

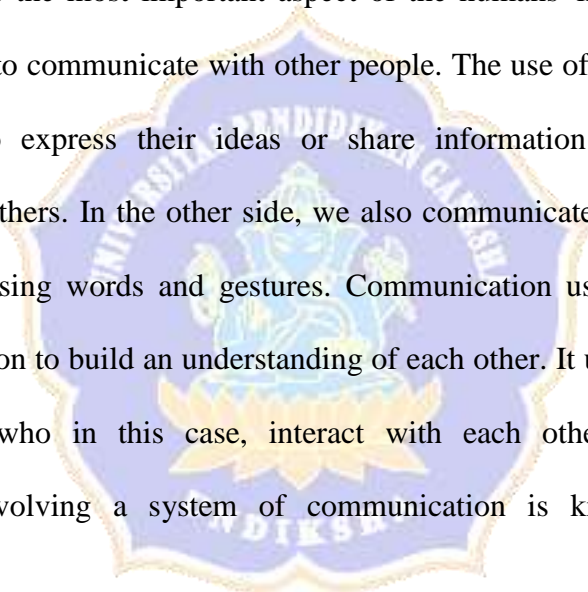
CHAPTER I

INTRODUCTION

This chapter outlines some points in introduction, such as background of the study, statement of the problems, purposes of the study, the significance of the study, scope of the study and the definition of key terms.

1.1 Background of the Study

Language is the most important aspect of the humans' life and a significant tool which is used to communicate with other people. 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 2006).



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 (1977) 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. Non verbal communication will support how the speakers conduct communication. According to Littlewood (1984), 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.

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 (1980). 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 especially 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 tourist is considered that Bali Island has power to attract them to visit Bali. One of the tourism object that can be recommended to the tourist is Legian.

Legian is one of the tourism objects located in Badung Regency, north of Kuta and south of Seminyak, Bali Province. Legian is famous with the beach, bars, night clubs, Hotel, cheap restaurants, and other raunchy entertainment. Tourism industry in Legian has also developed very fast because of this condition. Other tourism objects around this area make Legian become the place chosen by tourists. There are some accommodations such as hotels, restaurants, and art shops should be provided by the government, (Picard 1966). Most people who live in Legian 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 Legian 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.

Bali has many Hotels which handle those visitors, one of them is The Sun Hotel and Spa that can be the recommendation for tourist. The Sun Hotel and Spa is located in Jalan Lebak Bene, Legian, Kuta, Badung, Bali, Indonesia. There are many foreign people coming to this Hotel. The interaction between staff and tourists in The Sun Hotel and Spa 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 served guests firstly. Therefore, front office staff need good language skill especially speaking 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 (2000) “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 (1973), 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 The Sun Hotel and Spa Hotel because this hotel is being visited mostly by the foreigner in Legian Bali. The place is strategic and also be able to attract the foreigner’s attention.

From those reasons, the writer was interested in exploring the

interaction and communication strategies used by the front office staff of The Sun Hotel and Spa. 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 Sucipto (2012) about Communication Strategies used on Local Guides in Checking Tourism Object. Meanwhile, this research is conducted on the front office staff of The Sun Hotel and Spa in Legian.

1.2 Statement of Problems

Based on the background of the study, there 3 problems which were formulated in this study. They were:

- a) What are the types of communication strategy used by front office staff in The Sun Hotel and Spa?
- b) What are the communication strategies which are used more frequently by front office staff in The Sun Hotel and Spa?
- c) What are the front offices' reasons in applying the communication strategy in communicating with international tourist in The Sun Hotel and Spa?

1.3 Purpose of the Study

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

1. To identify the types of communication strategy used by front office staff in The Sun Hotel and Spa
2. To analyze what are the communication strategies which are used more frequently by front office staff in The Sun Hotel and Spa
3. To analyze what are the front offices' reasons in applying the communication strategy in communicating with international tourist in The Sun Hotel and Spa

1.4 The Significance 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 The Sun Hotel and Spa

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 researchers

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

1.5 Scope of 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.

1.6 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

Littlewood (1984) cites 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 of The Sun Hotel and Spa 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 The Sun Hotel and Spa.

c. Tourism Object

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

