

Appendix

Appendix 1. List of Jargon and meaning

No	List of Jargons	Form	Meaning of Jargons
1	ADR	Abbreviation	<i>Average Daily Rate</i> means the total rooms where sold per day
2	B&B	Abbreviation	<i>Breakfast and Bed</i> means package of the room which include breakfast
3	BAR	<i>Acronym</i>	<i>Best Available Rate</i> means the best price of the room that are often booked even the guest booked in short lead booking
4	Benchmark	<i>Word</i>	<i>Benchmark</i> means the best staff as a standard model in a team
5	Black out date	<i>Phrase</i>	<i>Black out date</i> means the date was booked by the other customer and cannot be booked by the other customer.
6	Blagging	<i>Word</i>	<i>Blagging</i> means the way how the staff compromise to the guest in order to qualify as a potential buyers.
7	Budget	<i>Word</i>	<i>Budget</i> means amount of income that had been achieved.
8	C/O	<i>Abbreviation</i>	<i>CO</i> has a meaning where the guest have to leave the hotel because of expired the room and they have to inform to the receptionist that they will not extend the room rent, which means the guest will do check out or <i>CO</i> .
9	C/T	<i>Abbreviation</i>	<i>C/T</i> a meaning where the guests not has qualified requirements but they are given the opportunity by the Hotel to join the presentation of Karma's tour
10	Catch	<i>Word</i>	<i>Catch</i> means something that hidden by the staff.
11	CB	<i>Abbreviation</i>	<i>CB</i> has a meaning as a bonus for the staff.
12	COS	<i>Acronym</i>	<i>Cost of Sales</i> means the cost of Sales and Marketing department in doing their duty

No	List of Jargons	Form	Meaning of Jargons
13	CPT	<i>Abbreviation</i>	<i>CPT</i> has a meaning as a charge when the guest join the tour. Each of guest who are interest for the hotel presentation have to pay the tour for the explanation and it is called “ <i>CPT</i> ” or Cost Per Tour.
14	CR	<i>Abbreviation</i>	<i>Contract Rate</i> means the price of the product which is agreed by the team
15	DBB	<i>Abbreviation</i>	<i>Dinner, Bed, and Breakfast</i> means the type of room which is including breakfast and dinner.
16	DGR	<i>Abbreviation</i>	<i>DGR</i> has a meaning as a list or schedule of the guest who are stay in Karma Kandara. Usually those guest register include time when the guest check-in, check-out, and name of the guest.
17	DM	<i>Abbreviation</i>	<i>Direct Marketing</i> means the ways of offering a product directly
18	DS	<i>Abbreviation</i>	<i>Direct Selling</i> means the way of selling a product directly
19	DSR	<i>Abbreviation</i>	<i>DSR</i> has a meaning as a daily report of staff. Each of staff will has a report every day on their job as a note for the team, then the report will be given to the manager of sales to fix the report in certain day.
20	DU	<i>Acronym</i>	<i>Day Use</i> means over stay in the hotel and will be given the charge of day use.
21	EO	<i>Abbreviation</i>	<i>Event Organizer</i> means the organization which is handling the event
22	ETA	<i>Abbreviation</i>	<i>Estimate Time Arrival</i> means the presupposition to the guest arrival to the hotel that had booked the room
23	F&B	<i>Abbreviation</i>	<i>Food & Beverage</i> means a department that take care of food and beverage
24	Five stars	<i>Phrase</i>	<i>Five stars</i> means rate of quality of the hotel, it denote the quality of the hotel from standard into high quality.
25	Flogging data	<i>Phrase</i>	<i>Flogging data</i> means make a fake customer’s data in order to adjust the standard of Hotel.
26	Flybuys	<i>Compounding</i>	<i>Flybuys</i> has a meaning as a way in selling the product through the internet.

