

**AN ANALYSIS OF COMMUNICATION STRATEGIES
USED BY FRONT OFFICE STAFF IN SERVING
INTERNATIONAL TOURIST AT THE SUN
HOTEL AND SPA**

SKRIPSI

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Untuk Memenuhi Salah Satu Persyaratan
Dalam Menyelesaikan Program Sarjana Pendidikan
Jurusan Pendidikan Bahasa Inggris**

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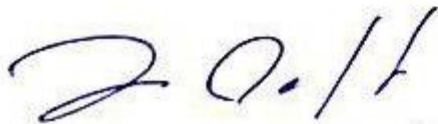
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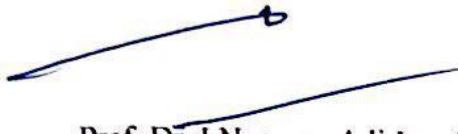


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PERNYATAAN

Dengan ini saya menyatakan bahwa karya tulis yang berjudul "*An Analysis Communication Strategies Used by Front Office Staff in Serving Internation Tourist at The Sun Hotel and Spa*" beserta seluruh isinya adalah benar-benar karya sendiri, dan saya tidak melakukan penjiplakan dan mengutip dengan cara-cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran atas etika keilmuan dalam karya saya ini, atau ada klaim terhadap keaslian karya tulis ini.

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Yang membuat pernyataan



I Ketut Adi Chandra Yoga

**“KEEP SURVIVE AND BE LOYAL
BECAUSE EVERYTHING
WILL END BEAUTIFULLY”**



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I Ketut Adi Chandra Yoga

**AN ANALYSIS OF COMMUNICATION STRATEGIES USED BY FRONT
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By

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English Language Education

ABSTRACT

The purpose of the study was to analyze the types of communication strategies used by the front office Staff at The Sun Hotel and Spa, the type of communication strategies mostly used by the staff, and the reason of communication strategies used by the staff. The subject of this study was the front office staff at The Sun Hotel and Spa. This study employed a qualitative design. The methods of data collection were observation and interview. The findings of the study showed that there were five types of communication strategies applied by the front office staff at The Sun Hotel and Spa, namely; Clarification Request (45%), Paralanguage (37%), Approximation (8%), Circumlocution (1.88%), and language switching (1.88%), and Clarification Request was the communication strategies that were mostly used by the staff. There are two main reasons of communication strategies used, namely; (1) to give and get clearer information so it would avoid misunderstanding between the staff and guests and (2) to give politeness when they had communication with the guests.

Keywords: communication strategies, front office

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisa jenis strategi komunikasi yang digunakan oleh staf front office di The Sun Hotel and Spa, jenis strategi komunikasi yang paling banyak digunakan oleh staf, dan alasan strategi komunikasi yang digunakan oleh staf. Subjek penelitian ini adalah staf front office di The Sun Hotel and Spa. Penelitian ini menggunakan desain kualitatif. Metode pengumpulan data adalah observasi dan wawancara. Temuan penelitian menunjukkan bahwa ada lima jenis strategi komunikasi yang diterapkan oleh staf kantor depan di The Sun Hotel and Spa, yaitu; Clarification request (45%), Paralanguage (37%), Approximation (8%), Circumlocution (1,88%), dan Language switching (1,88%), dan Clarification Request adalah strategi komunikasi yang sebagian besar digunakan oleh staf. Ada dua alasan utama strategi komunikasi yang digunakan, yaitu; (1) untuk memberi dan mendapatkan informasi yang lebih jelas sehingga menghindari kesalahpahaman antara staf dan tamu dan (2) memberikan kesopanan ketika mereka berkomunikasi dengan para tamu.

Kata kunci: strategi komunikasi, front office

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENTS.....	i
ABSTRACT.....	iii
TABLE OF CONTENT.....	v
LIST OF TABLE.....	viii
LIST OF FIGURE.....	ix
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Background of Study.....	1
1.2 Statement of Problems.....	6
1.3 Purpose of The Study.....	6
1.4 Significance of The Study.....	7
1.5 Scope of Study.....	7
1.6 Definition of Key Term.....	8
1.6.1 Conceptual Definition.....	8
1.6.2 Operational Definition.....	9
CHAPTER II.....	10
RIVIEW OF RELATED LITERATURE.....	10
2.1 Theoretical Review.....	10
2.1.1 Communication.....	10
2.1.2 Communication Strategy.....	11
2.1.3 Front Office.....	15
2.1.4 Standard for front office speaking skill.....	18

2.2	Empirical Review.....	18
CHAPTER III.....		23
RESEARCH METHOD.....		23
3.1	Research design.....	23
3.2	Data and the source of data.....	23
3.2.1	Form of data.....	23
3.2.2	Source of data.....	24
3.3	Setting of the study.....	24
3.4	Object of the study.....	24
3.5	Technique of data collection.....	25
3.5.1	Observation.....	25
3.5.2	Interview.....	25
3.6	Instrument of collecting data.....	26
3.6.1	Mobile recorder.....	26
3.6.2	Field note.....	26
3.6.3	Interview guide.....	27
3.7	Procedure of data collection.....	28
3.8	Data Analysis.....	28
3.9	Trustworthiness.....	30
CHAPTER IV.....		32
FINDING AND DISCUSSION.....		32
4.1	Findings.....	32
4.1.1	The types of communication strategies used by the front office staff in communicating with tourist.....	33
4.1.2	The types of communication strategies used most frequently by the front office staff at The Sun Hotel and SPA.....	49
4.1.3	The staffs' reason in applying communication strategies in communicating with tourist.....	52

4.2	Discussion.....	58
4.2.1	The types of communication strategies used by the front office staff in communicating with tourist.....	58
4.2.2	The types of communication strategies used most frequently by the front office staff at The Sun Hotel and SPA.....	62
4.2.3	The staffs' reason in applying communication strategies in communicating with tourist.....	63
CHAPTER V.....		66
CONCLUSION AND SUGGESTION.....		66
5.1	Conclusion.....	66
5.2	Suggestion.....	67
REFERENCES		
APPENDICES		



LIST OF TABLE

Table 4.1 The reasons from the staff of The sun Hotel and SPA.....52



LIST OF FIGURES

Figure 3.1 Verification component of data analysis.....30

