



Appendix 1. Jargon

No	Jargons	Meaning
1	Raina Amenities	Raina amenities indicates a specific type or set of amenities prepared following a certain internal standard or naming.
2	Royal Jar	Royal jar is a decorative container used to present items such as snacks or treats in a more refined way.
3	Luminaries	Luminaries describes a setup using decorative lights, often prepared to enhance the atmosphere in certain areas or during special occasions.
4	Bonvoy	Bonvoy represents Marriott's loyalty program that provides points, membership levels, and guest benefits during hotel stays.
5	Birchstreet	Birchstreet functions as a procurement system used to manage purchasing and supply processes within hotel operations.
6	Lightspeed	Lightspeed is used as a point-of-sale system to support transactions and operational activities in hotel outlets.
7	Raj Menon Welcome Card	Raj Menon welcome card is a personalized card prepared with the guest's name and placed in the room as part of the arrival setup.
8	Certificate Nights	Certificate nights are complimentary stay nights provided through membership benefits, promotions, or loyalty program rewards.
9	Gourmet Pass	Gourmet pass is a special access or benefit program used for dining services, usually connected with discounts or exclusive offers at hotel restaurants.
10	Mandapa	Mandapa is an open pavilion commonly used in Balinese settings, often prepared for dining, relaxation, or guest activities.
11	Repeater Guest	Returning guests and prepare more personalized services based on previous guest history.
12	Weekly Check	To routine checking or evaluation activities conducted every week within hotel operational processes.
13	Personalization	The process of customizing services based on guests' preferences, needs, and expectations in order to create a more memorable and comfortable experience.
14	Accommodation	Rooms, lodging, or facilities provided by hotels or resorts for guests to stay comfortably during their visit.
15	C/In	The arrival process where guests completed registration and entered the hotel for their stay.
16	C/Out	The departure process conducted when guests completed payment, returned room facilities, and left the hotel property.
17	Guest Experience	Guest Experience Platform (GXP) functions as a system used to manage guest requests, preferences, and feedback during their stay.

No	Jargons	Meaning
	Platform (GXP)	
18	General Manager (GM)	In hotel operations, General Manager (GM) is the person responsible for supervising the overall activities of the property.
19	Occupied (OCC)	Occupied (OCC) indicates that a guest is currently staying in the room.
20	Average Daily Rate (ADR)	Average Daily Rate (ADR) shows the average selling price of rooms per day.
21	Revenue per Available Room (RevPAR)	In hotel reporting, Revenue per Available Room (RevPAR) measures room revenue based on room availability.
22	Free of Charge (FOC)	Free of Charge (FOC) means a service or item is provided to the guest without additional payment.
23	Brand Standard Audit (BSA)	Brand Standard Audit (BSA) covers an evaluation process used to check whether hotel operations follow brand standards.
24	Leading Quality Assurance (LQA)	Leading Quality Assurance (LQA) is known as a quality assessment system commonly used in luxury hospitality.
25	Call Center Agent (CCA)	The term Call Center Agent (CCA) is used for staff who handle guest calls, inquiries, and service requests.
26	Marriott Global Source (MGS)	Marriott Global Source (MGS) serves as an internal platform for Marriott employees to access operational information and systems.
27	Home Base (HB)	In daily operations, Home Base (HB) refers to the main area used by staff for coordination and service preparation.
28	PAX	PAX is commonly used to show the number of guests included in a reservation or activity.
29	Guest Voice (GV)	Guest Voice (GV) collects guest comments and feedback related to their experience during the stay.
30	In The Room (ITR)	In The Room (ITR) is used when the guest is currently inside the room.
31	Month to Date (MTD)	The term Month to Date (MTD) presents data counted from the beginning of the current month until the present date.
32	Year to Date (YTD)	Year to Date (YTD) describes accumulated data calculated from the start of the year until the current date.
33	American Express (AMEX)	American Express (AMEX) is recognized as one of the payment methods used in hotel transactions.

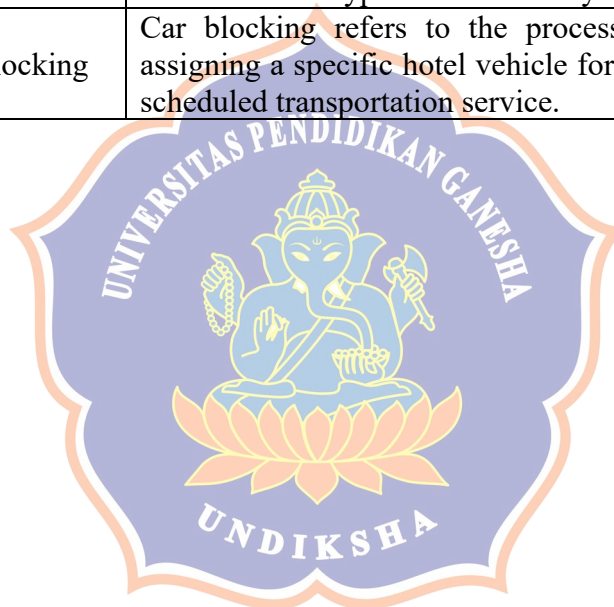
No	Jargons	Meaning
34	In Room Check In (IRC)	With In Room Check In (IRC), the registration process is completed directly inside the guest room instead of at the front desk.
35	Acknowledgement (ACK)	Acknowledgement (ACK) confirms that information, messages, or requests have been received by the staff.
36	Lagoon 1 (L1N)	Lagoon 1 (L1N) identifies a specific lagoon section within the hotel property.
37	Lagoon 2 (L2N)	Similar to L1N, Lagoon 2 (L2N) is another internal code used for a lagoon area in the property.
38	Pool Suite King (PNK)	Pool Suite King (PNK) belongs to a suite category equipped with a private pool and king-size bed.
39	Butler Service Desk (BSD)	The Butler Service Desk (BSD) is the area where butlers organize guest requests and daily service coordination.
40	Expected Arrival (EA)	Expected Arrival (EA) shows the list or status of guests scheduled to arrive at the hotel.
41	Expected Departure (ED)	Expected Departure (ED) indicates guests who are planned to check out on a certain date.
42	Marriott Bonvoy (MBV)	Marriott Bonvoy (MBV) represents Marriott's loyalty and membership program for guests.
43	Pay On Arrival (POA)	Under Pay On Arrival (POA), payment is completed when the guest arrives at the property.
44	Miscellaneous (MC)	Miscellaneous (MC) includes items or information that do not fit into a particular category.
45	Free Upgrade (FUG)	Free Upgrade (FUG) allows guests to receive a higher room category without extra charge.
46	Duty Manager (DM)	During each shift, the Duty Manager (DM) oversees hotel operations and handles operational situations.
47	To Be Advised (TBA)	To Be Advised (TBA) is used when certain information has not been confirmed and will be updated later.
48	Virtual Credit Card (VCC)	In hotel transactions, Virtual Credit Card (VCC) functions as a digital payment card commonly provided by travel agents or booking platforms.
49	Property Management System (PMS)	A computerized system used to manage guest information, reservations, room status, billing, and other operational activities efficiently
50	Standard Operating Procedure (SOP)	Standardized guidelines or procedures used by hotel staff to ensure consistent service quality and operational performance in daily activities.
51	Estimated Time of Arrival (ETA)	Used to inform staff about the expected arrival time of guests, transportation, or requested services in order to prepare and provide smooth guest service.

