarity, accuracy, and appropriateness of the English expressions they use to convey these actions. The use of ineffective English grammar and inappropriate word choice can lead to

misunderstandings, especially when dealing with international guests who may not be familiar with the local language or cultural context. This can create communication barriers, reduce service quality, and decrease overall guest satisfaction in a hospitality environment where clear and polite communication is essential. Therefore, this study aims to identify and analyze the grammatical structures and word choices used by receptionists at The Oberoi Beach Resort Bali during the check-in process, in order to evaluate how effectively they support clear and professional communication in English in the context of international hospitality services.

1.3 Statements of Problem

Based on the background of the study, the problems of the present study can be stated as follows:

1. What language expressions are used by receptionists in handling guest check-in at The Oberoi Beach Resort Bali?
2. What are the types of grammatical error in the language used by receptionists in handling guest check-in at The Oberoi Beach Resort Bali?

1.4 Purposes of Study

Based on the problems mentioned above, the purpose of the present study can be stated as follows:

1. To identify the language expressions used by the receptionists in handling guest check-in at The Oberoi Beach Resort Bali.

2. To analyze grammatical errors in the language used by the receptionists when handling guest check-in at The Oberoi Beach Resort Bali.

1.5 Significances of the Study

1.5.1 Theoretical Significance

This research contributes to the development of theory in hospitality and tourism management, particularly in the area of front office operations. By analyzing the steps and language expressions used by receptionists during the check-in process at The Oberoi Beach Resort Bali, this research enriches existing knowledge. This research will provide insight into the specific requirements and challenges faced by receptionists at The Oberoi Beach Resort Bali, so as to broaden receptionists' understanding of effective communication and service strategies. In addition, this research provides a more thorough understanding of how English is used in daily interactions to satisfy customers and improve service quality.

1.5.2 Empirical Significance

The purpose of this study is to provide an empirical basis for future research projects that follow the same path. Other researchers can use the findings of this study as an empirical review. Future research on similar front desk operations can use this study as a standard. The findings of this study can also be used as a useful guide for hospitality professionals looking to improve customer satisfaction standards and on-site services.

1.6 Definition of Key Terms

1.6.1. Language Expressions

The phrases or expressions used in spoken communication are known as language expressions. The words, sentences, and phrases that the receptionist uses to communicate with visitors throughout the check-in procedure at The Oberoi Beach Resort Bali are referred to in this proposal as "language expressions."

1.6.2 Receptionist

A receptionist is a hotel employee responsible for welcoming guests, handling the check-in and check-out processes, and providing information and assistance to guests. At The Oberoi Beach Resort Bali, the role of the receptionist is crucial in making a good first impression on guests.

1.6.3 Check in

When visitors arrive at the hotel and register to reserve a room, this is known as check-in. Verifying reservations, completing paperwork, giving out room keys, and giving visitors crucial information about the hotel's amenities at The Oberoi Beach Resort Bali are all part of this process

1.6.4 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 receptionists and guests at The Oberoi Beach Resort, Bali. 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 developed by Dulay et al. (1982). This framework divides errors into four types: omission, addition, misformation, and misordering

