

# THE USE OF ENGLISH IN THE FRONT OFFICE DEPARTMENT AT GRAND MALIOBORO HOTEL YOGYAKARTA

**FINAL ASSIGNMENT**

**A Partial Fulfilment of the Requirements for the English Diploma III Degree**

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| --- |
| Salatiga, 3 July 2021 |
| The Writer, |
|  |
|  |
| Dinda Fany Hardini |

# ABSTRACT

*Grand Malioboro Hotel Yogyakarta is a 3-star hotel located on Jl. Dagen no. 85, Yogyakarta, which is the first-ring tourism area of Yogyakarta. As this hotel is located in the first-ring tourism area of Yogyakarta, this hotel is mainly visited by local guests. However, many foreign guests may also visit the hotel for hotels located around the tourist area,​​ Malioboro Street. This study discusses how important English is in this hotel even though the hotel is in the first-ring tourism area of Yogyakarta, especially in its Front Office Department. The methods of data collection used in this study were observation, interview, and document study. This study also aims to discuss the importance of English in the Front Office Department and to know how English-using standards in the Front Office Department are. The final result of the report knows how important English is for Front Office Department in Grand Malioboro Hotel Yogyakarta is to improve the quality of the staff and the hotel itself.*

***Keywords:*** *Tourism, Front Office Department, Hotel, English*

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# Chapter I

# INTRODUCTION

## Background

The tourism sector is a significant influence sector in Indonesia, with Indonesia as an archipelago country with a diversity of tourist attractions in each region. It also has many characteristics for each tourist attraction in each region. According to data from the Ministry of Tourism and Creative Economy in 2015, during 2009-2014, the average value of growth foreign tourist arrivals in Indonesia is 8.62% per year, supported by an improvement in the continuity of the tourism sector in Indonesia. Indonesia has domestic tourists and foreign tourists, and thus according to data from the Central Statistics Agency (BPS), in 2009, foreign tourist visits were recorded at 6,32 million people. This value is continuing to increase to 8,8 million people at the end of 2013. With the significant increase in domestic and foreign tourists in Indonesia, it must also be supported by supply facilities of tourism activity.

Hotel is one of the tourism facilities which is a means of accommodation for tourist. Hotel is a temporary stopover for tourists, including providing room service, food, and drinks, so the essential thing in a hotel product is the human factor in the form of services (Ivanovic, 2009). There are many classifications of a hotel; most people know that hotel classification is based on the 1-star hotel until 5-star hotel, but not only based on that, the classification also from room rate application system (room rate), based on the market segment, and many more. The number of users of one of these accommodation facilities is increasing continuously, from the data described above; domestic and foreign tourists in Indonesia have also increased in recent years.

Therefore, tourists in Indonesia are domestic tourists and foreign tourists; even in some areas, foreign tourists are more dominant. As one of the accommodation facilities, hotels need to optimize their services for the sustainability of the hotel business itself. The use of English must have become the standard of service in hospitality because English is the universal language used for communicating with foreign guests.

According to Blue and Harun (2003), English is still regarded as necessary in multi-ethnic contexts such as hotels and leisure clubs; therefore, this universal language is considered very important in tourism, especially in the world of hospitality. Starting from the terms in hospitality that use English, English as a universal language, and communication tools with foreign guests. Especially for the Front Office Department because they are 'first-person' to welcome and provide services for the guest at the hotel is one of the duties of the Front Office Department. The minimum standard in hospitality is that staff must know and be able to use everyday English conversation because English has also become a standard in international business.

Grand Malioboro Hotel is of 3-star hotel located in Yogyakarta and the first-ring tourism area of Yogyakarta city. This hotel has a simple-standard organizational structure which from the Front Office Department to the Security Department. Because this hotel is located in the first-ring tourism area of Yogyakarta city, fewer foreign guests stay at the hotel than domestic guests. Therefore, hotel staff sometimes has difficulty giving services or communicating with foreign guests who stay at the hotel.