No	List of Jargons	Form	Meaning of Jargons
27	FOC	<i>Acronym</i>	<i>FOC</i> has a meaning as complimentary which is given from the hotel to the customer as an additional bonus.
28	GP	Abbreviation	GP has a meaning where the guest are including two family in one tour. It means two family are joining the presentation in the same time, its call garden party or <i>GP</i> .
29	HO	<i>Acronym</i>	<i>HO</i> has a meaning as someone who has membership card as a Karma family (card of membership)
30	Icebreaking	<i>Compounding</i>	<i>Icebreaking</i> has a meaning as a small talk which is usually used by staff of marketing in handling the guest.
31	KRG	<i>Abbreviation</i>	<i>KRG</i> has a meaning as the name of group business of Karma
32	MTD	<i>Abbreviation</i>	<i>MTD</i> has a meaning as achievement which is reported until certain of date. Usually, the staff will be asked for the report of the achievement from the first date until the day where is determined by the manager and it is calls <i>MTD</i> or Mount to Date.
33	NQ	<i>Abbreviation</i>	<i>NQ</i> has a meaning as a mark of the guest who are not qualified in joining the presentation in Karma's tour.
34	NRA	<i>Abbreviation</i>	<i>NRA</i> has a meaning where the guest are ready to join the presentation but the sales or staff do not ready to do the presentation.
35	OO	<i>Acronym</i>	<i>Out of Order</i> means the room which is not ready to be sale because of broken.
36	OPC	<i>Abbreviation</i>	<i>OPC</i> has a meaning where the staff or team who has duty or job in promoting the product to the customer directly.

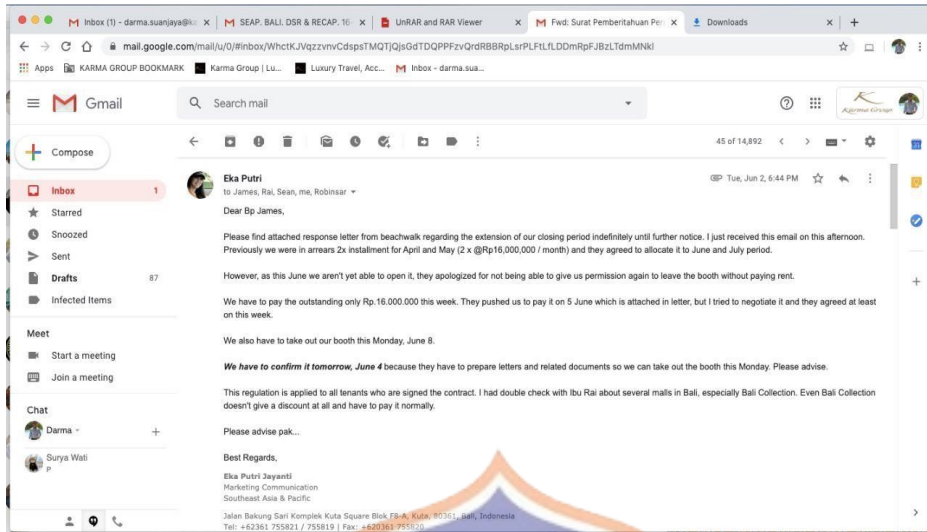
No	List of Jargons	Form	Meaning of Jargons
37	Pax	Word	<i>Pax</i> means the number of people who are booked the room. It can be 2 person, 3 person, etc
38	Pitch	Word	<i>Pitch</i> means the staff ways to approach the customer in order to buy the product that deliver by the staff.
39	PMA	Abbreviation	<i>PMA</i> has a meaning where the manager desire each of staff to have good character which means have high motivation and positive attitude in doing their job. In Karma Kandara, those thing are usually called <i>PMA</i> or Positive Mental Attitude.
40	Point	Word	<i>Point</i> means amount of weeks, it is a substitute from a set of week.
41	POS	Acronym	<i>Point of Sales</i> means the number of room sales or package sales which is form of bills and settlements.
42	PR	Abbreviation	<i>Public Relation</i> means the staff who has duty in taking care of business
43	Prospect	Word	<i>Prospect</i> means prospective buyers or potential buyer that has qualified as Karma Kandara's target market.
44	PS	Abbreviation	<i>Peak Season</i> means the high season or where many people in a holiday and booked the room. It may cause over 80% rooms are sold.
45	Q&A	Abbreviation	<i>Q&A</i> has a meaning as question and answer or discussion among the Karma group of head department.
46	Q1	Abbreviation	<i>Q1</i> has a meaning as the guest who are identified as a qualify guest and has a lot of money to joining the presentation. In Karma Kandara those guest are called <i>Q1</i> .
47	QT	Abbreviation	<i>QT</i> has a meaning as mark of the guest who are has qualified requirement or data to join a presentation in Karma's tour.
48	Recap	Clipping	<i>Recap</i> has a meaning as a huge note of activity sales and marketing every month.

