

CHAPTER I

INTRODUCTION

1.1. Background of the study

The front office department is the front office which is usually located in the front area or usually in the foyer area. Bagyono and Sambodo (2006) explain that the front office is a vital part in determining the success of an accommodation business. In the front office department there are several sections consisting of receptionist, reservation, concierge, telephone operator. One of the most important parts in the front office department is a receptionist. Because front office department is located at the front, it is sometimes referred to as the guest service area or as a source of information. The receptionist has a very important role and responsibility in a hotel because they are the first people who have direct contact with guests or what can be called first and last impression of a hotel from guests. Being a receptionist must have more knowledge and also have look professional, therefore they are required to know all the information available in order to give an attractive and pleasant impression to guests. The receptionist is not only a place to provide information about the hotel but a receptionist is also the first person to serve, handle complaint and provide the solutions to all complaints reported by guests. The complaint is an expression or form of dissatisfaction with guests when they come to a hotel which may be informal, such as a verbal complaint or usually in a formal written form. Complaints usually arise because the facilities we provide to guests are not good and usually complaints also come from the staff hotel not respecting.

According to Wijaya (2016) Complaints are a means that can be used as a place to communicate between hotel staff and guests so that they can get feedback about guest dissatisfaction about the hotel. Complaints that guests given to the hotel cannot be ignore even though the complaints are not a big problem. Therefore, all complaints reported by guests must

be immediately followed up with improvements or providing solutions in order to reduce disappointment given by guests and make negative impressions from guests to hotel. To create a professional attitude in handling complaints from guests, there are language expressions and the procedures that must be used by a receptionist when handling guest complaints in order to make a better impression from guests to the hotel.

The results of previous research that contained of language expressions and several procedures used for handling complaints at Hotel Indigo Bali Seminyak(Karisma, 2019). Currently, the writer tries to investigate the language expressions and the procedures used for handling complaints at Upaasha Seminyak Bali.

Upaasha Seminyak Bali is a famous four-star hotel in the Seminyak area because it has a unique concept of 24 hours of room use. There is a concept like that which makes a lot of complaints that guests also give to hotels such as rooms that are not ready. This is where the front office department is responsible as the first person for handling complaints. In this condition, guests who report complaints about the hotel are very smart, such as writing their complaints directly through the trip advisor so that a receptionist must also be smart in using language and follow the correct procedures to handling complaint.

This study is identifying the language expression and procedures used by receptionist for handling complaint. It is expected that it is assist a receptionist used to communicate when handling complaint and how to makes guests not disappointed when reporting the complaints.

1.2. Statements of the problems

Based on the background, there are two problems that can be formulated as follows:

1. What are the procedures in handling complaint in front office department of Upaasha Seminyak Bali?
2. What are the language expressions used in handling complaint in front office department of Upaasha Seminyak Bali?

1.3. Purpose of the study

The purpose of the study are:

1. To identify the procedures in handling complaint in front office department of Upaasha Seminyak Bali
2. To describe the language expression used in handling complaint in front office department of Upaasha Seminyak Bali.

1.4. Significance of the study

1. For Students

This study can be useful for students who want to work in hospitality, especially those who want to work in the front office department. They could learn some information about the language expressions and the procedures used in handling complaint by receptionist at Upaasha Seminyak Bali.

2. For the institutions

This study can be useful for institution as a reference to learn about the good language expression and procedures used in handling complaint.