In the front office department itself, some Front Desk Agent quickly understands the meaning of what the guests are talking about but still have a little difficulty giving good feedback or answer that is easy for the guest to understand. That is because the ability to use English is rarely used due to the rarity of foreign guests coming to the hotel, regardless of the SOP's service standard.

Thus, the practitioner chooses to raise the topic of how important English is in Grand Malioboro Hotel because I want to analyze whether it is still necessary to use English for a hotel incidentally located in the first ring tourism area Yogyakarta.

## Scope of the Study

English is a universal language for the tourism world; especially hospitality English has a decisive part because tourism is connected with many people worldwide. Hotel, as part of the hospitality industry, has a big part in English use for tourism. Therefore, this study is about the analysis of the use of English in the Grand Malioboro Hotel that incidentally is located in the first-ring tourism area in Yogyakarta.

## Aims and Advantages

There are two objectives of this study, which are as follows:

* 1. To discuss the importance of English in the Front Office Department.
  2. To know how is English-using standard in Front Office Department.

There are also three advantages of this study, which are as follows:

1. The readers will know about English-using standard in Front Office Department at Hotel.
2. The readers will know about Front Office standard tasks that are also using English for the procedure.
3. The readers will know the problems while using English in the Front Office Department and the solutions.

## Method of Collecting Data

Three methods were used for this study, which follows:

### Document Study

Documentation studies involve gathering documents and data required for research problems and then thoroughly examining them so that they can support and add to the belief and evidence of an incident (Wahidmurni, 2008:35).

This method was conducted by searching and gathering some of Grand Malioboro Hotel's Documents that can be used as data concrete for this study, such as the SOP book of the hotel and the hotel's information book. This method also uses to find and get basic information about Grand Malioboro Hotel and its Front Office Staff.

### Observation

According to Sidiq and Choiri (2019), observation is the systematic perceiving, observing, and "recording" behavior for a specified purpose. Also, the main objective of observation is to describe the environment (site) observed, the activities that occur, the individuals involved in the environment, the activities and behaviors that emerge, and the meaning of events based on the individuals' perspectives.

The observation was conducted directly at Grand Malioboro Hotel Yogyakarta during the internship activities from December 24th, 2020, to February 21st, 2021. This observation is carried out by observing what topics can be used as material for this study, how the Grand Malioboro Hotel's service is, and how English is used at Grand Malioboro Yogyakarta. This method is also used in this study to provide data and information about Grand Malioboro Hotel from the documents carried out by the Document Study method to become more detailed.

### Interview

According to Sugiyono (2013), interviews are used as a data collection technique when the researcher wants to conduct a preliminary study to identify problems that need to be investigated and when the researcher wants to learn more from more in-depth respondents.

Researchers can obtain more data by conducting interviews, which allows them to understand the culture through the interviewees' language and expressions and clarify unknown things (Chairiri, 2009).

In this study, interviews were conducted with several parties (resource persons) such as General Manager, Front Office Manager, and Front Office Staff to gather all the specific information about Grand Malioboro Hotel and the topic that this study arouses. This method is also the last appropriate method that supports the document study and observation method. It can also get detailed information from each Front Office's staff, and the general manager interviewed.

## Organization of The Report

**CHAPTER 1 :** INTRODUCTION

This chapter consists of the Background of the Study, the Scope of the Study, the Aims and Advantages of this Study, the Method of Collecting Data, and the Organization of the Report.

**CHAPTER 2 :** LITERATURE REVIEW

This chapter consists of the hotel as part of the tourism industry, the importance of English for the hotel industry, front office tasks, and English-using standards for the front office department.

**CHAPTER 3 :** DISCUSSION

This chapter consists of the company profile's Grand Malioboro Yogyakarta, Grand Malioboro Hotel's history, front office department at Grand Malioboro, English-using in front office department at Grand Malioboro Hotel, and challenges and problems for the front office staff at Grand Malioboro Hotel in using English.

**CHAPTER 4 :** CONCLUSION & SUGGESTION

This last chapter consists of a summary of this study and recommendations for the hotel.