No	List of Jargons	Form	Meaning of Jargons
49	Rep	<i>Clipping</i>	<i>Rep</i> has a meaning as the staff who represents the other group of staff when in meeting or when in attending the event.
50	Resv	<i>Clipping</i>	<i>Reservation</i> means a system in booking the room before doing a payment.
51	REX	<i>Acronym</i>	<i>REX</i> has meaning as a department which has responsibility in exchanging the membership of the customers.
52	RS	<i>Abbreviation</i>	<i>RS</i> has a meaning where the guest bought the room at particular day but they decide to change the day and they will make the new schedule to take or buy the room.
53	RT	<i>Abbreviation</i>	<i>RT</i> has a meaning as a mark of the guest who are refuse the presentation. Generally, the guest who are refuse the presentation because of the guest reject the presentation even though they has qualified requirements to joining the presentation.
54	S&M	<i>Abbreviation</i>	<i>Sales & Marketing</i> means a department where take care in selling and promoting the product.
55	SEAP	<i>Acronym</i>	<i>SEAP</i> has a meaning as regional of Karma group existence in Asia.
56	SPIF	<i>Acronym</i>	<i>SPIF</i> has a meaning as a special bonus for the special staff who has a good performance.
57	SQ	<i>Abbreviation</i>	<i>SQ</i> has meaning as a best quality of room in Karma Kandara Hotel.
58	Swing out	<i>Phrase</i>	<i>Swing out</i> means the way of staff to change the topic in order to make the customer still interest to the topic.
59	Tandem	<i>Word</i>	<i>Tandem</i> means the technic that used by the manager in order to combine the junior staff and the senior staff in certain location, it aimed to teach junior staff from the senior staff.

No	List of Jargons	Form	Meaning of Jargons
60	TO	<i>Acronym</i>	<i>TO</i> has a meaning as the way of switching the clients to the manager from the staff in order to get more assure.
61	Tours	<i>Word</i>	<i>Tours</i> means presenting the material to the guest who had been interested to the item that explained by the staff.
62	Volume	<i>Word</i>	<i>Volume</i> means amount of sales that had sold by the staff per month
63	VPG	<i>Abbreviation</i>	<i>VPG</i> has a meaning as average of revenue obtained from the prospect guest.
64	WI	<i>Acronym</i>	<i>Walk In</i> means the guest comes to the hotel and booked the room directly.
65	WZ	<i>Abbreviation</i>	<i>WZ</i> has a meaning as a zone where the staff are doing their duty.