No	Jargons	Meaning
52	Curating Memories	In butler service, curating memories means arranging small details during a guest's stay based on known preferences or occasions, such as preparing a room setup or adjusting services according to guest needs.
53	Homecoming of the Heart	In practice, homecoming of the heart is used for guests who are handled with a more personal and familiar approach, reflected in services delivered based on prior interactions or established familiarity.
54	Lavishly Package	Lavishly package refers to the way items or services are presented in a detailed and elegant manner, where amenities, gifts, or personal items are arranged neatly with careful attention to appearance.
55	Distinctive Moment	Distinctive moment describes a part of the service that feels slightly different from the standard, such as remembering the guest's name, preparing something without being asked, or assisting at the right time.
56	Coffee and Tea Story	Refers to a presentation or service concept related to coffee and tea experiences.
57	Festive Afternoon Tea	Festive afternoon tea is an afternoon tea service prepared with a certain theme or occasion, including special menu items or presentation.
58	Guest Appreciation	Guest appreciation refers to actions or gestures given to show gratitude to guests during their stay, including small offerings, personalized service, or simple acknowledgments.
59	Welcome Amenity	Refers to amenities prepared to welcome guests upon arrival. (tidak tersedia di tabel lama)
60	Residence Fruit	Residence fruit consists of a fruit arrangement placed in residence-type rooms as part of the standard setup.
61	Family Tradition	Family tradition highlights activities or services arranged to suit family stays, often involving shared experiences for parents and children.
62	Story Card	Story card is a small card placed with an item or setup, usually containing a short explanation or message related to the service.
63	Spa Gift	Spa gift is an item or package provided to guests in relation to spa services, either as part of a treatment or a complimentary gesture.
64	Couple Pattern	Couple pattern shows a room setup arranged for two guests, often with a specific layout or decoration suited for couples.
65	Kids Personalize Person Card	Kids personalize person card is a customized card prepared for children, usually including their name or a simple message as part of the setup.
66	Bamboo Box Cookies In St. Regis Box	Bamboo box cookies in St. Regis box describes cookies presented using a bamboo container placed inside branded packaging for a more refined presentation.

No	Jargons	Meaning
67	On Call Items	On call items are items prepared or kept available to support guest requests whenever needed during the service period.
68	Cash Basis	Cash basis describes a payment method where transactions are completed directly using cash during the guest's stay or service process.
69	Buggy Driver	Buggy driver is the staff member who operates a buggy to transport guests within the property, especially in large resort areas.
70	City Ledger	City Ledger is a system for recording staff charges that will be paid later, usually through salary deduction.
71	Floating Breakfast	a breakfast meal served on a floating tray in the swimming pool, usually for guests staying in villas or resorts.
72	Requisition Form	an official form used by staff to request items, supplies, or materials needed for work operations.
73	Gifts Recovery	complimentary gifts given to guests as a service recovery when they experience problems or inconvenience during their stay, such as noise, delays, or room issues.
74	Headdress	Headdress is a traditional head accessory that may be introduced or provided as part of a cultural experience for guests.
75	Upsell	Upsell means offering a higher category room or additional service to the guest, usually with an added cost. This is done during booking or check-in.
76	Engraved	Engraved describes an item that has been customized with a name or message, often prepared for special occasions or gifts.
77	Amenities	Refers to facilities or complimentary items prepared for guests.
78	Butler	Refers to staff responsible for personalized guest services.
79	Ambassador	Ambassador is a membership tier within the hotel loyalty program, indicating guests with higher status and additional privileges.
80	Titanium	Titanium indicates a high membership tier within the loyalty program. Guests in this level usually receive additional benefits and priority during service.
81	Gold	Gold shows a mid-level membership status in the loyalty program, with certain benefits provided during the stay.
82	Silver	Silver represents an entry-level membership tier that includes basic benefits for registered guests.
83	Residence	Residence describes a larger accommodation unit designed for longer stays, usually equipped with additional facilities such as a living area or kitchen.

No	Jargons	Meaning
84	Inventory	The stock or supply of items, goods, or materials owned or used by a business or hotel.
85	Kids Club	Kids club is a designated area where children can join activities, with staff assisting or guiding the experience.
86	Pool Villa	Pool villa is a type of accommodation that includes a private swimming pool within the villa area.
87	Guest Voice	Guest voice represents feedback or comments shared by guests regarding their experience during the stay.
88	House Briefing	House briefing covers a session where staff share updates, guest information, and daily operations before service begins.
89	Daily Roster, Executive Butler	Daily roster shows the daily schedule and responsibilities of the executive butler to ensure proper coordination within the team.
90	Executive Butler	Executive Butler is a senior butler position responsible for supervising butler operations, coordinating guest services, and supporting the butler team during daily activities.
91	Complimentary Upgrade	Complimentary upgrade means a guest receives a higher room category or additional service without extra payment. This is usually given based on availability or guest status.
92	Extra Bed	Extra bed is an additional bed placed in the room upon request or based on the number of guests staying.
93	Room Category	Room category indicates the type or class of room assigned to the guest, based on features, size, or location.
94	Spa Satisfaction	Spa satisfaction refers to the guest's level of satisfaction after using spa services. This can be observed through feedback or response after the treatment.
95	Beach Satisfaction	Beach satisfaction shows the guest's response after using beach facilities or services during their stay.
96	Maintenance Upkeep	Maintenance upkeep refers to routine checks and minor repairs carried out to keep facilities in good condition. In service context, this ensures that the guest room and surrounding areas remain functional and well-maintained.
97	Guest History Check List	Guest history check list is a record used to review past guest information before arrival. It includes previous preferences, requests, or notes to support service preparation.
98	Attachment Butler	Attachment butler is a butler assigned to follow and handle specific guests to keep the service consistent.
99	Birthday Arrangement	Birthday arrangement includes simple setups prepared to celebrate a guest's birthday, such as decorations, cake, or small items in the room.

No	Jargons	Meaning
100	Suite Safety Topic	Suite safety topic includes safety-related information or checks carried out within the guest's suite to ensure proper condition.
101	Bye-Bye Ritual	Bye-bye ritual describes the steps carried out when a guest departs, including farewell interaction and final assistance before leaving the property.
102	In-House	In-house is used for guests who are currently staying at the property. This term helps staff identify active guests during daily operations.
103	Elite Member	Elite member is used for guests who hold a certain status level in the loyalty program, which may affect how services and benefits are delivered.
104	Elite Status Category	Elite status category groups guests based on their membership level in the loyalty program, which determines the type of benefits they receive.
105	Car Blocking	Car blocking refers to the process of reserving and assigning a specific hotel vehicle for a guest prior to the scheduled transportation service.



