

CHAPTER I

INTRODUCTION

1.1 Background of Study

Communication is the process of expressing ideas, meanings, and information between sender and receiver through verbal and non-verbal. Language is one way to communicate with other people. In today's modern era, people must be able to use foreign languages to communicate with other people, especially those who work in hotels.

The hotel is one of the accommodations that provide food and drinks for tourists. According to Sulastiyono (2011: 5), a hotel is a public house for tourists with several facilities such as a sleeping service room, food and beverage service, and accommodation with payment terms. The hotel has several departments; one of them is the Front Office Department.

The Front Office Department is one of the hotel departments responsible for receiving and serving guests who want to check-in and check out. The front office is the heart and center of all direct and indirect guest activities. According to the Balai Pendidikan dan Latihan Pariwisata Bandung (1982: 5), the front office department is part of the hotel that serves guests and also sells several products to guests, in this case, rooms in the hotel. The front office can be divided into several sections: Bellman, Front Desk Agent, Concierge, Guest Experience, Butler, and Guest Service Agent.

Guest Service Agent, also known as a telephone operator, is part of the front office department. They are in charge of handling all communication services by telephone. A Guest Service Agent is responsible for the incoming telephone line services to the intended person as well as opening the telephone line when the hostess wants to make a call outside the hotel. A telephone operator often performs long-distance communication, and internal company and telephone operator officers must understand the workings and the telephone system used in the place where they work properly and accurately.

To be able to carry out their duties, a Guest Service Agent must pay attention to the language used when communicating with guests by telephone. The

language functions and language expressions used by the Guest Service Agent tend to be more formal in English when communicating with guests via telephone. For example, in a guest greeting expression, the Guest Service Agent will not use informal language such as: hello, what's wrong/ what's up, but the Guest Service Agent must use a more formal language such as: good morning, how may I assist you?

Empirically, the research in guest service at Anantara Seminyak Bali Resort has been done by Sulasih (2020). The research only focused on the Language expression by guest service in handling complaints. It was suggested to do similar research in guest service at Sofitel Bali Nusa Dua Resort but focused on language function and language expression when handling internal and external call use.

The result of this study is expected to enrich the studies, especially in language functions and language expressions. It is also expected to be an empirical consideration for further researchers. In this research, the writer only focuses on the identification of the English language functions and language expressions used by the Guest Service Agent in Sofitel Bali Nusa Dua Beach Resort area.

1.2 Statement of the Problem

1. What language functions are used by Guest Service Agent in Sofitel Bali Nusa Dua Beach Resort when handling external and internal calls?
2. What language expressions are used by Guest Service Agent in Sofitel Bali Nusa Dua Beach Resort when handling external and internal calls?

1.3 Purpose of Study

The aims of this research are:

- 1.3.1 To identify the language functions are used by Guest Service Agent in Sofitel Bali Nusa Dua Beach Resort when handling external and internal calls.
- 1.3.2 To identify the language expressions are used by Guest Service Agent in Sofitel Bali Nusa Dua Beach Resort when handling external and internal calls.

1.4 The Significant of The Study

The writer hopes that this research will be useful for students and further researchers.

1.4.1 For the student

The student will know the language functions and language expression used by Guest Service Agent in Sofitel Bali Nusa Dua Beach Resort when handling external and internal calls with tourists. This research also increases the vocabulary of the students.

1.4.2 For the further researcher

This research will be useful for the further researcher who wants to raise the same topic about language functions and language expression because it can be used as a reference.

1.5 Scope of The Study

This research focused on identifying the language functions and language expressions used by Guest Service Agent to handle the external and internal calls in Sofitel Bali Nusa Dua Beach Resort.