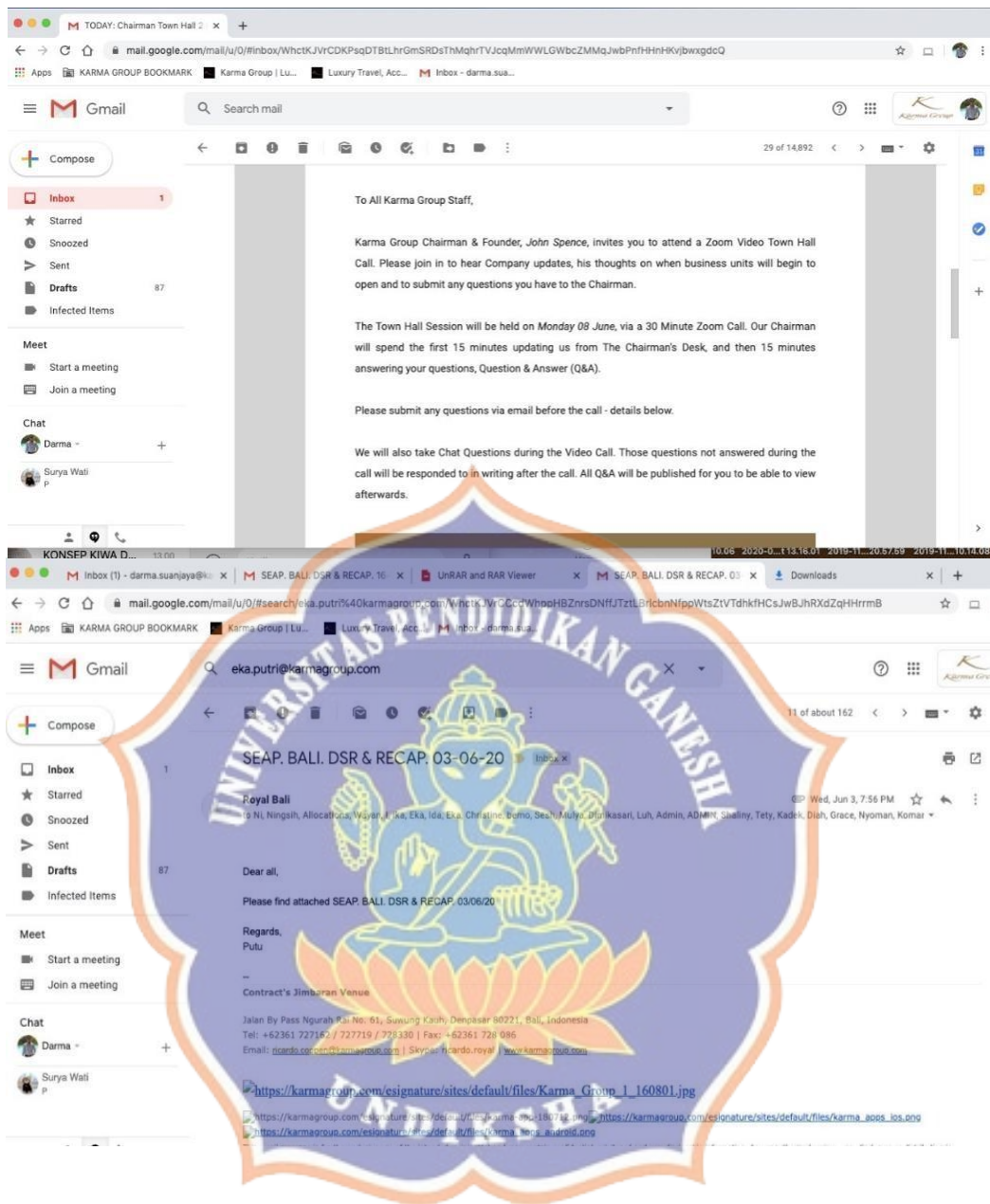


Appendix 2. Documentation



The screenshot shows a PDF document titled 'dgrball' containing a table with the following columns: Name, Age, Arrival, Departure, Location, Booth, Status, Payment, and Remarks. The table lists various booth assignments for different nationalities and locations.

