

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

Nowadays, tourism industry is so popular that many tourists from around the world visit Bali. To support the tourism development, many hotels have been built, started from three-star hotel until five-star hotel. One of those five star hotels is The Legian Bali. This Hotel is located in Seminyak Area. It was built in 1996. The Legian Bali is divided into some departments and one of them is Front Office Department.

Front Office takes an important role in running out the hotel's business. That is why Front Office is called as the heart of hotel. All guest's need are directly coordinated to the Front Office eventhough the request is not related with. For example: the guest would like to have toothbrush, they would like to have meal in their room, there is unfamiliar animal like lizard, etc. There are some sections divided such as reception, telephone operator, bellman, concierge, and reservation. These sections have their own main task in giving service to the guest. In order to give a perfect service, they have to coordinate each other.

One of sections in Front Office is Telephone Operator. Tasks of the Telephone Operator are handling incoming and outgoing call. According to Putra(2011) Telephone Operator must be able to uphold the image of the company and contribute to improving the image of the hotel in the eyes of guest, the impression of guests can be started from the conversation via telephone. It means that the Telephone Operator staff are very important for the hotel because they are people who are directly dealing with guests, as the front liner staff. The image or staff's qualification of the hotel will be seen when the Telephone Operator greets the guest from telephone for the first time. The intonation and also warm greeting are most important aspect before starting conversation. Every hotel has their own

standard how to greet the guest by using telephone. The procedure in handling call is also different based on Standard Operating Procedure itself.

Theoretical study that was got from University is totally different with the real job situation. In University, the theory of the Telephone Operator's task is handling incoming call, outgoing call, and transferring call. In real job situation, there are some tasks need to be handled by the Telephone Operator such as making COT (Competitor Occupancy Trend), taking note for wake-up call request, weekly report about telephone charges, handling incoming call, handling outgoing call, transferring call and so on. In giving all telephone services to the guest, the Telephone Operator often encounters obstacles either caused by themselves or the caller. Telephone network is also being an obstacle for the Telephone Operator when working. According to Anticha (2017), there are some obstacles encountered by the Telephone Operator such as the staff are too hurry in answering incoming call so the service is not impressive, switchboard is broken for too long. In addition, Widowati (2007) stated that language obstacle is also being weakness of the Telephone Operator section.

To the best of my knowledge studied concerning to how staff handle obstacles while working at the Telephone Operator are quite scarce. Many researches mainly focus on investigating language expressions used by the staff in handling incoming and outgoing calls. To fill this empirical gap, the writer interested in identifying the obstacles encountered by the Telephone Operator staff in handling incoming and outgoing calls at The Legian Bali.

## **1.2 Statements of Problem**

Based on the background of the study, the problems of this study are as follows.

1. What are the obstacles encountered by the Telephone Operator staff in handling incoming and outgoing calls at The Legian Bali?
2. What are the solutions to the obstacles encountered by the Telephone Operator staff in handling incoming and outgoing calls at The Legian Bali?

### 1.3 Purposes of the Study

Based on those statements of problem, the purposes of this study are as follows:

1. To describe the obstacles encountered by the Telephone Operator staff in handling incoming and outgoing calls at The Legian Bali.
2. To explain the solutions to the obstacles encountered by the Telephone Operator staff in handling incoming and outgoing calls at The Legian Bali.

### 1.4 Significances of the study

#### 1.1.1 For the students

The result of this study is useful to increase the knowledge about the obstacles and solutions encountered by the Telephone Operator staff in handling incoming and outgoing calls that happen in real situation of job. Therefore, students who would like to apply the job in hotel could prepare themselves well.

#### 1.1.2 For the institution

This study also can be useful for institution as reference to the development of the study in class which is related to the obstacles and solutions encountered by the Telephone Operator Staff in handling incoming and outgoing calls.