Appendix 2. Acronym

No	Jargon	Meaning
1	Guest Experience Platform (GXP)	Guest Experience Platform (GXP) functions as a system used to manage guest requests, preferences, and feedback during their stay.
2	General Manager (GM)	In hotel operations, General Manager (GM) is the person responsible for supervising the overall activities of the property.
3	Occupied (OCC)	Occupied (OCC) indicates that a guest is currently staying in the room.
4	Average Daily Rate (ADR)	Average Daily Rate (ADR) shows the average selling price of rooms per day.
5	Revenue per Available Room (RevPAR)	In hotel reporting, Revenue per Available Room (RevPAR) measures room revenue based on room availability.
6	Free of Charge (FOC)	Free of Charge (FOC) means a service or item is provided to the guest without additional payment.
7	Brand Standard Audit (BSA)	Brand Standard Audit (BSA) covers an evaluation process used to check whether hotel operations follow brand standards.
8	Leading Quality Assurance (LQA)	Leading Quality Assurance (LQA) is known as a quality assessment system commonly used in luxury hospitality.
9	Call Center Agent (CCA)	The term Call Center Agent (CCA) is used for staff who handle guest calls, inquiries, and service requests.
10	Marriott Global Source (MGS)	Marriott Global Source (MGS) serves as an internal platform for Marriott employees to access operational information and systems.
11	Home Base (HB)	In daily operations, Home Base (HB) refers to the main area used by staff for coordination and service preparation.
12	PAX	PAX is commonly used to show the number of guests included in a reservation or activity.
13	Guest Voice (GV)	Guest Voice (GV) collects guest comments and feedback related to their experience during the stay.
14	In The Room (ITR)	In The Room (ITR) is used when the guest is currently inside the room.
15	Month to Date (MTD)	The term Month to Date (MTD) presents data counted from the beginning of the current month until the present date.
16	Year to Date (YTD)	Year to Date (YTD) describes accumulated data calculated from the start of the year until the current date.
17	American Express (AMEX)	American Express (AMEX) is recognized as one of the payment methods used in hotel transactions.

No	Jargon	Meaning
18	In Room Check In (IRC)	With In Room Check In (IRC), the registration process is completed directly inside the guest room instead of at the front desk.
19	Acknowledgement (ACK)	Acknowledgement (ACK) confirms that information, messages, or requests have been received by the staff.
20	Lagoon 1 (L1N)	Lagoon 1 (L1N) identifies a specific lagoon section within the hotel property.
21	Lagoon 2 (L2N)	Similar to L1N, Lagoon 2 (L2N) is another internal code used for a lagoon area in the property.
22	Pool Suite King (PNK)	Pool Suite King (PNK) belongs to a suite category equipped with a private pool and king-size bed.
23	Butler Service Desk (BSD)	The Butler Service Desk (BSD) is the area where butlers organize guest requests and daily service coordination.
24	Expected Arrival (EA)	Expected Arrival (EA) shows the list or status of guests scheduled to arrive at the hotel.
25	Expected Departure (ED)	Expected Departure (ED) indicates guests who are planned to check out on a certain date.
26	Marriott Bonvoy (MBV)	Marriott Bonvoy (MBV) represents Marriott's loyalty and membership program for guests.
27	Pay On Arrival (POA)	Under Pay On Arrival (POA), payment is completed when the guest arrives at the property.
28	Miscellaneous (MC)	Miscellaneous (MC) includes items or information that do not fit into a particular category.
29	Free Upgrade (FUG)	Free Upgrade (FUG) allows guests to receive a higher room category without extra charge.
30	Duty Manager (DM)	During each shift, the Duty Manager (DM) oversees hotel operations and handles operational situations.
31	To Be Advised (TBA)	To Be Advised (TBA) is used when certain information has not been confirmed and will be updated later.
32	Virtual Credit Card (VCC)	In hotel transactions, Virtual Credit Card (VCC) functions as a digital payment card commonly provided by travel agents or booking platforms.
33	Property Management System (PMS)	A computerized system used to manage guest information, reservations, room status, billing, and other operational activities efficiently
34	Standard Operating Procedure (SOP)	Standardized guidelines or procedures used by hotel staff to ensure consistent service quality and operational performance in daily activities.
35	Estimated Time of Arrival (ETA)	Used to inform staff about the expected arrival time of guests, transportation, or requested services in order to prepare and provide smooth guest service.

Appendix 3. Clipping

No	Jargons	Meaning
1	C/In	The arrival process where guests completed registration and entered the hotel for their stay.
2	C/Out	The departure process conducted when guests completed payment, returned room facilities, and left the hotel property.



Appendix 4. Coinage

No	Jargons	Meaning
1	Raina Amenities	Raina amenities indicates a specific type or set of amenities prepared following a certain internal standard or naming.
2	Royal Jar	Royal jar is a decorative container used to present items such as snacks or treats in a more refined way.
3	Luminaries	Luminaries describes a setup using decorative lights, often prepared to enhance the atmosphere in certain areas or during special occasions.
4	Bonvoy	Bonvoy represents Marriott's loyalty program that provides points, membership levels, and guest benefits during hotel stays.
5	Birchstreet	Birchstreet functions as a procurement system used to manage purchasing and supply processes within hotel operations.
6	Lightspeed	Lightspeed is used as a point-of-sale system to support transactions and operational activities in hotel outlets.
7	Raj Menon Welcome Card	Raj Menon welcome card is a personalized card prepared with the guest's name and placed in the room as part of the arrival setup.
8	Certificate Nights	Certificate nights are complimentary stay nights provided through membership benefits, promotions, or loyalty program rewards.
9	Gourmet Pass	Gourmet pass is a special access or benefit program used for dining services, usually connected with discounts or exclusive offers at hotel restaurants.

Appendix 5. Derivation

No	Jargons	Meaning
1	Repeater Guest	Returning guests and prepare more personalized services based on previous guest history.
2	Weekly Check	To routine checking or evaluation activities conducted every week within hotel operational processes.
3	Personalization	The process of customizing services based on guests' preferences, needs, and expectations to create a more memorable and comfortable experience.
4	Accommodation	Rooms, lodging, or facilities provided by hotels or resorts for guests to stay comfortably during their visit.



Appendix 6. Borrowing

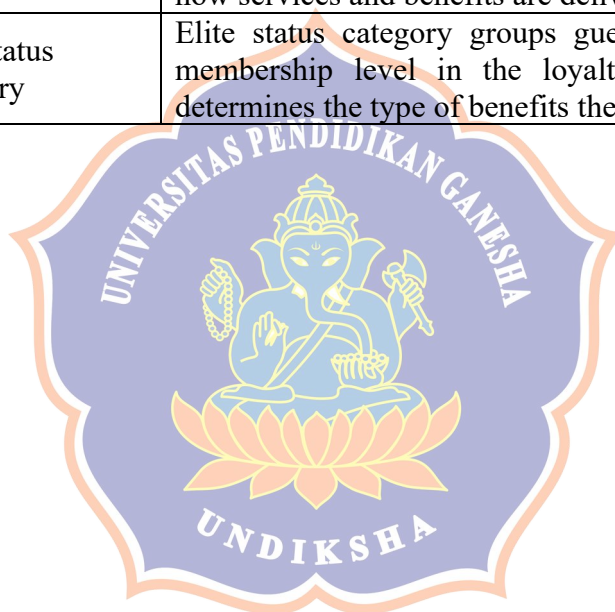
No	Jargons	Meaning
1	Mandapa	Mandapa is an open pavilion commonly used in Balinese settings, often prepared for dining, relaxation, or guest activities.