Name	Age	Arrival	Departure	Location	Booth	Status	Payment	Remarks
MR. BHISHAN SHRESTHA	24					GP	0	MAN UNDER AGED GP WITH MR. ANESH NARJIT & MRS. RUPA MAHAJAN
MR. BRIAN PROVINI CANADIAN	72	10:20 13:20	03:00 JAYAKARTA	RISSA	DENNIS BENJAMIN BATZ	SG	Holiday, T-Shirts, Handys Restaurant VCR 0.34000.300000	CASHYINA PURA JTR PADMA 50000
MR. WALTON AUSTRALIAN		11:35	KADEK LE MERIDIEN		ACJAM93	NG	Holiday, Restaurant VCR 0.300000	RAMAYANA 221/02272270 50000 CASH JIMBARAN 0 C/O AT 12 PM 300000
MR. FRANK BOOM AUSTRALIAN	65	09:45 12:45	03:00 NOVOTEL NUSA DUA	ISTATI	JOSEPH GERARD NEALE	SG	Holiday, Karma Beach Entrance Restaurant VCR 0.2135.500000	KAGURA REST 73/77/76/75/78 125000 0 CASHNUSA DUA 250000
MR. BRIAN ANDERSON AUSTRALIAN	70	11:00 14:40	03:40 BALI HYATT	KADEK	SURAJ MICHAN NAK	SG	Holiday, T-Shirts, Handys Shopping 0.34000.250000	2X 200000 175000 CASH/SANUR 1042/SANUR
MR. MARTINS AMATNEKS LATVIAN	30	13:55	SARI 14 PALMS VILLA		BTHGWR653	NG	Holiday, T-Shirts 0.34000	2X 0 0 BOTH NOT CONVERSANT ENGLISH
MR. MICHAEL BOUNDS BRITISH	31	13:15 16:15	03:00 EMERALD VILLAS SANUR	RISSA	MICHAEL JOHN MANCANO	OT	Holiday, T-Shirts, Handys Shopping 0.34000.400000	2X 180000 150000 CASH YUDISANUR 150000



Inbox (1) - darma.suanjaya@karmagroup.com | SEAP, BALI, DSR & RECAP, 16 | UHRAR and RAR Viewer | Fwd: Bali cold line / flybuy sale | Downloads

mail.google.com/mail/u/0/#sent/1L1BPXNvdJmwlxTsZwZbIXBTPwGsvgtJbFJKQIVpxCsgMnfXHLHZkThrDcbgVkcZsNqN

KARMA GROUP BOOKMARK | Karma Group | Lu... | Luxury Travel, Acc... | Inbox - darma.sua...

Gmail | in:sent

Compose

Inbox | Starred | Snoozed | Sent | Drafts | Infected Items

Meet | Start a meeting | Join a meeting

Chat | Darma - | Surya Wali

Fwd: Bali cold line / flybuy sales and marketing operations


23 of 3,988

Darma Suanjaya <darma.suanjaya@karmagroup.com> to Nyoman, Komang

fyi

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Inbox (1) - darma.suanjaya@karmagroup.com | SEAP, BALI, DSR & RECAP, 16 | UHRAR and RAR Viewer | Re: OPC & BOOTH Pay slip week 40 | Updates Available | Close | Do you want to install the updates now? | Install

mail.google.com/mail/u/0/#search/0071BPXMftvvdnzrmiXWJHqXDYLstgbDIXrmVxDggSXkJsqMSBQkqPRwXITd1cFgHWwDpWV

KARMA GROUP BOOKMARK | Karma Group | Lu... | Luxury Travel, Acc... | Inbox - darma.sua...

Gmail | o

Compose

Inbox | Starred | Snoozed | Sent | Drafts | Infected Items

Meet | Start a meeting | Join a meeting

Chat | Darma - | Surya Wali

Re: OPC & BOOTH Pay slip week 40

Tue, Sep 18, 2018, 2:44 PM

Darma Suanjaya <darma.suanjaya@karmagroup.com> to Nengah

revisi Week 40:
BB 001/Freedy, ada kesalahan di Spil, ku Cek PO nya tadi sudah benar Rp. 1200,000,- tpi yang masuk ke Pay Slip hanya Rp.900.000, coba cross cek PO lagi jack

Revisi Week 39:
NBS 003 / Marsal - 06 agustus itu di kasi 1 set Karma Lounge itu harganya Rp. 300.000,- Subsidi OPC Rp. 250.000,- semestinya CB : Rp. 50.000, yang Rp. 150,000 itu mestinya CB ke Sales di pakai oleh REP.

