

CHAPTER I

INTRODUCTION

1.1 Background of study

Language is portrayed as a powerful tool to communicate. Language is used to express feelings, ideas and information towards others, which is used everywhere in our daily life. Wardhaugh (2006) explains that language is a code, which exists when two or more people communicate with each other in a speech. As the application of language, communication is the most fundamental thing that must be mastered by every individual to survive and to interact with the surrounding environment. Communication, which is used in everyday life from greeting a stranger to touching a lover, is an ongoing process of sending and receiving messages that enables human to share knowledge, ideas, thoughts, information, feelings, emotions, and attitudes.

Communication requires a media so that the communicated information is understood by both sender and receiver. There are two of them, verbal and non-verbal, which are simultaneously used for communication. To be successful in communication it requires us to be both competent and experienced, not only in verbal communication but also in non-verbal one as well; because much of our

communication takes place at the non-verbal level (Negi, 2009). Burgoon, Buller, and Woodall (1996, p.13) limited non-verbal communication to behaviors that are typically sent with intent, used with regularity among members of a social community, typically interpreted as intentional, and have consensually recognized interpretations. Moreover, non-verbal communication is understood as “the sending and receiving of thoughts and feelings via nonverbal behavior” (Ambady & Weisbuch, 2010: 465). Ha, Grafsgaard, Mitchell, Boyer, and Lester (2012) also identify the range of nonverbal cues, such as posture, gestures, eye gaze, and facial and vocal expressions.

Non-verbal communication as well as verbal communication functions powerfully in every context (Lemmer, Meier & Van Wyk, 2012). However, Miller (2005) maintains that as little as 7% of communication takes place through the spoken word; most communication takes place through non-verbal and by means of paralinguistic cues. Under the rubric of non-verbal communication, Miller (2005) includes facial expressions, proximity and closeness, hand gestures, body language and, of great importance to this study, eye contact or the lack of eye contact. Similarly, in their comprehensive taxonomy of non-verbal communicative behaviors, Zoric, Smid and Pandzi (2007) include oculosics, which is the act of intentionally or unintentionally making eye contact with an individual during communication.

Both verbal and nonverbal communication possess vocal characteristics, with verbal vocalic referring to the content of the message and nonverbal vocalic to how the message is conveyed (e.g., voice tone, accent, pitch; Hargie, 2011). Despite the distinction, nonverbal and verbal communication are related in several ways

(Richmond & McCroskey, 2004). As mentioned by Bonaccio, O'Reilly, O'Sullivan, and Chiochio (2016), nonverbal behavior can *repeat* verbal discourse (e.g., a nod to show agreement), *substitute* it (e.g., an eye roll instead of a statement of contempt), *complement* it (e.g., reddening while talking to an intimidating person), *accent* it (e.g., a slap on the back following a joke), or *contradict* it (e.g., wiping tears away while asserting that one is fine).

Indeed, communication whether verbal or non-verbal happens in community. It happens in public places and also workplace. Every human being needs to interact as we normally lives in a group. In a literature it is explained that group members need to communicate as they relate to group productivity or efforts to achieve that productivity. Productivity however, in this modern era is strongly related to economy.

In Bali, tourism is vital for economic growth as it has been one of the major source of income for many Balinese. The increasing growth of hotel industries, particularly in emerging tourist destinations led to intensified competition (Rodríguez-Díaz & Espino-Rodríguez, 2006). As a result, as mentioned by Nickson, Warhurst and Dutton (2005), one of the main challenges faced by the hotel industry is the issue of improving their competitive advantage, in which, part of the concern revolves around the roles of frontline front office staffs in creating high quality service encounters.

This study is intended to find out the verbal and non-verbal communication used by front office staff in Double-Six Luxury Hotel Seminyak. The researcher chose Double-Six Luxury Hotel Seminyak due to several reasons. The first is that Double-Six is a five-star hotel in which the hotel has standard procedures qualified

for five-star hotels. The second reason is this hotel also has high rate of satisfaction, as reviewed by Trip Advisor (2018), as per February 25, 2018, out of 2080 reviews, this hotel reached 83% satisfaction. This hotel also has some unique outlets which can attract a lot of guests to come in. In line with the number of guests who come to this hotel, it also affects the raise of complaints. Although it may raise some complaints, it does not affect the satisfaction reviews on Trip Advisor. Standardized procedures and qualified communication strategies are the major factors that keep the percentage steady on Trip Advisor.

The front office is chosen by the researcher to represent the front office staffs of Double-Six Luxury Hotel Seminyak because the front office has the most frequent interaction with the guest in terms of explaining the hotel facilities, providing information regarding the hotel and the surroundings, and assisting the guest with any inquiries. The quality of the hospitality provided by the hotel is indeed can be judged from the front office department. According to Westford School of Management [WSM] (2015), the front office is the first and last point which interact with the client. Front office called so because they are situated at the front near the entrance of the hotels. Any information related to the customer can be obtained from the front office of the hotel. The front desk can assist in giving help to the customers and direct to the correct person for solving the complaints. This require the front office department to have a good communication skill both verbal and non-verbal. In fact, the lack of proper verbal and non-verbal communication during service interaction with customers and other front office staff reduces the likelihood of customers to develop appreciation or emotional connection with the service provider (Kueh and Bagul, 2013). This study is

important to be conducted to find out how the five-star hotel uses communication strategy such verbal and non-verbal communication to their guest.

In relation to the background of the study above, front office staff in Double-Six Luxury Hotel Seminyak were observed in their communication strategies includes verbal and non-verbal. Communication strategies were used in daily communication during work hours. It is very interesting one to analyze what kind of verbal and non-verbal communication used by them.

1.2 Research Question

1. What kind of verbal and non-verbal communication used by front office staff in Double-Six Luxury Hotel Seminyak?
2. What are the reason in using verbal and non-verbal communication?
3. What are the difficulties faced by front office staff in Double-Six Luxury Hotel Seminyak in using verbal and non-verbal communication?

1.3 Research Objection

1. To find out the forms of verbal and non-verbal communication used by front office staff in Double-Six Luxury Hotel Seminyak.
2. To describe the reason of verbal and non-verbal communication used by front office staff in Double-Six Luxury Hotel Seminyak.
3. To find out the difficulties faced by front office staff in Double-Six Luxury Hotel Seminyak in using verbal and non-verbal communication.

1.4 Research Significance

This study concerned on the use of verbal and non-verbal communication used by front office staff in Double-Six Luxury Hotel Seminyak. Therefore, there are two significances that are expected in this study, precisely theoretical significance and practical significance.

1.4.1 Theoretical Significance

This research is expected to give a benefit to the expansion in English for specific purposes (ESP), especially for those who will do the same research and give description about the use of verbal and non-verbal communication

1.4.2 Practical Significance

a. English Language Education

The result of this study is expected to be able to provide a useful teaching-learning material whether for lecturers as well as for students in dealing with certain courses related to ESP.

b. Hotel Workers

The result of this study is also expected to be useful for hotel workers especially the front office staff. The result of this study offers a help to hotel workers in using verbal and non-verbal communication

c. Other Researchers

The result of this study is also expected to be able to inspire or stimulate other researchers to conduct other similar studies related with verbal and non-verbal communication.

1.5 Research Scope

The scope of this research focused on analyzing types of verbal and non-verbal communication used by front office staff in Double-Six Luxury Hotel Seminyak. Moreover, the researcher analyzed the use of verbal and non-verbal communication in hotel setting. The researcher analyzed the verbal and non-verbal communication in terms of form and frequency.