Appendix 7. Compounding

No	Jargons	Meaning
1	Kids Club	Kids club is a designated area where children can join activities, with staff assisting or guiding the experience.
2	Pool Villa	Pool villa is a type of accommodation that includes a private swimming pool within the villa area.
3	Guest Voice	Guest voice represents feedback or comments shared by guests regarding their experience during the stay.
4	House Briefing	House briefing covers a session where staff share updates, guest information, and daily operations before service begins.
5	Daily Roster	Daily roster shows the daily schedule and responsibilities of the all butlers to ensure proper coordination within the team.
6	Executive Butler	Executive Butler is a senior butler position responsible for supervising butler operations, coordinating guest services, and supporting the butler team during daily activities.
7	Complimentary Upgrade	Complimentary upgrade means a guest receives a higher room category or additional service without extra payment. This is usually given based on availability or guest status.
8	Extra Bed	Extra bed is an additional bed placed in the room upon request or based on the number of guests staying.
9	Room Category	Room category indicates the type or class of room assigned to the guest, based on features, size, or location.
10	Spa Satisfaction	Spa satisfaction refers to the guest's level of satisfaction after using spa services. This can be observed through feedback or response after the treatment.
11	Beach Satisfaction	Beach satisfaction shows the guest's response after using beach facilities or services during their stay.
12	Maintenance Upkeep	Maintenance upkeep refers to routine checks and minor repairs carried out to keep facilities in good condition. In service context, this ensures that the guest room and surrounding areas remain functional and well-maintained.
13	Guest History Check List	Guest history check list is a record used to review past guest information before arrival. It includes previous preferences, requests, or notes to support service preparation.
14	Attachment Butler	Attachment butler is a butler assigned to follow and handle specific guests to keep the service consistent.

No	Jargons	Meaning
15	Birthday Arrangement	Birthday arrangement includes simple setups prepared to celebrate a guest's birthday, such as decorations, cake, or small items in the room.
16	Suite Safety Topic	Suite safety topic includes safety-related information or checks carried out within the guest's suite to ensure proper condition.
17	Bye-Bye Ritual	Bye-bye ritual describes the steps carried out when a guest departs, including farewell interaction and final assistance before leaving the property.
18	IN-HOUSE	In-house is used for guests who are currently staying at the property. This term helps staff identify active guests during daily operations.
19	Elite Member	Elite member is used for guests who hold a certain status level in the loyalty program, which may affect how services and benefits are delivered.
20	Elite Status Category	Elite status category groups guests based on their membership level in the loyalty program, which determines the type of benefits they receive.



Appendix 8. Word Phrase

No	Jargons	Word Category	Meaning
1	Curating Memories	Verb Phrase	In butler service, curating memories means arranging small details during a guest's stay based on known preferences or occasions, such as preparing a room setup or adjusting services according to guest needs.
2	Homecoming of the Heart	Noun Phrase	In practice, homecoming of the heart is used for guests who are handled with a more personal and familiar approach, reflected in services delivered based on prior interactions or established familiarity.
3	Lavishly Package	Noun Phrase	Lavishly package refers to the way items or services are presented in a detailed and elegant manner, where amenities, gifts, or personal items are arranged neatly with careful attention to appearance.
4	Distinctive Moment	Noun Phrase	Distinctive moment describes a part of the service that feels slightly different from the standard, such as remembering the guest's name, preparing something without being asked, or assisting at the right time.
5	Coffee and Tea Story	Noun Phrase	Refers to a presentation or service concept related to coffee and tea experiences.
6	Festive Afternoon Tea	Noun Phrase	Festive afternoon tea is an afternoon tea service prepared with a certain theme or occasion, including special menu items or presentation.
7	Guest Appreciation	Noun Phrase	Guest appreciation refers to actions or gestures given to show gratitude to guests during their stay, including small offerings, personalized service, or simple acknowledgments.
8	Welcome Amenity	Noun Phrase	Refers to amenities prepared to welcome guests upon arrival. (tidak tersedia di tabel lama)
9	Residence Fruit	Noun Phrase	Residence fruit consists of a fruit arrangement placed in residence-type rooms as part of the standard setup.
10	Family Tradition	Noun Phrase	Family tradition highlights activities or services arranged to suit family stays, often involving shared experiences for parents and children.
11	Story Card	Noun Phrase	Story card is a small card placed with an item or setup, usually containing a short explanation or message related to the service.

No	Jargons	Word Category	Meaning
12	Spa Gift	Noun Phrase	Spa gift is an item or package provided to guests in relation to spa services, either as part of a treatment or a complimentary gesture.
13	Couple Pattern	Noun Phrase	Couple pattern shows a room setup arranged for two guests, often with a specific layout or decoration suited for couples.
14	Kids Personalize Person Card	Noun Phrase	Kids personalize person card is a customized card prepared for children, usually including their name or a simple message as part of the setup.
15	Bamboo Box Cookies In St. Regis Box	Noun Phrase	Bamboo box cookies in St. Regis box describes cookies presented using a bamboo container placed inside branded packaging for a more refined presentation.
16	On Call Items	Noun Phrase	On call items are items prepared or kept available to support guest requests whenever needed during the service period.
17	Cash Basis	Noun Phrase	Cash basis describes a payment method where transactions are completed directly using cash during the guest's stay or service process.
18	Buggy Driver	Noun Phrase	Buggy driver is the staff member who operates a buggy to transport guests within the property, especially in large resort areas.
19	City Ledger	Noun Phrase	City Ledger is a system for recording staff charges that will be paid later, usually through salary deduction.
20	Floating Breakfast	Noun Phrase	a breakfast meal served on a floating tray in the swimming pool, usually for guests staying in villas or resorts.
21	Requisition Form	Noun Phrase	an official form used by staff to request items, supplies, or materials needed for work operations.
22	Gifts Recovery	Noun Phrase	complimentary gifts given to guests as a service recovery when they experience problems or inconvenience during their stay, such as noise, delays, or room issues.
23	Car Blocking	Noun Phrase	Car blocking refers to the process of reserving and assigning a specific hotel vehicle for a guest prior to the scheduled transportation service.

