

CHAPTER I

INTRODUCTION

This chapter introduces the background of the study, the scope of the study, statements of the problem, the objective of the study, and the significance of the study.

1.1 Background of the Study

According to Indian Company Law (1936), a bank is defined as a banking company that receives deposits through a current account or any other forms and allows withdrawal through cheque or promissory notes. Every bank must have a frontliner in every office. Tarmoezi (2000) said the frontliner is the front row which is the main activity at the front, and there is staff who make direct contact with the guest. The placement of the staff at the front must be selective because they will create the first impression for the guests. A front liner is a type of job that meets or serves customers directly. Every company usually owns front liners, especially banks. Meeting directly with customers, a front liner must look and behave well because it reflects the company's image. Customers who need various kinds of information will be directed directly to the front liner.

Front liners have a duty to provide services and information as clearly as possible to customers. Therefore, the front liner must be attractive and polite because it will reflect the company's image. In addition, front-liners must also have knowledge of the products and services offered.

English for Tourism is one of the English for Front Office courses taught to students majoring in English Education. This course is especially beneficial for intermediate students interested in tourism and companies. With this course, it is hoped that students can develop their

language skills tourism sector and companies that provide language services, such as customer service, tellers, etc. In order to increase knowledge about the job description of a front liner at a bank in the Singaraja area, the authors conducted research on front liners at banks. The research focus is "job description of front liners at Bank BPD Singaraja.

1.2 Scope of the Study

This study will describe how a good front liner is in the banking sector and will focus on "Job Description of Front Liners at Bank BPD Singaraja."

1.3 The Statement of Problem

Based on the research background above, some of the questions in this study can be formulated as follows:

What is the job description of a front liner?

1.4 Objective of the Study

Based on the statements of the problem above, the objectives of this study can be described as follows:

To explain about the job description of a front liner and how to be a good front liner.

1.5 Significance of the study

The results of the study were expected to be beneficial to the students, institution, and public. The benefit of this research is expected to provide additional knowledge about how to be a good front liner in banking. The writer hopes that his research can be used as a reference for students or further research on front liners or front office.

