

# CHAPTER I

## INTRODUCTION

### 1.1. Research Background

According to Meisel (2011) Language is an instrument of communication in many fields such as business, economy, social, tourism sector, technology ECT. Based on the explanation before researcher can conclude that language is important the use of language will make people be able to express their ideas or share information and they can get information from others. In the other side, we also communicate in order to express our emotions by using words and gestures. Communication usually conducted by more than one person to build an understanding of each other. It usually involves two or more people, who in this case, interact with each other. The process of communication involving a system of communication is known as language, (Wardhaugh 2009).

Communication can be defined as the process in assigning and conveying the meaning in an attempt to create shared understanding or information (Sanchez, 2013). The ability to speak clearly efficiently is needed to reach successful communication. However, being competence in speaking is not easy and takes a long time to develop (Bachman, 2004). Knowledge of vocabulary and grammar is not the only factor to be competence in speaking but also how to negotiate with others effectively and to adapt to different context and social rules. It

means that mastering linguistic, sociolinguistic, and strategic competence are required through interaction between speaker and listener to create the learning. As a result, speaker needs to have communication strategies to handle possibility language interaction which arise in their communication.

In communicating, there are some strategies used by the communicator. The communication strategy used in order to make a communication run well. The use of strategies in communication will help speakers express their idea clearly. Tarone (2002) stated that a communication strategy is seen as tools used in a negotiation which happens where interlocutors are attempting in order to obtain a communication's goals. Communication is usually conducted by people to get their purposes that they have thought before they do the communication. The functions of communication strategies can be seen here because goals of communication will be gathered if a communication runs in a good way. Speakers can also use non-verbal communication besides verbal communication. Nonverbal communication will support how the speakers conduct communication. According to Littlewood (2008), communication strategies are verbal and non-verbal strategies which are used by speakers to make the communication run effectively. From the explanation, it can be said that communication strategies are some efforts which are done by people in doing communication in order to make speakers be able to communicate well.

Communication strategies can be seen as strategy for solving someone's problem in reacting the purpose of communication. According to Tarone (2002) Communication strategies are a mutual attempt to two interlocutors to agree on a meaning in situation where requisite meaning structures are not shared. These strategies will help the speaker to reduce or remove their difficulties with transferring their thoughts and ideas to other. It means that when someone people want to speak with different people, some people must use some strategies to make other people understand what some people speak.

The use of Communication strategies in communicating significantly will make communication runs well. What are the actual meaning of the utterance by the speaker can be delivered well by using the communication strategies Tarone (2002). For the speaker who are not using English as their native language, the use of communication strategies can be very beneficial when they want to communicate with people from another country. It also happens in Bali which becomes a tourist destination and it is visited by many domestic and international tourists. Balinese people might apply the communication strategies in communicate with the tourist English for Specific Purpose for those who work in tourism field and must be able to communicate well with the foreigners. The arrivals of European tourists who travel to Bali every month are increased. The increasing number of European tourists is considered that Bali

Island has power to attract them to visit Bali. One of the tourism objects that can be recommended to the tourist is Jimbaran.

Jimbaran is a one of tourism object that there in Kuta sub-district, Badung Regency, West Kuta, Bali province. Jimbaran also well known as a one of place that all of people want to visit. Besides that, Jimbaran is famous with the beach, bars, night clubs, Hotel, cheap restaurants, and other raunchy entertainment. Tourism industry in Jimbaran has also developed very fast because of this condition. Other tourism objects around this area make Jimbaran become the place chosen by tourists. There are some accommodations such as hotels, restaurants, and art shops should be provided by the government, (Picard 2008). Most people who live in Jimbaran choose to work in tourism industry because they see big chance to work in their area. It does not only happen to adult, but it also happens to teenagers. Teenagers also work in tourism object although they have less education in that field. But they learn from the experience that they feel in Jimbaran every day. They will directly learn English as their second language because of many tourists who come from different countries to visit this area. So, they must be able to speak English in order to fulfill the regulation to work in tourism industry. It gives chance for them to learn English directly from native speakers besides learning from their formal school.

