

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

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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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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