BB 018 / Sutarni : 05 agustus itu di kasi 1 set Karma lounge, mestinya CB hanya Rp. 50.000 bukan Rp. 200.000,-
BB 044/TOMMY , 13 agustus itu di kasi 1 set karma lounge, mestinya CB hanya : Rp. 50.000 bukan Rp. 200.000,-
BB 044/TOMMY , 14 agustus itu juga di kasi 1 set karma lounge, mestinya CB hanya : Rp. 50.000, bukan Rp. 200.000,-
SEM 100/ Ardianus, 4 agustus itu juga dikasi 1 set karma lounge, mestinya CB hanya : 50.000,- bukan Rp. 200.000,-
Leg 048/ Florian, 4 july 2018 tidak ada tamu, kok ada CB menerangkan pada tanggal tersebut Rp.,200.000,- dari mana datangnya?

regards

Darma Suanjaya
Marketing Manager
Southeast Asia & Pacific

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Email: darma.suanjaya@karmagroup.com | Skype: [darmasuanjaya](https://www.skype.com/user/darmasuanjaya) | www.karmagroup.com

DAILY GUEST REGISTER JIMBARAN SALES DECK		SOURCE BOOTH KUTA OPC				WEEK NO:		
CLIENTS NAME	AG	TIME IN	TIME	RECEP.	OPC/GRD	SALES REP	QUAL	COMMENT
NATIONALITY		TIME	AREA			SOURCE		CHARGE BACK
1 MR. THARO MARAKE	30	12:40	08:20	SARI		STEVE J-STEVEN BRIAN MAXWELL		TOP DRAW DEAL ON 18/03/20
SOUTH AFRICAN		21:00	BAU RANI			DNB/BTH/CTS12		NEW MEMBER
2								
3								



DAILY GUEST REGISTER JIMBARAN SALES DECK		WEEK NO: 11				DAY AND DATE: WEDNESDAY 19-03-2020						
CLIENT NAME	AGE	TIME IN	TIME	RECEP.	OPC/GRD	SALES REP	QUAL	GIFT	GIFT REF	TAXI IN	TAXI IN REF / PRGW	COMMENTS
NATIONALITY		TIME OUT	AREA			TOUR TITLE	SOURCE	GIFT PRICE		TAXI OUT	TAXI OUT REF / TO	CHARGE BACK
KUTA DAY OPC												
MR. MARTIN GOODWIN		10:50	00:00	DANI								
BRITISH		10:50	07:05			ACKS/TS4*				10000	CASHK BEACH JTRICENTRO	JUST FLEW FROM SPAIN
KUTA NB OPC												
MR. FERDINAND BUIH	33	09:25	03:05	SARI								
AMERICAN		12:30	ASTON KUTA			NORMAN KURDI KSAM/03NB				80000	CASHASTON KUTA JTR/THE TEERCH KUTA	
NUSA DUA NB OPC												
MR. ANTHONY MARVIC	48	10:55	03:35	SARI								
AUSTRALIAN		14:10	GRAND MIRAGE NUSA DUA			PAUL GRAHAM MORGAN N0314NB				125000	CASHNUSA 2 DAUH ROGRAND MIRAGE	NEW MEMBER
SEMINYAK DAY OPC												
MR. RANI HANNA	31	10:25	00:05	DANI								
AMERICAN		10:25	COURTYARD SEMINYAK			RAFAEL HADIDA BENIG21				170000	CASHSEMINYAK DEWA RSMANROT SEMINYAK	CAME IN AT 09:25 2A + 1 REF KARMA LOUNGE. BREAKFAST FIRST. CAME BACK. CHANGED MIND GOING FOR DAY TOUR 300000
MR. CAMERON GINGER	26	09:50	01:50	AGE								
AUSTRALIAN		11:40	THE STONES HOTEL			SHANE Z SHANE LESLIE CROSSLAND LEG066				70000	CASHHDYANA PURA ARMITA RSB WIAK	UNDERAGED
MR. THOMAS GEORGE	61	12:00	02:10	SRI								
BRITISH		14:10	PALOMA			SURAJ MOHAN NAIK SEM002				170000	CASHSEMINYAK	
MR. BRAHMI HALBY	27	12:45	01:25	DANI								
MALDIVIAN		14:10	THE CLUB VILLAS			NORMAN KURDI OBY002				180000	CASHB BELIG JTR/SEMINYAK SQUARE	
BOOTH KUTA OPC												
MR. CORNELIUS MUCHECCHI	35	11:50	02:15	DANI								
ZIMBABWEAN		14:05	HARIS HOTEL TUBAN			PAUL BLACKWELL DNB/BTHLP 509				80000	CASHHARIS TUBAN 0886/HARIS TUBAN	
MR. NURSALAM SHOKRICH	31	12:00		SARI								
INDONESIAN			GRAND LIFESTYLE HOTEL			BTH/GW/K806 /NB				80000	CASHGW 0886/KFC JIMBARAN	NO CREDIT CARD. RES TOMORROW FOR CT. PLEASE PICK UP AT 9:00 AM 12/3/20

