

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

A Bar comes from the word barrier, which means something that hinders, namely the dividing wood between the bar worker (bartender) and guests. The dividing wood or barrier is called a counter, or in Indonesian, it is called a counter. The counter has another function which is equipped with a high chair called a bar stool. Bar stools are made according to the wishes and tastes of the bar owner. At the bar, guests can sit back and order the food and drinks they want. The counter also aims to prevent drunk guests from entering the bar and taking drinks at the bar. By paying attention to and following developments that have occurred to date, the meaning of the word bar is a place or counter that provides beverages services, both alcoholic and non-alcoholic, as first business.

The existence of bar without bartender will greatly affect hotel services, for example in the bar section. A bartender is the main key in giving the first impression to the guest. In addition to providing attractive services, the bartender must also be able to attract the attention of customers to come over and over again. Not only that, the bartender is also expected to do up selling to help meet the target every month. To realize many demands, of course, the bartender will find many challenges. Every bar in the hotel will try to make the customer feel satisfied through a variety of ways, whether it is delicious food or drink, a place that is made comfortable, to friendly and pleasant service. Unfortunately, sometimes some things are not as expected, for example, customer dissatisfaction which leads to various complaints which are then more severe to be written through various social media.

In a bar, a complaint is a common thing that happens, either because of service or other things. However, the important point that must be known is complaints are not always about one thing, but there are so many common things that are usually complained about by the guest. For example, there are dirty equipment and table and dirty sunbed to complain about. This is certainly unfortunate considering cleanliness is very important in the bar and the other of the most common problem that is usually complained by the guest is because of unsuitable order. It can happen because the guest talks too fast and unclearly so the bartender cannot catch clearly what is said by the guest. Besides that, the bartender is not familiar with the ingredients, so that complaint can occur.

Daryanto and Setyabudi, (2014:32) A complaint is dissatisfaction, uncomfortable, and angry about a service or product from the guest. Complaint almost happened every day. The complaint usually happens because the guest is dissatisfied with a purchase that did not meet their expectations with a product, service, and safety of the hotel activity. In the hospitality industry, we cannot avoid complaints. We must take care of the guest by listening to the complaint and resolving it to make sure a happy guest. Complaints can be interpreted as guest dissatisfaction, maybe the attitude of the officer, service, or towards food and drinks. Handling is an attempt or action taken to resolve a conflict that occurs so that the waiter/s can use language expressions that must be polite, for example; "I am so sorry, we promise never to make the same mistake again" or "I am really sorry, we will do our best not to do the same mistake again". So, the results of handling a problem in the case must be balanced with what happened so that handling is easy.

## **1.2 Statements of the problems**

- a. What is the source of guest complaints when attending L'oh pool bar and Toya beach bar?
- b. What are the language expressions used by the bartender in responding to guests' complaints at SOFITEL Bali Nusa Dua?

## **1.3 Purposes of the study**

- a. To describe the most complained by the guest in L'oh pool bar and Toya beach bar & grill at SOFITEL Bali Nusa Dua
- b. To identify the language expression used by the bartender at SOFITEL Bali Nusa Dua

## **1.4 Significance of the study**

- a. For the students

This study can increase the knowledge of the student about the job description of food and beverage service staff and the most issue complained by the guests in the service process. It can be a preparation for them before they get a job in the hotel especially in the restaurant or food and beverage service.

- b. For the institutions

This report could be a reference for the library in the institution, especially UNDIKSHA, and would be a good reference for the students who want to do similar research or be

preliminary research for other students. This study could be used as additional learning material in class for students to know more about food and beverage service and to figure out the real situation in the field.