Appendix 9. Word

No	Jargon	Word Category	Meaning
1	Headdress	Single Word (Noun)	Headdress is a traditional head accessory that may be introduced or provided as part of a cultural experience for guests.
2	Upsell	Single Word (Verb/Noun)	Upsell means offering a higher category room or additional service to the guest, usually with an added cost. This is done during booking or check-in.
3	Engraved	Single Word (Adjective/Verb)	Engraved describes an item that has been customized with a name or message, often prepared for special occasions or gifts.
4	Amenities	Single Word (Noun)	Refers to facilities or complimentary items prepared for guests.
5	Butler	Single Word (Noun)	Refers to staff responsible for personalized guest services.
6	Ambassador	Single Word (Noun)	Ambassador is a membership tier within the hotel loyalty program, indicating guests with higher status and additional privileges.
7	Titanium	Single Word (Noun)	Titanium indicates a high membership tier within the loyalty program. Guests in this level usually receive additional benefits and priority during service.
8	Gold	Single Word (Noun)	Gold shows a mid-level membership status in the loyalty program, with certain benefits provided during the stay.
9	Silver	Single Word (Noun)	Silver represents an entry-level membership tier that includes basic benefits for registered guests.
10	Residence	Single Word (Noun)	Residence describes a larger accommodation unit designed for longer stays, usually equipped with additional facilities such as a living area or kitchen.
11	Inventory	Single Word (Noun)	The stock or supply of items, goods, or materials owned or used by hotel.

Appendix 10. Observation Checklist

Research Title : **An Analysis of Jargon Used in the Butler Department at The St. Regis Bali Resort**

Location : Butler Department, The St. Regis Bali Resort

Date : 14 February – 16 March

Observer : Ni Kadek Githa Valentina

No	Category	Observation Indicators	Yes (✓)	No (✓)	Notes
1	Organizational Structure	Executive Butler supervises departmental operations.	✓		Observed during daily departmental operations.
2	Organizational Structure	Assistant Executive Butler assists operational supervision.	✓		Observed assisting operational supervision activities.
3	Organizational Structure	Senior Butler supervises daily operational activities.	✓		Observed monitoring daily service operations.
4	Organizational Structure	Butlers are assigned to specific operational sections.	✓		Observed through sectional room assignments.
5	Organizational Structure	Section assignments include Suites, Villas, and Residences.	✓		Observed in Suites, Villas, and Residence areas.
6	Organizational Structure	Duties and responsibilities are distributed according to assigned sections.	✓		Observed through assigned duties and responsibilities.
7	Organizational Structure	Weekly section schedules are prepared by the Senior Butler.	✓		Observed through weekly sectional scheduling.
8	Organizational Structure	Staff demonstrate awareness of their assigned responsibilities.	✓		Observed during daily operational activities.
9	Supervisory System	Morning house briefing is conducted.	✓		Observed during morning house briefing.

No	Category	Observation Indicators	Yes (✓)	No (✓)	Notes
10	Supervisory System	Afternoon house briefing is conducted.	✓		Observed during afternoon house briefing.
11	Supervisory System	Operational updates are communicated during briefing sessions.	✓		Observed during briefing sessions.
12	Supervisory System	Guest-related issues are discussed during briefing sessions.	✓		Observed during operational discussions.
13	Supervisory System	Supervisors monitor operational activities during the shift.	✓		Observed monitoring service flow and guest activities.
14	Supervisory System	Staff receive instructions or reminders from supervisors.	✓		Observed during daily supervision and coordination.
15	Communication Chain	Guest information is received before guest arrival.	✓		Observed through pre-arrival guest preparation.
16	Communication Chain	Guest preferences are communicated among staff members.	✓		Observed through guest profile and preference sharing.
17	Communication Chain	Pre-arrival preparation is conducted based on guest information.	✓		Observed during pre-arrival room preparation.
18	Communication Chain	Front Office communicates guest arrival information to the Butler Department.	✓		Observed through coordination between Front Office and Butler Department.
19	Communication Chain	Lobby Butler receives guest arrival information.	✓		Observed during guest arrival procedures.
20	Communication Chain	Staff use communication technology during operations.	✓		Observed through the use of communication devices and systems.
21	Communication Chain	Zello is used for operational communication.	✓		Observed through daily use of Zello application.

No	Category	Observation Indicators	Yes (✓)	No (✓)	Notes
22	Communication Chain	Butler staff communicate with Front Office regarding guest needs.	✓		Observed during guest request coordination.
23	Communication Chain	Butler staff communicate with Housekeeping regarding guest requests.	✓		Observed during housekeeping-related guest requests.
24	Communication Chain	Butler staff communicate with Engineering regarding technical issues.	✓		Observed during technical issue coordination.
25	Communication Chain	Butler staff communicate with In-Room Dining regarding guest requests.	✓		Observed during food and beverage request coordination.
26	Communication Chain	Information is shared between departments to support guest services.	✓		Observed through interdepartmental communication activities.
27	Communication Chain	Guest requests are coordinated through the assigned butler.	✓		Observed during guest request handling procedures.
28	Communication Chain	Shift handover communication occurs between staff members.	✓		Observed during shift handover activities.
29	Communication Chain	Guest preferences and requests are communicated during shift handovers.	✓		Observed during shift handover reporting.
30	Complaint Handling	Guest complaints are first handled by the assigned butler.	✓		Observed during guest complaint handling.
31	Complaint Handling	Service recovery actions are provided when necessary.	✓		Observed during service recovery implementation.

No	Category	Observation Indicators	Yes (✓)	No (✓)	Notes
32	Complaint Handling	Complaints are escalated to the Senior Butler when necessary.	✓		Observed during escalation of guest-related issues.
33	Complaint Handling	Complaints are escalated to the Assistant Executive Butler when necessary.	✓		Observed during supervisory escalation procedures.
34	Complaint Handling	Complaints are escalated to the Executive Butler when necessary.	✓		Observed during managerial escalation procedures.
35	Complaint Handling	Complaints are escalated to the Duty Manager when necessary.	✓		Observed during complex complaint handling procedures.
36	Reporting System	Guest history reports are prepared at the end of the shift.			Observed through end-of-shift reporting activities.
37	Reporting System	Guest requests are documented in operational reports.	✓		Observed through guest request documentation.
38	Reporting System	Guest complaints are documented in operational reports.	✓		Observed through complaint documentation procedures.
39	Reporting System	Service recovery actions are documented.	✓		Observed through service recovery documentation.
40	Reporting System	Guest information is recorded for future reference.	✓		Observed through guest history records.
41	Reporting System	Transfer forms are used for recovery-related documentation.	✓		Observed through transfer form documentation.
42	Reporting System	Administrative documentation supports operational activities.	✓		Observed through administrative reporting procedures.
43	Jargon Usage	Staff use acronyms during communication.	✓		Observed during staff communication activities.

No	Category	Observation Indicators	Yes (✓)	No (✓)	Notes
44	Jargon Usage	Staff use clipping forms during communication.	✓		Observed during operational communication activities.
45	Jargon Usage	Staff use coinage terms during communication.	✓		Observed during daily workplace communication.
46	Jargon Usage	Staff use compounding terms during communication.	✓		Observed during operational coordination among staff.
47	Jargon Usage	Staff use hospitality-related phrases during communication.	✓		Observed during guest service communication.
48	Jargon Usage	Staff use specialized hospitality vocabulary during communication.	✓		Observed during internal workplace communication.
49	Jargon Usage	Jargon is used during guest service operations.	✓		Observed during guest service operations.
50	Jargon Usage	Jargon is used during interdepartmental communication.	✓		Observed during interdepartmental communication.

Appendix 11. Checklist

Please put a check mark (✓) on the jargon terms that you use in your daily work communication.

