

CHAPTER I

INTRODUCTION

This chapter presents an explanation of background of the study, statement of research question, purpose of the study, significance of the study, limitation of the study.

1.1 Background of the Study

Language is the primary medium through which people communicate, exchange ideas, and establish social relationships. It enables individuals to express thoughts, convey meanings, and interact effectively within society. Wardhaugh (2002) states that language functions as a system of arbitrary verbal symbols shared by members of a speech community to facilitate communication. Likewise, Fromkin, Rodman, and Hyams (2011) explain that language is a rule-governed system that allows humans to produce and understand meaningful utterances. These perspectives indicate that language is not merely a collection of words but a structured system that plays a fundamental role in human interaction. Since communication occurs in various social and professional contexts, language use is influenced by the communicative needs, purposes, and characteristics of each community.

In the era of globalization, English has become the dominant language for international communication, particularly in industries that involve cross-cultural interaction, such as tourism and hospitality. Crystal (2003) argues that English functions as a global lingua franca because it enables people from different linguistic and cultural backgrounds to communicate effectively. Within the hospitality industry, English is used not only to communicate with international guests but also to facilitate coordination among employees across different departments. Therefore, English proficiency has become an essential professional competence because effective communication contributes to operational efficiency, service consistency, and guest satisfaction. In luxury hospitality, where guest expectations are exceptionally high, communication must be accurate, efficient, and well-coordinated to ensure that every service is delivered according to established standards.

One hospitality institution that reflects these communication demands is The St. Regis Bali Resort. As part of Marriott International, one of the world's leading luxury hotel companies, The St. Regis Bali Resort implements internationally recognized service standards that emphasize personalized guest experiences and operational excellence. Unlike many hotels where communication may rely on individual practices, communication at The St. Regis Bali Resort is governed by standardized operating procedures that regulate how information is exchanged within and between departments. Every employee is expected to communicate consistently, accurately, and professionally because even minor communication errors may influence service quality, operational efficiency, and the overall guest experience. Consequently, the resort provides an authentic professional environment where workplace language can be observed systematically. These characteristics make The St. Regis Bali Resort an appropriate and academically relevant setting for investigating language use in professional hospitality contexts.

Among its operational departments, the In-Room Dining department represents one of the most communication-intensive working environments within the hotel. Unlike restaurant service, where communication primarily occurs between servers and guests during dining experiences, In-Room Dining requires continuous coordination among multiple departments while simultaneously maintaining direct communication with guests. Every guest request initiates a series of communication processes involving kitchen staff, butler service, front office, housekeeping, stewarding, and food runners before the service can be completed. Staff members must coordinate food preparation, delivery schedules, special dietary requests, room access, billing procedures, and service follow-up within limited time frames while maintaining the personalized standards expected in a luxury hotel. Because every stage of service depends on accurate information exchange, effective communication becomes a critical operational requirement rather than merely a supporting activity.

The complexity of communication in the In-Room Dining department distinguishes it from many other hotel departments. Front Office communication mainly focuses on guest arrival, departure, and reservation services, while

restaurant communication generally occurs within a single operational area. In contrast, In-Room Dining serves as a communication hub that continuously connects several operational departments throughout the guest's stay. Staff members are required to exchange information rapidly while ensuring that messages remain accurate and consistent across departments. This operational complexity encourages the development of specialized communication practices, including the use of department-specific terminology that allows staff to communicate efficiently under time-sensitive conditions. Therefore, the In-Room Dining department offers a unique context for examining how organizational structures, communication chains, and professional language interact within authentic hospitality operations.

Another important aspect that supports the selection of the In-Room Dining department is its clearly defined organizational structure and communication chain. Each employee performs specific responsibilities while following standardized communication procedures throughout the service process. Communication begins when guest requests are received, continues through coordination with relevant departments responsible for food preparation and delivery, and concludes with service confirmation after the order has been delivered. Every stage requires staff to exchange accurate information because misunderstandings may result in delayed service, incorrect orders, or reduced guest satisfaction. Based on the researcher's preliminary observation, Workplace interaction within the department consistently follows this structured operational flow and involves the frequent use of specialized operational expressions that facilitate coordination among employees.

