

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

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Abstract

The purpose of the study was to analyze the types of communication strategy used by front office staff at Intercontinental Bali Resort, the type of communication strategies mostly used by the staff, and the reason of communication strategy used by the staff. The subject of this study was the front office staff at Intercontinental Bali Resort. This study employed a qualitative design. The methods of data collection were observation, interviewer and voice recording. The finding of the study showed that there five types of communication strategies applied by the front office staff at Intercontinental Bali Resort, namely: Paralanguage had the most percentage among other communication strategies which was in percentage about (48%).the second communication strategy which was mostly used by the staff was Clarification Request strategy which in percentage was (37%). The third most frequently used was Approximation which in percentage (11 %). Then in the fourth place, there were (2) communication strategies which were mostly used by the staff. There were language switching and circumlocution which in percentage 2 % for each strategy. Paralanguage was the communication strategies used, namely; (1) To give clearer information so the guests can imagine about the thing being asked, (2) to emphasize the utterances, and (3) To make the conversation more polite because it will be the first look when the communication happened.

Keyword: *Communication strategies, front office staff*

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Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis jenis strategi komunikasi yang digunakan oleh staf front office Intercontinental Bali Resort, jenis strategi komunikasi yang banyak digunakan oleh staf, dan alasan strategi komunikasi yang digunakan oleh staf. Subjek penelitian ini adalah staf front office di Intercontinental Bali Resort. Penelitian ini menggunakan desain kualitatif. Metode pengumpulan data adalah observasi, wawancara dan rekaman suara. Hasil penelitian menunjukkan bahwa ada lima jenis strategi komunikasi yang diterapkan oleh staf front office di Intercontinental Bali Resort, yaitu: Paralanguage memiliki persentase paling banyak di antara strategi komunikasi lainnya dengan persentase sekitar (48%). yang paling banyak digunakan oleh staf adalah strategi Permintaan Klarifikasi dengan persentase (37%). Yang ketiga paling sering digunakan adalah Approximation dalam persentase (11%). Kemudian keempat, ada (2) strategi komunikasi yang paling banyak digunakan oleh staf. Ada peralihan bahasa dan pembiasan dengan persentase 2% untuk setiap strategi. Paralanguage adalah strategi komunikasi yang digunakan yaitu; (1) Memberi informasi yang lebih jelas sehingga para tamu dapat membayangkan tentang hal yang ditanyakan, (2) menekankan ucapan, dan (3) Membuat percakapan lebih sopan karena akan menjadi pandangan pertama saat komunikasi terjadi.

Kata kunci: strategi komunikasi, front office