# Chapter II

# LITERATURE REVIEW

* 1. Hotel as part of the tourism industry

Tourism is a travel activity carried out by a person or group by visiting certain places for recreational purposes, personal development, or learning the uniqueness of tourist attractions visited for a temporary period (UU RI No. 10, 2009). Also, according to World Tourism Organization (WTO), state tourism is defined as the activity of a person who travels to or lives in a place outside his usual environment for not more than one year continuously, for pleasure, business, or other purposes (Pitana, 2009).

Tourism is seen as a high-impact industry in its environment and is regarded as the most significant industry worldwide (World Travel and Tourism Council (WTTC), IFTO, IH&RA, ICCL & UNEP, 2002). Tourism is the largest industry worldwide that makes a competitive sector; therefore, according to Ritchie and Crouch (2003) in Attila (2016), the competitiveness of a tourism destination is generally divided into five main groups, which are still influenced by external environmental factors. The following factors included infrastructure, accessibility, hospitality, human and financial resources, tourism service providers, and local political intentions and support for tourism development.

Thus, following Attilla (2016) states destination can only be competitive and successful when there are accommodations, hotels of suitable number and capacity of the area (critical range of elements of capacity) that can support the increase in guest numbers, their accommodation, and stay for a longer time, with this higher spending, which means workplaces, investments, tax incomes in a particular destination.

From some of the statements and theories above, tourism is one of the largest and competitive sectors of industry worldwide, representing activities carried out by a single person or a group of people for various reasons, one of which is recreation. Also, one of tourism support-infrastructure is accommodation such as hotel, resort, motel, and many more.

Hotel is a type of accommodation that is managed commercially and professionally, provided for every 42 people or more who want to get lodging services (rooms), food and beverage (food and beverage), entertainment such as night clubs, discotheques, and other exciting services (UU RI No. 10, 2009). Also, Sulastiyono (2011) claims that a hotel is a business managed by the owner that provides food, beverages, and sleeping accommodations to people who travel and pay a reasonable amount by the services received without any special agreement.

By some statements above, it can be concluded that a hotel is one of accommodation, tourism support infrastructure that provides hospitality in the form of lodging service, food, beverage, entertainment, and many more.

Lastly, the hotel's role is an amenity whose main activity is to sell rooms and as an intermediary due to its intensity, which is directly related to tourists. Tourists who stay in hotels require detailed information about various tourist attractions, particularly those who do not use the services of a travel agency. The role of the hotel can overcome all of the tourists' limited information about destinations in terms of time, cost, and distance (Sujatno, 2008)

* 1. Importance of English for Hotel Industry

English plays a role in many sectors, including the tourism sector that meets many people worldwide with diverse cultures and languages. According to Zuliati (2005), English is spoken as a first language, second language, and foreign language by people worldwide. Indeed, English is now a world language. English is a global language that has been used as a first language by 350 million native speakers, as a second language, and foreign language by 1900 million speakers.

Hospitality services are tourism supplies that included hotels, motels, resorts, and many more. According to Disilva and Arun (2017), hospitality is a profitable industry that is growing by providing services to guests, business travelers, and tourists for recreation. Geographical boundaries do not bind a hotel's customers or guests. So, communication plays an essential role in servicing the guest at the hotel. According to Bobanovic (2011, p.4), to maintain the quality of hospitality services, it is essential to obtain a common language between the supply and demand sides. This statement, also following Madera (2012), stated that hospitality employees have no bounds to work; the English language plays a prominent role in communicating with co-immigrant employees to enhance job performance.

The hotel employees services guests from various geographical and cultural diversities with different accents or slang create a communication issue **(**Mishra, 2017**)**. Bobanovic (2011) also claims that communication is crucial in the hospitality industry. For hospitality professionals, highly rated skills such as good oral and written communication skills are essential. Therefore, almost all hotel service operations require English as a global language.

Furthermore, it can be concluded that English plays an essential role in the hotel industry because English is a global language that uses it almost worldwide to communicate. Communication is crucial in the hospitality industry to maintain the quality of hospitality services.

