

**AN ANALYSIS OF COMMUNICATION STRATEGY
APPLIED BY FRONT OFFICE STAFF IN
INTERCONTINENTAL BALI RESORT**



**ENGLISH LANGUAGE EDUCATION
FACULTY OF LANGUAGES AND ART
GANESHA UNIVERSITY OF EDUCATION
SINGARAJA**

2021

SKRIPSI

**DIAJUKAN UNTUK MELENGKAPI TUGAS
DAN UNTUK MEMENUHI SYARAT – SYARAT
UNTUK MENCAPAI GELAR SARJANA PENDIDIKAN**



Pembimbing I,

Nyoñan Karina Wedhanti, S.Pd., M.Pd.
NIP 198204212008122003

Pembimbing II,

Kadek Sintya Dewi, S.Pd., M.Pd.
NIP 198803232015042004

LEMBAR PERSETUJUAN PENGUJI

Skripsi oleh I Gede Surya Dharma Nugraha

Telah dipertahankan di depan dewan

penguji Pada tanggal 17 Desember 2020

Dewan Penguji,

Ramendra

Dr. Dewa Putu Ramendra, S.Pd., M.Pd.

NIP. 197609022000031001

(Ketua)

Penguji I,

Luh Diah Surya Adnyani

Luh Diah Surya Adnyani, S.Pd., M.Pd.

NIP. 19830923 200812 2 001

(Anggota)

Penguji II,

Nyoman Karina Wedhanti

Nyoman Karina Wedhanti, S.Pd., M.Pd

NIP 198204212008122003

(Anggota)

Penguji III,

Kadek Sintya Dewi

Kadek Sintya Dewi, S.Pd., M.Pd.

NIP 198803232015042004

(Anggota)

Diterima oleh Panitia Ujian Fakultas Bahasa dan Seni
Universitas Pendidikan Ganesha Singaraja
Guna memenuhi syarat-syarat untuk mencapai gelar sarjana pendidikan

Pada:

Hari : Rabu

Tanggal : 10 Februari 2021

Ketua Ujian

Dr. Dewa Putu Ramendra, S.Pd., M.Pd.
NIP. 197609022000031001

Mengetahui,

Sekretaris Ujian

Luh Diah Surya Adnyani, S.Pd., M.Pd.
NIP. 19830923 200812 2 001

Mengesahkan
Dekan Fakultas Bahasa & Seni
Universitas Pendidikan Ganesha



Prof. Dr. I Made Sutama, M.Pd.
NIP. 196004241986031002

PERNYATAAN

Dengan ini saya menyatakan bahwa karya tulis ini yang berjudul "**AN ANALYSIS OF COMMUNICATION STRATEGY APPLIED BY FRONT OFFICE STAFF IN INTERCONTINENTAL BALI RESORT**" beserta seluruh isinya adalah benar benar karya saya sendiri dan tidak melakukan penjiplakan dan pengutipan dengan cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi yang dijatuhkan kepada saya atau klaim terhadap keaslian karya saya ini.



Singaraja, 15 Januari 2021

I Gede Surya Dharma Nugraha
NIM.1512021233

ACKNOWLEDGEMENT

First of all, the researcher expresses her highest gratitude to Ida Sang Hyang Widhi Wasa for blessing, love, opportunity, health, and mercy to complete this undergraduate thesis. This undergraduate thesis entitled “AN ANALYSIS OF COMMUNICATION STRATEGY APPLIED BY FRONT OFFICE STAFF IN INTERCONTINENTAL BALI RESORT” is submitted as the final requirement in accomplishing undergraduate degree at English Language Education, Fakultas Bahasa Dan Seni, Univeritas Pendidikan Ganesha.

In arranging this thesis, a lot of people have given motivation, advice, and support for the researcher. In this valuable chance, the researcher intended to express his gratitude and appreciation to all of them. The researcher presents his sincere appreciation goes to:

1. Ibu Nyoman Karina Wedhanti, S.Pd., M.Pd.,for her supervision, advice, and guidance from the very early stage of this research as well as giving me extraordinary experiences throughout the past few years.
2. Then to my second advisor Ibu Kadek Sintya Dewi, S.Pd., M.Pd., who has helped patiently finishing this undergraduate thesis by giving suggestion, guidance, and correction until the completion of this thesis.

3. My beloved parents, my mother Ni Wayan Budi Utari and my father Nyoman Suardana for the endless love, pray, and support mentally and financially
4. Thank you also for my friends, Ketut Anggi Saputra Tusan, Ketut Adi Chandra Yoga, and Komang Juli Suarmawan for the support in making this thesis.

Finally, I would like to thank everybody who was important to the successful realization of this undergraduate thesis. This undergraduate thesis is far from perfect, but it is expected that it will be useful not only for the researcher, but also for the readers. For this reason, constructive thoughtful suggestion and critics are welcomed.

