

THE JARGON USED IN IN ROOM DINING SERVICE AT THE ST. REGIS BALI RESORT

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ABSTRACT

Effective communication in luxury hospitality relies on organizational structure, communication chains, and professional workplace language. However, studies on authentic communication and jargon used in the In-Room Dining Department remain limited, particularly in the context of English for Specific Purposes (ESP). Therefore, this study aimed to analyze the organizational structure, communication chains, and jargon used in the In-Room Dining Department at The St. Regis Bali Resort. This study employed a descriptive qualitative design. Data were collected through observations and interviews with In-Room Dining employees and analyzed using the interactive model of Miles, Huberman, and Saldaña (2014). The findings revealed that the department implemented a hierarchical organizational structure and four communication chains that supported effective operational coordination and personalized guest service. Furthermore, seven forms of jargon were identified based on Yule's (2010) word formation theory, with phrase-based expressions (32%), compounding (25%), and acronyms (18%) as the most dominant forms. These specialized linguistic forms supported communication efficiency, operational coordination, service consistency, and personalized guest experiences. This study contributes authentic workplace language to support the development of English for Specific Purposes (ESP) materials in hospitality education.

Keywords: organizational structure, communication chains, jargon, In-Room Dining, English for Specific Purposes (ESP).



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Komunikasi yang efektif dalam industri perhotelan mewah bergantung pada struktur organisasi, rantai komunikasi, dan penggunaan bahasa profesional di lingkungan kerja. Namun, penelitian mengenai komunikasi autentik dan penggunaan jargon di Departemen In-Room Dining masih terbatas, khususnya dalam konteks English for Specific Purposes (ESP). Oleh karena itu, penelitian ini bertujuan untuk menganalisis struktur organisasi, rantai komunikasi, dan jargon yang digunakan di Departemen In-Room Dining The St. Regis Bali Resort. Penelitian ini menggunakan desain penelitian deskriptif kualitatif. Data dikumpulkan melalui observasi dan wawancara dengan karyawan In-Room Dining, kemudian dianalisis menggunakan model analisis interaktif Miles, Huberman, dan Saldaña (2014). Hasil penelitian menunjukkan bahwa departemen menerapkan struktur organisasi yang bersifat hierarkis serta empat rantai komunikasi yang mendukung koordinasi operasional dan pelayanan tamu yang personal. Selain itu, ditemukan tujuh bentuk jargon berdasarkan teori pembentukan kata Yule (2010), dengan frasa (32%), compounding (25%), dan akronim (18%) sebagai bentuk yang paling dominan. Bentuk-bentuk bahasa khusus tersebut mendukung efisiensi komunikasi, koordinasi operasional, konsistensi pelayanan, serta terciptanya pengalaman tamu yang lebih personal. Penelitian ini diharapkan dapat memberikan kontribusi terhadap pengembangan materi English for Specific Purposes (ESP) dalam bidang perhotelan.

Kata Kunci: struktur organisasi, rantai komunikasi, jargon, In-Room Dining, English for Specific Purposes (ESP).