* 1. Front Office Tasks

The Front Office of a hotel is the department in charge of selling rooms, either through reservations or without reservations (Walk-in Guest), registering guests, and showing the room (room assignments. The Front Office is the main activity center and plays an essential role in a hotel (Sihite, 2000). In accordance with Agusnawar (2002), stated that Front Office is one of the departments or sections that directly provide services to guests, starting from prospective guests making room reservations/pre-arrival until guests stay and leave (check-out) from the hotel.

Front Office is a center of hotel activity that also represented the hotel itself, with many tasks and responsibilities for its staff. According to Bardi (2007), the typical organization of staff for the Front Office Department includes desk clerk, cashier, reservations manager, concierge, night auditor, telephone operator, bell staff, room key clerk, and elevator operator. However, in some operations, the front desk clerk acts as a desk clerk, cashier, telephone operator, and reservations clerk, as required by the volume of business.

Still in accordance to Bardi (2007) which also describes the Front Office staff task, which follows:

* The desk clerk's duties include verifying guest reservations, registering guests, assigning rooms, distributing keys, communicating with housekeeping staff, answering phones, providing information about and directions to local attractions, accepting cash and giving change, and acting as a liaison between the lodging establishment and the guest as well as the community.
* The tasks of a cashier include processing guest check-outs and guest legal tender and providing change for guests. This position assists in keeping the front desk workload manageable when a whole house, or a hotel with all of its guest rooms occupied (also known as 100 percent occupancy), is checking out.
* The reservations manager is in charge of accepting incoming room requests, noting special service requests, and maintaining an accurate room inventory using a property management system reservation module. Additionally, reservation manager tasks include providing the requested information and services to the guest and accurately confirming these items.
* The night auditor balances the daily financial transactions. This person may also serve as a desk clerk for the night shift (11:00 P.M. to 7:00 A.M.)
* The phone operator must locate registered guests and management staff at a moment's notice and deal with crises up to and including life-threatening emergencies.
* The bell captain was accompanied by a team of bellhops and door attendants. The bell staff starts where the computerized property management system ends. They are the people who lift and carry the luggage, acquaint the guest with their new surroundings, run errands, deliver supplies, and inform the guest about in-house marketing efforts and local attractions.
* The key clerks can be found in large, full-service hotels that lack electronic key systems. This clerk is in charge of issuing keys to registered guests as well as other security measures. He or she frequently sorts incoming mail for registered guests and management staff.
* The elevator operator, now used as a traffic manager but almost extinct in lodging establishments, has been replaced by self-operated elevators and escalators. The mechanical controls of the elevator are manually operated by traffic managers, who direct hotel guests to available elevators in the lobby.
* The concierge's responsibilities include providing guests with extensive information on local entertainment, sports, amusements, transportation, tours, church services, and babysitting. This person also obtains theatre tickets and makes restaurant reservations.

Those are Front Office organization task that in full-service property, but a simple hotel with limited service, the staffs are also limited but more responsibilities and duties to do or hold by one staff.

* 1. English-Using Standard for Front Office Department

Front Office is one of the departments that represented the hotel itself must have excellent and professional services for their guests worldwide. It means that both foreign guests and local guests have to be served in the same way. Therefore, Front Office staff in a hotel must have English-standard skills to do his-her work, serve the guest at the hotel, and knowing how to communicate in a local or foreign language with the guest.

Blue and Harun (2003) stated a distinct set of language skills that hotel staff should have already mastered, whether in English or another language. When applying for a job, receptionists are expected to know already how to communicate with guests.