Appendix 3. Blueprint and Interview guide

Blueprint of Interview guide

No	Description	Indicator	No. Item
1	Allan and Burridge (2006: 56) stated that jargon is a special language that usually used in particular contexts such as trade, profession or other group.	a. Jargon is special language / language variety that usually used in particular context	1,2,3,4,5
2	Andrews (2009) stated that, meaning means the way how the speaker used their language to make the hearer and listener understand about the jargon.	a. Meaning refers to the way how the speakers produce or deliver their language to make the listener understand the jargon	6,7,8

Interview guide

1. Do you know what the jargon it is?
2. Does in your department have some jargon?
3. Could you mention the example of jargons?
4. Are you familiar with the jargon in Sales and marketing?
5. Could you mention the jargon?
6. Do you know about the meaning of the jargon that you use in Sales and Marketing?
7. Do you understand about the jargon that you used?
8. Do you understand about the jargon that you heard from the other staff?

Appendix 4. Checklist

No	Jargon	Yes	No
1.	BAR	√	
2.	EO	√	
3.	C&B (or C and B)		√
4.	CDP1		√
5	COS	√	
6	DBB	√	
7	DND		√
8	F&B	√	
9	Fam Tour/Trip		√
10	Pax	√	
11	Ppl		√
12	Resv	√	
13	S&M (or S and M)	√	
14	Sous Chef		√
15	B&B	√	
16	Agr		√
17	Half-board		√
18	Misc.		√
19	ADR	√	
20	DBR		√
21	DL		√
22	DNCO		√
23	Master Key		√
24	Grand Master / Emergency Key		√
25	Amenity:		√
26	<u>Buffing</u>		√
27	<u>Mitering</u>		√

28	<u>Make up</u>		√
29	KOT		√
30	POS -	√	
31	Runner -		√
32	Baked -		√
33	Broiled -		√
34	Grilled		√
35	Roasted -		√
36	<u>Steamed</u>		√
37	AP		√
38	<u>EP</u>		√
39	<u>MAP</u>		√
40	(CP)		√
41	Skipper -		√
42	ACC -		√
43	ppc (pay per click)		√
44	Seo (search engine optimization)		√
45	Tvc (television commercial)		√
46	ATL (above the line)		√
47	Cpa (cost per action)		√
48	Ugc (user generated content)		√
49	Crm (customer relationship management)		√
50	DM (direct marketing)	√	
51	PR (public relation)	√	
52	DS (direct selling)	√	

53	ADR (average daily rate)	√	
54	AR (adjoining rooms)		√
55	Drr (daily revenue report)	√	
56	Du (day use)	√	
57	OTA (online travel agent)		√
58	ETA (estimate time arrival)	√	
59	OO (out of order)	√	
60	WI (walk in)	√	
61	CR (contract rate)	√	
62	FB (fully booked)	√	
63	PS (peak season)	√	
64	Roh (run of house)		√