Working in tourism sector needed foreign language. Now day tourism has become a popular global leisure activity. Tourism is commonly associated with international travel, but my also refer to travel to another place within the same country. The World Organization Tourism defines tourist as people “traveling to and saying in place outside their usual environment for not more than one consecutive year for leisure, business, and other purpose. In this case, travel is a part of tourism, so without travel a tourism cannot effloresce in the world.

In hotel industry foreign language is needed to interact with guest in all sort of foreign countries. In this case, English language as an international language is very important to interact between all sort countries. English language is needed to learn because it is used as international communication, so we can speak with people in different countries. According to Duran (2006:7) to learn English. Language is important, because all the global information use English language. Front office also needed learn English.

The front office is one of the departments of a hotel that should give the first and last impression to the guest when they arrive and leave the hotel. Besides, it functions to make the service distribution run smoothly. The Front Office Department section which is English for Specific Purpose for handling guest check in, a person who is employed in this section is called receptionist. According to Martin (2006:7) reception or desk clerk in hotel or motels are often the first people to

greet incoming guest. They register the guest, assign a room to them, issue the room key, and often provide information about service available in the hotel and in the country. Receptionist has duties and English for Specific Purpose on accessibility which are important in supporting the goals of a hotel because receptionists directly related to many visitor and hotel. Front office must be used some communication in order to make the guest become satisfied with the hotel service.

As we know, Bali has many Hotels which handle those visitors, one of them is Intercontinental Bali Resort that can be the recommendation for tourist. Intercontinental Bali Resort is located in Uluwatu Street No 45, Jimbaran, Kuta sub-district, Badung regency, Indonesia. There are many foreign people coming to this Hotel. The interaction between staff and tourists in Intercontinental are very interesting. There are many local people working in this hotel and they even do not learn English intensively. In hotel, front office is one of important elements which serve guests firstly. Therefore, front office staff need good language skill English for Specific Purpose speaking for English because they have to attract tourist attention and give them good first impression of the hotel service. They have two basic functions based on Tarmoezi and Manurung (2015) “communication and accounting. Communication role that is done by the front desk are, answering guest inquiries about hotel services, sales department and marketing for request information on guest room, and housekeeping department inquiring

guest reservation. Beside the communication, accounting procedures involve charges to register and nonregistered hotel guest accounts are important in the hospitality field. Front office is the first customer facing department that a guest meets and the first port of call for the majority of guests with any queries or problems. Some of the key functions performed by front office are outlined by (Tewari 2009). He states that some of the main functions concerning front office are; Sale of rooms, receive and register guests (Check in) and assign rooms, maintain room availability, monitor and handle guest accounts, handle all guest queries and complaints, conclude guests stay with issuing of bills and taking of payment.

A foreign language is used to facilitate the communication with the international tourist. English is the most common language for international communication. The front office provides information about the hotel to the international tourist who come to the hotel. The language that the front officer uses in the work place is different from the language in daily conversation. Based on Richterich (2008), language needs are those that arise from the use of language in the multitude of situation that in the social lives of individual groups. We cannot use an informal conversation language into a hotel conversation language because they are different. For example, as a front officer employee would say “Good morning Mr./Mrs., may I help you?” rather than “Hi there, can I help you?” or “May I know your name please” rather than “what is your name

sir?”. Therefore, from those examples we can see the situation that the receptionist needs a specific language to communicate properly with the guest. The hotel receptionist has to decide to use proper English according to its function and its notion that are useful for them. Basically, Language skills needed by the Hotel front officer or Hotel receptionist as a front line of the company and as a first man that directly make a contact to the guest. If the receptionist cannot use proper language, they will make a bad impression about the hotel image. If they can use English appropriately, they can raise the reputation of the hotel and also make the hotel become more interesting to be visited. The writer choose Intercontinental Bali Resort because this hotel is being visited mostly by the foreigner in Jimbaran. The place is strategic and also be able to attract the foreigner’s attention.