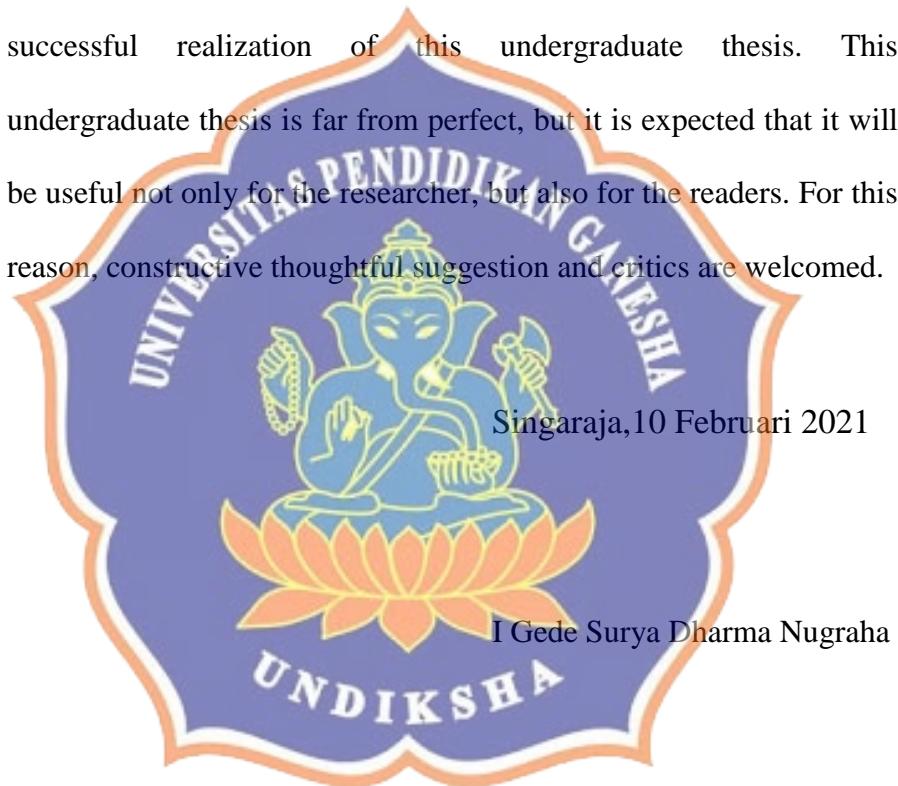
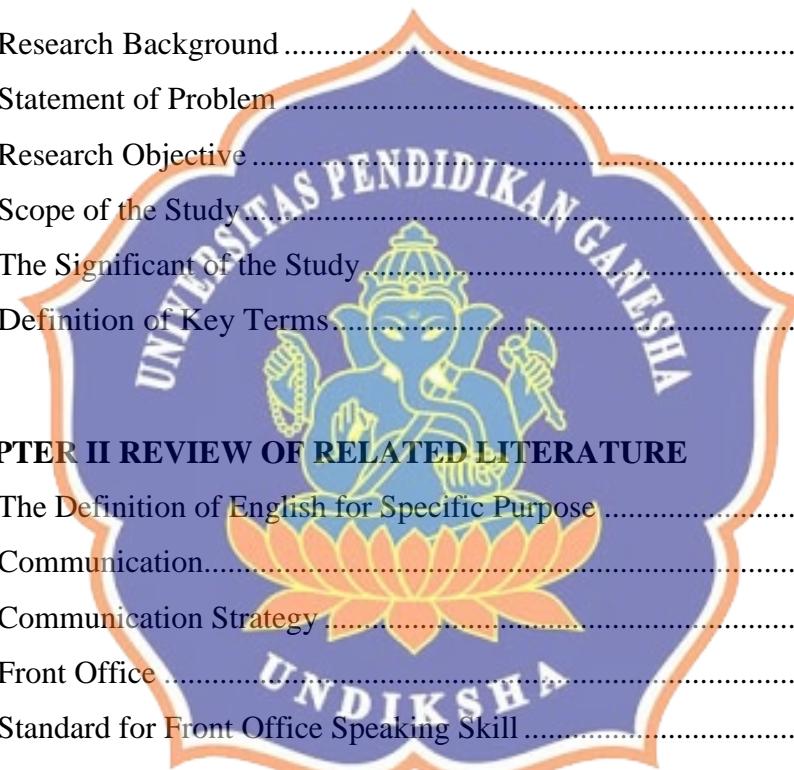


TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	iii
TABLE OF CONTENT	v
LIST OF TABLE	vii
LIST OF FIGURE	viii

CHAPTER I INTRODUCTION

1.1. Research Background	1
1.2. Statement of Problem	9
1.3. Research Objective	9
1.4. Scope of the Study.....	10
1.5. The Significant of the Study.....	10
1.6 Definition of Key Terms.....	11



CHAPTER II REVIEW OF RELATED LITERATURE

2.1 The Definition of English for Specific Purpose	13
2.2 Communication.....	15
2.3 Communication Strategy	17
2.4 Front Office	20
2.5 Standard for Front Office Speaking Skill	24
2.6 Empirical Review	25

CHAPTER III RESEARCH METHOD

3.1 Research design	31
3.2 Data and the Source	31
3.3 Setting of the Study	33
3.4 Object of the Study	33
3.5 Technique of Data Collection.....	34
3.6 Observation.....	36

3.7	Interview	39
3.8	Instrument of Collecting Data	39
3.9	Procedure of Data Collection	44
3.10	Data Analysis.....	45
3.11	Trustworthiness.....	47

CHAPTER IV FINDINGS AND DISCUSSION

4.1	Findings	49
4.1	Discussion.....	86

CHAPTER V CONCLUSION AND SUGGESTION

5.1	Conclusion	96
5.2	Suggestion	97
5.2	Suggestion.....	97

REFERENCES

APPENDIX



LIST OF TABLE

Table 3.1	35
Table 3.2.....	37
Table 3.3.....	40
Table 4.4	80



LIST OF FIGURE

FIGURE 3.4 46

FIGURE 3.5 91

FIGURE 3.6 92