During the preliminary observation, the researcher identified that staff frequently used department-specific expressions such as *ITR (In the Room)*, *fire the order*, *VIP amenities*, *all-day dining*, *turn down service*, and *on-call service* during daily communication. These expressions enable employees to exchange complex service information quickly without lengthy explanations because every member of the department shares the same professional understanding of these terms. The intensive use of such expressions demonstrates that workplace communication in the In-Room Dining department relies heavily on specialized jargon to maintain efficiency, consistency, and service accuracy. However, these expressions are often

unfamiliar to hospitality students, English education graduates, trainees, or newly recruited employees who have not yet experienced authentic hotel operations. Although they may possess adequate general English proficiency, they frequently encounter difficulties understanding workplace-specific terminology because many of these expressions are not introduced in general English courses or conventional hospitality textbooks. Consequently, the gap between classroom English and authentic workplace communication may reduce communication effectiveness during internships or professional employment.

From a sociolinguistic perspective, language varies according to its users, contexts, and communicative purposes. Holmes (2013) explains that language varieties include jargon, slang, register, and style, each serving different social functions. Among these varieties, jargon occupies a significant role in professional communication because it reflects the shared knowledge and practices of a particular occupational community. According to Yule (2010), jargon consists of specialized vocabulary used by members of a profession to facilitate efficient communication while distinguishing insiders from outsiders. Within the In-Room Dining department, jargon functions not merely as technical vocabulary but as an operational communication strategy that enables employees to coordinate tasks efficiently, minimize misunderstanding, and maintain service quality. Therefore, understanding workplace jargon requires not only identifying its linguistic forms but also examining how it functions within organizational communication.

The importance of authentic workplace language is closely associated with English for Specific Purposes (ESP), which emphasizes language learning based on learners' professional needs. Hutchinson and Waters (1990) argue that ESP should be designed according to the communicative demands of particular academic or occupational contexts. Similarly, Basturkmen (2010) emphasizes that ESP learning materials should be developed from authentic professional communication rather than artificial classroom examples. Since communication in the In-Room Dining department reflects real workplace interactions supported by specialized terminology and structured communication processes, the department provides authentic linguistic resources that can contribute to developing more relevant ESP materials for hospitality education. Such materials are expected to better prepare

students for communication challenges encountered during internships and future professional careers.

Although previous studies have investigated workplace communication and jargon in hospitality settings, most have concentrated on identifying lexical forms, meanings, or general communication practices in hotel environments, particularly in Front Office, Food and Beverage Service, or Housekeeping departments. Studies specifically examining the In-Room Dining department remain limited despite its highly complex communication processes. Furthermore, previous research generally investigates jargon as isolated linguistic items without considering how these expressions are influenced by organizational structures and communication chains that shape their use in authentic workplace interactions. Consequently, there remains limited understanding of how specialized language operates within the communication system of luxury hotel operations. This gap indicates the need for further investigation that integrates organizational structure, communication chains, and workplace jargon into a single analysis of authentic professional communication.

Based on these considerations, this study aims to analyze the organizational structure of the In-Room Dining department, examine the communication chains implemented during service delivery, and identify the forms, meanings, and functions of English jargon used by In-Room Dining staff at The St. Regis Bali Resort. By integrating organizational, communicative, and linguistic perspectives, this study is expected to enrich sociolinguistic research on workplace language while providing practical contributions to the development of English for Specific Purposes (ESP) learning materials for hospitality students, trainees, and future hotel professionals. The findings are also expected to provide a clearer understanding of how authentic communication is constructed and maintained within luxury hotel operations, thereby helping bridge the gap between classroom learning and professional practice.

1.2 Statement of The Problems

1.2.1 How is the organizational structure of the In-Room Dining department applied in daily operations at The St. Regis Bali Resort?