From those reasons, the writer interest to identify the interaction and communication strategies use by the front office staff in Intercontinental Bali Resort. Besides that, this study also gathered the data about the mostly use of those communication strategies and the reasons of those front office staff for using them. This kind of research had been done by Arisanti (2010). Her study was conducted at receptionist in The Westin Resort Nusa Dua. She investigated about the identification of communication strategy that be used by receptionist, staff in handling check in/out at The Westin Resort Nusa Dua. She found sixteen communication strategy that be used by



receptionist for greeting, welcoming guest, asking for personal identify, asking for information, offering assistance asking for permission, giving instruction, agreeing apologizing, expressing gratitude, expiring intention, attracting attention, asking someone to do something talking about yourself, saying thank you, and saying goodbye. However, Arisanti's research only focused on investigating the communication strategy that use in the Westin Resort Nusa Dua.

### 1.2. Statement of Problem

Based on the background of the study in above, the research of this study can be stated as follows:

- 1.2.1 What types of communication strategy are applied by the receptionist to handle the guest?
- 1.2.2 What are the communication strategies which are used more frequently by receptionist in Intercontinental Bali & Resort?
- 1.2.3 What are the front offices staff reasons in applying the communication strategy in communicating with international tourist in Intercontinental Bali & Resort?

### 1.3. Research Objective

From the statement of problems above, this study had 3 purposes. The purposes of study could be stated as follows:

1. To analyze the types of communication strategy used by front office staff in Intercontinental Bali Resort

2. To know the communication strategies which are used more frequently by front office staff in Intercontinental Bali Resort
3. To analyze the front offices' reasons in applying the communication strategy in communicating with international tourist in Intercontinental Bali Resort

#### 1.4. Scope of the Study

The limitation of this study is to observe what are the communication strategies used by front office staff and the international tourist at The Sun Hotel and Spa. Furthermore, the researcher wants to find out what are the types of those strategies classify based on the types of communication strategies.

#### 1.5. The Significant of the Study

The result of this research is divided into theoretical and practical.

##### a. Theoretically

The result of this study is expected to be able to give contribution to the existing literature about the communication strategies used between the front office staff and the international tourist at Intercontinental Bali Resort

##### b. Practically

#### 1. For the English Education Department and Tourism Department of Undiksha

This study hopefully can be the references for the sociolinguistic study.

## 2. For the Other Research

The result of this study is expected to be a good source and the guidance for the other researchers who conduct the similar study.

### 1.2 Definition of Key Terms

There are some key terms that will be explained here in order to provide a clear insight and avoid misunderstanding about what this study is concerned with. Some key terms are defined as follows:

#### 1.6.1 Conceptual Definition

##### a. Communication Strategy

Seller (2012) stated that communication strategies are verbal and non-verbal strategies used by speakers to make the communication run effectively. In this study, a communication strategy is defined as verbal and non-verbal strategies used by the staff in Intercontinental Bali Resort in communicating with tourists.

##### b. Staff

According to Collins (2009), staff is a group of people employed by a company

##### c. Tourism Object

Tourism Object is an object that can attract many people visiting this. Tourism object is also an

activity or attraction which is liked by people so they will have willingness to go there.

### **1.6.2 Operational Definition**

#### **a. Communication Strategy**

In this study, a communication strategy is defined as verbal and non- verbal strategies used by the staff of The Sun Hotel and Spa in communicating with tourists.

#### **b. Staff**

Here, Staff is the employees who work in Intercontinental Bali Resort.

#### **c. Tourism Object**

Tourism Object is a place where many tourists come to enjoy their holiday. Here, the place is Jimbaran Tourism Object.