If there are other jargon terms commonly used in the Butler Department that are not listed in this questionnaire, please write them in the space provided below.

No	Jargon Used	Yes	None
1	Raina Amenities	✓	
2	Royal Jar	✓	
3	Luminaries	✓	
4	Bonvoy	✓	
5	Birchstreet	✓	
6	Lightspeed	✓	
7	Raj Menon Welcome Card	✓	
8	Certificate Nights	✓	
9	Gourmet Pass	✓	
10	Mandapa	✓	
11	Room Charge		✓
12	Guest Complaint		✓
13	Service Recovery		✓
14	Repeater Guest	✓	
15	Weekly Check	✓	
16	Personalization	✓	
17	Accommodation	✓	
18	C/In	✓	
19	C/Out	✓	
20	Room Service		✓
21	Breakfast Box		✓
22	Displacement Effect		✓
23	Dismissal		✓
24	Guest Experience Platform (GXP)	✓	
25	General Manager (GM)	✓	
26	Occupied (OCC)	✓	
27	Average Daily Rate (ADR)	✓	
28	Revenue per Available Room (RevPAR)	✓	
29	Free of Charge (FOC)	✓	
30	Brand Standard Audit (BSA)	✓	
31	Leading Quality Assurance (LQA)	✓	
32	Call Center Agent (CCA)	✓	
33	Marriott Global Source (MGS)	✓	

No	Jargon Used	Yes	None
34	Food Checker		✓
35	Hot Box		✓
36	Home Base (HB)	✓	
37	PAX	✓	
38	Guest Voice (GV)	✓	
39	In The Room (ITR)	✓	
40	Month to Date (MTD)	✓	
41	Year to Date (YTD)	✓	
42	American Express (AMEX)	✓	
43	In Room Check In (IRC)	✓	
44	Acknowledgement (ACK)	✓	
45	Lagoon 1 (L1N)	✓	
46	Lagoon 2 (L2N)	✓	
47	Pool Suite King (PNK)	✓	
48	Butler Service Desk (BSD)	✓	
49	Expected Arrival (EA)	✓	
50	Expected Departure (ED)	✓	
51	Marriott Bonvoy (MBV)	✓	
52	Pay On Arrival (POA)	✓	
53	Floating Breakfast		✓
54	Tray Setup		✓
55	Miscellaneous (MC)	✓	
56	Free Upgrade (FUG)	✓	
57	Duty Manager (DM)	✓	
58	To Be Advised (TBA)	✓	
59	Virtual Credit Card (VCC)	✓	
60	Property Management System (PMS)	✓	
61	Standard Operating Procedure (SOP)	✓	
62	Estimated Time of Arrival (ETA)	✓	
63	Curating Memories	✓	
64	Homecoming of the Heart	✓	
65	Lavishly Package	✓	
66	Distinctive Moment	✓	
67	Coffee and Tea Story	✓	
68	Festive Afternoon Tea	✓	
69	Guest Appreciation	✓	
70	Welcome Amenity	✓	
71	Residence Fruit	✓	
72	Family Tradition	✓	

No	Jargon Used	Yes	None
73	Story Card	✓	
74	Spa Gift	✓	
75	Couple Pattern	✓	
76	Kids Personalize Person Card	✓	
77	Bamboo Box Cookies In St. Regis Box	✓	
78	On Call Items	✓	
79	Cash Basis	✓	
80	Buggy Driver	✓	
81	City Ledger	✓	
82	Floating Breakfast	✓	
83	Requisition Form	✓	
84	Gifts Recovery	✓	
85	Headdress	✓	
86	Upsell	✓	
87	Engraved	✓	
88	Amenities	✓	
89	Butler	✓	
90	Ambassador	✓	
91	Titanium	✓	
92	Gold	✓	
93	Silver	✓	
94	Residence	✓	
95	Inventory	✓	
96	Kids Club	✓	
97	Pool Villa	✓	
98	Guest Voice	✓	
99	House Briefing	✓	
100	Daily Roster	✓	
101	Executive Butler	✓	
102	Complimentary Upgrade	✓	
103	Extra Bed	✓	
104	Room Category	✓	
105	Spa Satisfaction	✓	
106	Beach Satisfaction	✓	
107	Maintenance Upkeep	✓	
108	Guest History Check List	✓	
109	Attachment Butler	✓	
110	Birthday Arrangement	✓	
111	Suite Safety Topic	✓	

No	Jargon Used	Yes	None
112	Access Card		✓
113	Repeat Order		✓
114	Bye-Bye Ritual	✓	
115	In-House	✓	
116	Elite Member	✓	
117	Elite Status Category	✓	
118	Car Blocking	✓	



Appendix 12. Interview Guide

Participant Information

Interview Code :

Position :

Date :

Duration :

SECTION A

Organizational Structure

(Executive Butler & Senior Butler Only)

Q1

Could you tell me about the positions in the Butler Department and what each position usually does?

Q2

How do team members usually work together during daily operations?

(For example, who handles guest requests first and who follows up afterward?)

Q3

When a guest has a special request or complaint, how is the information usually passed within the team?

Q4

How are duties and responsibilities distributed among butlers during a shift?

Q5

What is your role in making sure communication runs smoothly in the department?

SECTION B

Communication Chain

(All Participants)

Q6

Can you tell me what usually happens after a guest request is received?

(For example, who is contacted first and what happens next?)

Q7

Which departments do you communicate with most often during your shift?

(Kitchen, Front Office, Housekeeping, Engineering, Butler Team, etc.)

Q8

How do you usually communicate guest information to other departments?

Q9

How do staff make sure that guest requests are delivered correctly and completely?

Q10

How is information shared when changing shifts?

(For example, guest preferences, requests, complaints, or follow-up actions.)

Q11

Have you ever experienced communication challenges during service?

If yes:

What happened and how was it solved?

SECTION C

Jargon Use

(All Participants)

Q12

Do staff use special words or terms that are commonly understood within the department?

Q13

Can you mention some examples of those terms?

(For example, abbreviations, special expressions, system names, or operational terms.)

Q14

What do those terms usually mean?

Q15

In what situations are those terms usually used?

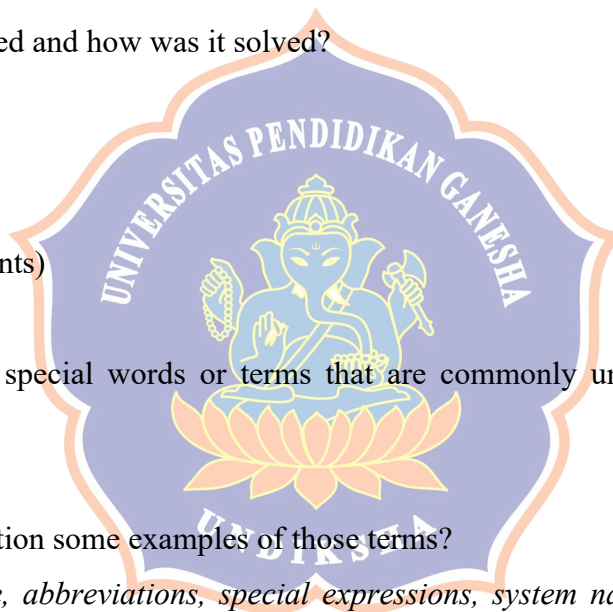
Q16

Why do staff prefer using those terms instead of longer explanations?