- 1.2.2 How do communication chains take place during the stages of guest service handled by In-Room Dining servers at The St. Regis Bali Resort?
- 1.2.3 What are the forms of jargon used by In-Room Dining servers in their daily communication at The St. Regis Bali Resort?

1.3 Purpose of The Study

- 1.3.1 To identify how the organizational structure of the In-Room Dining department is applied in daily operations at The St. Regis Bali Resort.
- 1.3.2 To explain how communication chains take place during the stages of guest service handled by In-Room Dining servers at The St. Regis Bali Resort.
- 1.3.3 identify and analyze the linguistic forms of professional jargon used by In-Room Dining servers in their daily communication at The St. Regis Bali Resort.

1.4 Significance of The Study

The study's relevance highlights its potential impact on other fields. The current research can be valuable in both theory and practice.

1.4.1 Theoretical Significance

This study contributes to the field of English for Specific Purposes (ESP) by focusing on English used in a specific workplace, namely In-Room Dining service at The St. Regis Bali Resort. ESP emphasizes that English learning should be based on the actual language needs of learners in their professional context (Hutchinson & Waters, 1987). By analyzing the English jargon used by hotel staff during daily service activities, this study provides examples of workplace English that are relevant to hospitality settings.

This research supports the idea that ESP should focus on real and practical language use, not general English. According to Budasi (2015), ESP teaching materials must reflect the real communication situations and vocabulary used in the workplace. Therefore, identifying English jargon in In-Room Dining service helps explain what kind of English is truly needed by hotel employees to perform their duties effectively.

In addition, this study strengthens ESP theory related to needs-based learning. Basturkmen (2010) states that ESP research should identify language features that are important for specific job roles. By focusing on department-specific jargon, this study shows how English use in In-Room Dining service has its own characteristics that should be considered in ESP learning and training.

Overall, this study contributes to ESP theory by showing the importance of analyzing real workplace language. The findings are expected to support the development of more relevant English learning materials and training programs for hotel staff, especially in luxury hospitality contexts.

1.4.2 Practical Significance

This study has several practical benefits for people and institutions involved in the hospitality industry, especially those focused on improving English communication in hotel settings.

First, the findings can help hotel management and human resource departments improve their English training programs. Research shows that hotel employees need practical English skills to communicate effectively with guests, especially in speaking and listening, which are crucial for service delivery and guest satisfaction in five-star hotels (Prima, 2022).

Second, this research can inform the design of ESP based training and materials that are directly related to employees' everyday tasks. Studies in Indonesian hotel contexts emphasize the need for targeted ESP courses that equip staff with real workplace language, such as vocabulary for guest interaction and service delivery (Guntoro, 2021).

Third, the study can benefit hotel staff themselves, because understanding English jargon used in the workplace can increase their confidence and ability to communicate with international guests. For example, English training programs that focus on practical service phrases and expressions have been shown to improve staff communication and job performance (Harahap & Arini, 2025).

Fourth, the findings are useful for ESP educators and curriculum developers in hospitality and tourism education. Research on ESP needs highlights that materials should be based on real workplace requirements, which helps vocational

and academic programs prepare students for actual industry demands (Satrio et al., 2025).

1.5 Limitation of The Study

This study is limited to the analysis of English jargon used in the In-Room Dining department at The St. Regis Bali Resort. Therefore, the findings cannot represent English use in other hotel departments or different hotel contexts. Such limitations are common in ESP research, which often focuses on specific workplaces and job roles (Hutchinson & Waters, 1987).

This study focuses only on service-related jargon and does not analyze other language aspects such as grammar or speaking fluency. ESP studies usually emphasize language features that are directly related to job needs rather than overall language competence (Basturkmen, 2010).

In addition, the data are collected from a limited number of service interactions, which may limit the generalization of the findings. However, qualitative workplace studies commonly use focused data to understand specific language use in context (Creswell, 2014).

