

# **STRATEGIES AND LANGUAGE EXPRESSIONS USED IN GUEST ENGAGEMENT AT U-PAASHA SEMINYAK HOTEL UNDER NEW NORMAL CONDITION**

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## **ABSTRACT**

This present study was aimed at identifying the strategies and language expressions used in guest engagement at U-Paasha Seminyak hotel under new normal condition. The subjects of the study were 3 comprised of two males and one female of the Front Office staff of U-Paasha Seminyak Hotel. The source of the data were questionnaires whom filled by staff at U-Paasha Seminyak Hotel in U-Paasha Seminyak hotel. In this study, descriptive research design was used. The writer identified the strategies and language expressions used in guest engagement at U-Paasha Seminyak Hotel under new normal condition. The results of the study showed that the strategies and the language expressions used in guest engagement at U-Paasha Seminyak Hotel are varied and different from the standard operational procedure found on website.

***Key term: Strategies, Language Expressions, Guest Engagement, Front Office***

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Penelitian ini bertujuan untuk mengidentifikasi strategi dan ekspresi bahasa yang digunakan dalam keterlibatan tamu di hotel U-Paasha Seminyak dalam kondisi normal baru. Subjek penelitian adalah 3 terdiri dari dua laki-laki dan satu perempuan dari staf Front Office U-Paasha Seminyak Hotel. Sumber data tersebut adalah kuesioner yang diisi oleh staf di U-Paasha Seminyak Hotel di hotel U-Paasha Seminyak. Dalam penelitian ini, desain penelitian deskriptif digunakan. Penulis mengidentifikasi strategi dan ekspresi bahasa yang digunakan dalam keterlibatan tamu di U-Paasha Seminyak Hotel dalam kondisi normal baru. Hasil penelitian menunjukkan bahwa strategi dan ekspresi bahasa yang digunakan dalam keterlibatan tamu di U-Paasha Seminyak Hotel bervariasi dan berbeda dari prosedur operasional standar yang ditemukan di situs web.

**Kata kunci:** *Strategi, Ekspresi Bahasa, Guest Engagement, Front Office*