Q17

How do new staff usually learn those terms?

Q18



Are there any terms that guests or people outside the department might not understand?

Q19

Which terms do you hear most frequently during daily operations?

Q20

In your opinion, how do these terms help communication among staff?

SECTION D

Jargon and Workplace Communication

(All Participants)

Q21

Have you ever worked with new staff who were unfamiliar with certain terms or jargon?

If yes:

What difficulties did they experience?

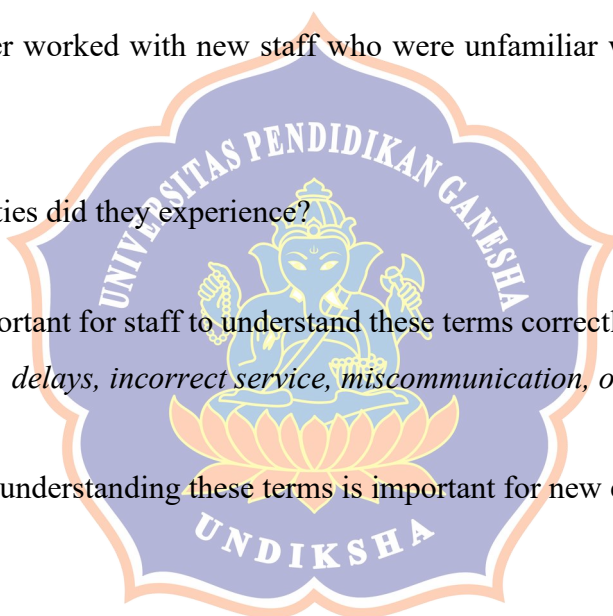
Q22

Why is it important for staff to understand these terms correctly during operations?
(For example, delays, incorrect service, miscommunication, or service errors.)

Q23

Do you think understanding these terms is important for new employees?

Why?



SECTION E

ESP and Hospitality Education

(All Participants)

Q24

In your opinion, should hospitality students learn these terms before entering the workplace?

Why?

Q25

Are there any terms or expressions that you think should be included in hospitality English courses?

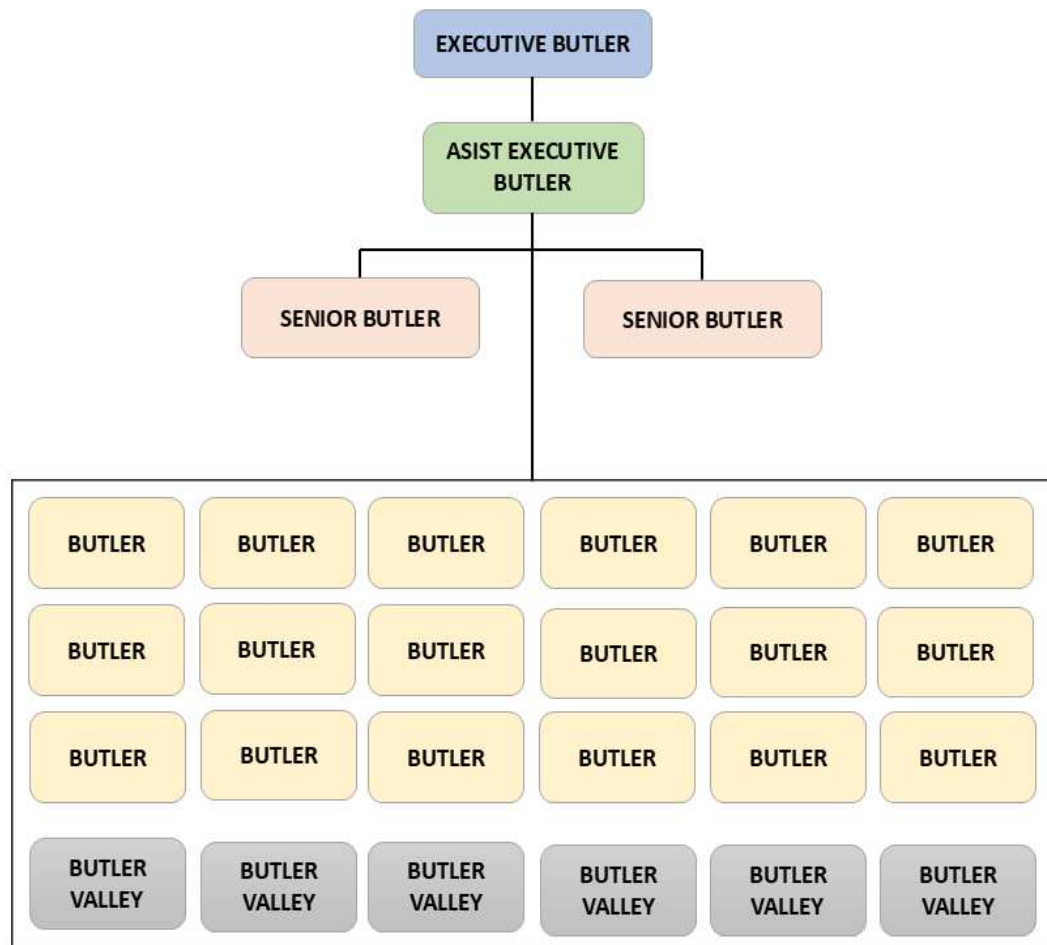
Q26

What makes communication in the Butler Department different from other hotel departments?

Q27

What communication skills do you think are most important for butlers?



Appendix 13. Organizational Charts

Appendix 14. Sample of Raw Data Evidence for Jargon Identification

The following excerpts are representative samples of the observation data used to identify professional jargons in the Butler Department at The St. Regis Bali Resort. The identified jargons were subsequently classified based on their linguistic forms and analyzed according to their meanings and functions in workplace communication.

Excerpt 1

Situation: Morning House Briefing before guest arrival.

Executive Butler:

Good morning, everyone. Today's OCC is 95%. Please check the Daily Roster before starting your shift.

Senior Butler:

Noted. I'll also review the Guest History Checklist for today's arrivals.

Executive Butler:

Great. Please update the GXP if there are any special requests.

Identified Jargons

No. Jargon

1 OCC

2 Daily Roster

3 Guest History Checklist

4 GXP

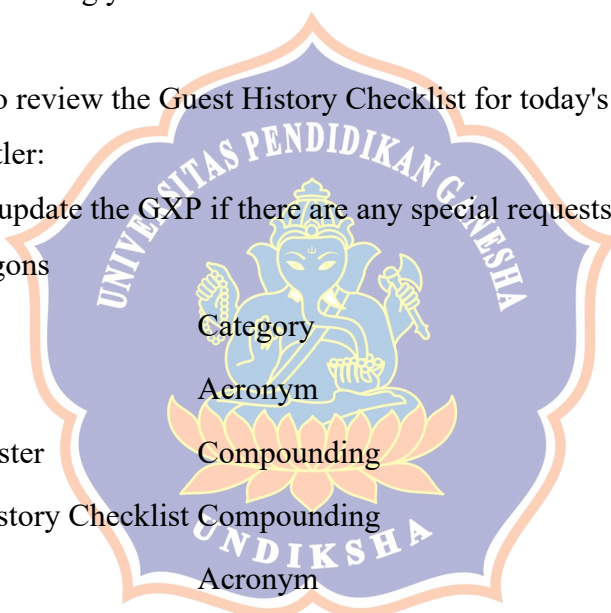
Category

Acronym

Compounding

Compounding

Acronym



Excerpt 2

Situation: Guest arrival preparation.

