

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

According to Yoeti (1996: 118), tourism is a trip made temporarily from one place to another, with the intention not to do business or to earn a living at the place visited, but solely to enjoy the trip for sightseeing and recreation or to fulfill the variegated desires. In line with this, according to World Tourism Organization (WTO 2009), tourism is activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the place visited. Similarly, according to (International Association of Scientific Expert in Tourism AIEST (2015), tourism is the sum of phenomena and relationships arising from travel and stay of nonresidents in so far as they do not lead to permanent resident and are not connected with any earning activity.

Indonesia is a country consisting of thousands of islands, one of which is Bali. Bali is one of the tourist islands visited by many tourists. Bali tourism can develop rapidly because of the artistic, cultural, and aesthetic values that are still closely held by the Balinese, who are partly Hindu, the Balinese people are also known for their excellent tolerance, making tourists feel comfortable visiting Bali.

As a reason, the growth of tourism in Bali has been extremely popular among both domestic and international visitors. This situation has a significant influence on people's lives in Bali, particularly those in the tourism industry, which includes everything from hotel workers to tour guides to artisans who make Balinese gifts for tourists.

All tourism activities in Bali become an attraction for both international and local residents, particularly in Buleleng area. Buleleng is one of the districts in Bali Province with a capital city in Singaraja and numerous tourist activities, such as at Lovina Beach. Lovina Beach is a well-known tourist destination in North Bali. One of the things that attracts visitors to Lovina beach is the opportunity to view dolphins in calm sea waters. When travelers witness dolphin attractions, they feel at ease. Another noteworthy feature of Lovina Beach is that it is one of Bali's top sunrise places. You may even fish in the middle of the sea and snorkel to enjoy the beauty of the underwater world.

However Covid-19 pandemic has paralyzed tourism activities around the world, including Bali. The impact is that most hotel businesses in Bali have closed since early April 2020 (Kompas.com, 2020). Many hotels in Bali have been affected by Covid-19, one of which is Puri Saron Hotel Baruna Beach Cottages, which is located in Buleleng Regency. Due to the impact of Covid-19, Puri Saron Hotel Baruna Beach Cottages have decreased the number of visits using lodging facilities. One of them is from local and foreign tourists who have influenced the economy in Puri Saron Hotel Baruna Beach Cottages today.

Besides, there are several hotels that still survive their hotels, because to stabilize the economy the hotel opens lodging for local tourists by implementing the applicable health protocol. Each hotel has a receptionist which is a reflection of the quality of the hotel that will be assessed by the first guest when entering a hotel, for that the readiness, vigilance, thoroughness, responsibility, and ability of all hotel employees in carrying it out duty. The receptionist's job is very decisive in giving good or bad impressions to hotel guests before these guests get other services and experiences when they come to spend the night or just visit the hotel.

According to Arisanti (2010), the receptionist usually uses several language expressions. Expression Language is the language a person uses to communicate with other people or the performances he feels at that time and it is very important for us to know what language expressions are used by the receptionist. The study of language expressions was carried out by Arisanti (2010). Her research was conducted at a reception at The Westin Resort Nusa Dua. She investigated the "Identification of language expressions used by the reception staff in handling check-in / out at The Westin Resort Nusa Dua". She discovered sixteen languages of functions and expressions used by the receptionist to greet, welcome guests, ask for personal identity, asks for some information, offers help, asks permission, gives instructions, agree to apologize, be open, express intentions, attract attention, ask someone, things to do, talk about yourself, say thank you, and say goodbye. However, Arisanti's research is only focused on investigating the expression of the language used at the Westin Resort Nusa Dua. Moreover, her research was done before Covid-19 was spread globally. After the pandemic there are additional things to start a new normal at

all hotels such as using a mask, washing hands, or using a hand sanitizer, always checking guests' temperatures before check-in, and also maintaining a 2-meter distance between guests. Research on language expression can also be done in other hotels, one of which is Puri Saron Bruna Beach Cottages.

The reason why data were taken in this hotel was that the on-the-job training taken by the researcher was done in the hotel. There are additional regulations during the pandemic during the check-in process according to the health protocol recommended by the government and there has also been no research on the check-in handling process during this period Puri Saron Hotel Baruna Beach Cottages.

## 1.2 Research Questions

Based on the background of the study, the research questions of the present study can be stated as follows.

1. What is the procedure of handling check-in under the new normal conditions at Puri Saron Hotel Baruna Beach Cottages?
2. What language expressions are used in handling check-in at the hotel under new normal conditions?

## 1.3 Research Objectives

Based on the research questions mentioned above, the purpose of the present study can be as follows.

1. To find out the procedures of handling check-in under the new normal conditions at Puri Saron Hotel Baruna Beach Cottages.
2. To find out the language expressions used in handling check-in at the hotel under new normal conditions.

#### 1.4 Significance of the Study

The writer hopes that this research will be useful for the student and also for the researcher.

1. For the students

This research is useful for the students to get more information about the procedures of handling check-in and language expression used in handling check-in at the hotel under new normal at Puri Saron Hotel Baruna Beach Cottages.

2. For the next researcher

This research can become an additional reference for those who want to do research in the same field of study.