Executive Butler:

The guest is an Ambassador member. Please prepare the Welcome Amenity and make sure the Pool Villa is ready before C/In.

Butler:

Everything is ready. I'll escort the guest once the check-in process is completed.

Identified Jargons

No.	Jargon	Category
1	Ambassador	Word
2	Welcome Amenity Phrase	
3	Pool Villa	Compounding
4	C/In	Clipping

Excerpt 3

Situation: Personalized guest service.

Senior Butler:

The guest is a Repeater Guest, so let's focus on Personalization.

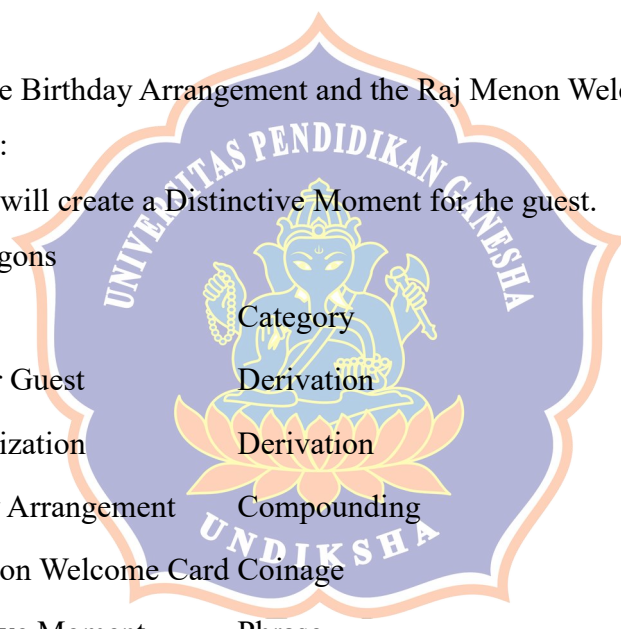
Butler:

I'll prepare the Birthday Arrangement and the Raj Menon Welcome Card.

Senior Butler:

Perfect. That will create a Distinctive Moment for the guest.

Identified Jargons



No.	Jargon	Category
1	Repeater Guest	Derivation
2	Personalization	Derivation
3	Birthday Arrangement	Compounding
4	Raj Menon Welcome Card	Coinage
5	Distinctive Moment	Phrase

Excerpt 4

Situation: Guest request during the stay.

Guest:

Could I have an Extra Bed in my room?

Butler:

Certainly. I'll contact Housekeeping immediately.

Butler (via radio):

Please prepare one Extra Bed for the guest in the Residence.

Identified Jargons

Appendix 15. Permission Letter

SURAT REKOMENDASI PEMBIMBING UNTUK PENGUMPULAN DATA SKRIPSI/TA

Saya yang bertanda tangan di bawah ini:

Nama : Prof. Dr. I Gede Budasi, M.Ed.
NIP : 195812311985031022
Jurusan : Bahasa Asing
Prodi : S1 Pendidikan Bahasa Inggris
Jabatan : Pembimbing I

Nama : Dr. Nyoman Karina Wedhanti, S.Pd., M.Pd.
NIP : 198204212008122003
Jurusan : Bahasa Asing
Prodi : S1 Pendidikan Bahasa Inggris
Jabatan : Pembimbing II

Memberikan rekomendasi dan persetujuan kepada:

Nama Mahasiswa : Ni Kadek Githa Valentina
NIM : 2112021124
Jurusan : Bahasa Asing
Program Studi : S1 Pendidikan Bahasa Inggris

Untuk melaksanakan pengumpulan data di The St. Regis Bali Resort dalam rangka penelitian untuk menyelesaikan skripsi/tugas akhir yang berjudul:

"AN ANALYSIS OF JARGON USED IN THE BUTLER DEPARTMENT AT THE ST. REGIS BALI RESORT"

Kami menyatakan bahwa penelitian yang akan dilakukan oleh mahasiswa tersebut telah sesuai dengan bidang kajian yang relevan dan telah dinyatakan lulus proses seminar proposal. Instrumen yang digunakan untuk pengumpulan data sudah tervalidasi sehingga mahasiswa dapat melanjutkan proses tahap pengumpulan data.

Demikian surat rekomendasi ini saya buat dengan sebenarnya, untuk dapat digunakan sebagaimana mestinya.

Singaraja, 1 May 2026

Pembimbing I



Prof. Dr. I Gede Budasi, M.Ed.
NIP. 195812311985031022

Pembimbing II



Dr. Nyoman Karina Wedhanti, S.Pd., M.Pd.
NIP. 198204212008122003



KEMENTERIAN PENDIDIKAN TINGGI, SAINS,
DAN TEKNOLOGI
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS BAHASA DAN SENI
Jalan A.Yani No. 67 Singaraja Bali Kode Pos 81116
Telepon (0362) 21541 Fax. (0362) 27561
Laman: fbs.undiksha.ac.id

Nomor : 1630 /UN48.7.1/ TA.00.03/2026 8 Mei 2026
Hal : Permohonan Izin Penelitian

Yth.
I Wayan Karba as Executive Butler
di Badung

Dalam rangka penyelesaian Skripsi/Tugas Akhir Mahasiswa, dengan hormat kami mohon agar Bapak/Ibu mengizinkan mahasiswa di bawah ini untuk mengumpulkan data yang diperlukan pada institusi yang Bapak/Ibu pimpin :

Nama : Ni Kadek Githa Valentina
NIM : 2112021124
Jurusan : Bahasa Asing
Program Studi : Pendidikan Bahasa Inggris
Jenjang : S1
Tahun Akademik : 2025/2026
Judul : An Analysis Of Jargon Used In The Butler Department At The St. Regis Bali Resort

Demikian kami sampaikan permohonan ini, atas perhatian dan bantuan Bapak/Ibu kami ucapkan terima kasih.

a.n. Dekan,
Wakil Dekan I,



Ni Luh Putu Eka Sulistia Dewi
NIP. 198104192006042002

- Tembusan :
1. Dekan FBS Undiksha Singaraja
 2. Koorprodi Pendidikan Bahasa Inggris
 3. Sub Bagian Akademik FBS



Catatan :

- UU ITE No. 11 Tahun 2008 Pasal 5 ayat 1 "Informasi Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetaknya merupakan alat bukti hukum yang sah"
- Dokumen ini tertanda ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan BsrE Surat ini dapat dibuktikan keasliannya dengan menggunakan *qr code* yang telah tersedia