According to Datu, Limantara, Soelistyowati, Hardjanto, and Fuadi (2019), they formulated TLU (Target Language Use) or standardized use of English for hotel's staff, especially in the Front Office Department, which follows:

* Address guests, Ask guests' trip, Ask about reservation to guests, Explain the type of rooms to guests, Ask about guests' room preference, Ask about guests' length of stay, Ask about additional service for guests, Respond to questions on tourism spots, Respond to questions on local food/culinary, Respond to questions on direction, Respond to a request on meeting room, Ask the guest about preference on the payment method, Serve guests who want to prolong the stay, Serve the process of check out, Serve process of guests' payment, Make small talk with guests, Serve in-room check-in of guests with special needs, and Serve complaints. These communication activities are 100% admitted by most hotels to communicate in both English as a global language and local language because they are primary activities in Front Office Department.
* Ask about purpose of visit, ask preference on drink and meals, offer a welcome drink, ask the guest on preference on currency for credit card payment of method, offer guests as a hotel member, explain facility as hotel member, conduct courtesy call after the guest's check-in, and do morning call to all hotel's guest. These tasks admitted approximately 75% by the hotels to become an activity in Front Office Department that needed English and local language.

To support and portrays the English-use task by Datu, Limantara, Soelistyowati, Hardjanto, and Fuadi (2019), Thammawong (2017) in *English for Hotel Staff*'s book explain real-life situations in the various areas of the hotel business. Here is the example of the standard-conversation in the Front Department that using English that adapted from LiveABC (2013B: 16):

Clerk: Novotel Cannes. May I help you?

Caller: I want to book a double room. We will be in Cannes on February 18th, but I am

not sure how long we’ll stay

Clerk: All right. But we can only confirm a room for you from the 18th to the 24th. After that, we will be fully booked.

Caller: Fully booked? Why is that?

Clerk: The Cannes International Film Festival will be getting underway

Caller: What if we want to stay past the 24th?

Clerk: I am afraid we will be full. But we can always try to find another hotel for you.

Caller: Thanks. And could you tell me how much you charge per night?

Clerk: 250 euros for a double

Caller: Does the room come with a complimentary breakfast?

Clerk: Yes, a complimentary buffet breakfast is included in the room rate.

Caller: All right. I want to make a reservation.

Clerk: May I ask who the booking is for, please?

Caller: Mr. and Mrs. Walker.

Clerk: And how can we contact you?

Caller: You can reach me at 0952-750-542.

Clerk: Perfect, sir. We're looking forward to your visit on February 18th, Mr. Walker.

# Chapter III

# DISCUSSION

1. Company Profile Grand Malioboro Hotel

Grand Malioboro hotel was established on July 25th, 2010, with individual ownership. The first ownership came from Kalimantan, and in 2015 there was a change of ownership to be in the hands of Mr. Anton, who came from Yogyakarta. This hotel was founded with named Jentra Dagen Hotel, and since January 1th 2021, was renamed Grand Malioboro Hotel. This hotel was built for two years with 66 rooms; 2 sweet rooms, 2 executive rooms, 50 superior rooms, 8 deluxe rooms, 4 family rooms, with 1 meeting room, lobby, restaurant, and pool. Jentra Dagen Hotel had a cultural theme where in some corners of the hotel, there are some statues, paintings, puppets that represented Javanese culture.

Nevertheless, at the end of 2020, this hotel was doing some renovation, from their rooms, hotel interior, and many more, which following by the rebranding of this hotel. Because of that rebranding, this hotel was renamed Grand Malioboro Hotel and changed the hotel's theme to become a business-luxury hotel. This rebranding was done because it is for hotel rejuvenation, which is usually done once every ten years. Now, because of the renovation that had been done, the hotel has only 64 rooms; 50 superior rooms, 8 deluxe rooms, 2 executive rooms, 4 family rooms, with 2 meeting rooms, lobby, restaurant and bar, and garden that was a pool before**.**

1. Grand Malioboro Hotel’s History

Newest hotel name : Grand Malioboro Hotel Yogyakarta

Previous hotel name : Jentra Dagen Hotel

Date of established : July 25th 2010

Address : Jl. Dagen no. 85, Sosromenduren, Gedong Tengen, Kota Yogyakarta, Daerah Istimewa Yogyakarta, 55271

Telephone/Fax : 0274 580789 / 0274 5580199

Established in 2010, named Jentra Dagen Hotel and was rebranded to become Grand Malioboro Hotel Yogyakarta in January 2021. This hotel is a Business City Hotel that still represented Javanese culture in every corner of its interior. The ownership right of this hotel was individual ownership which this hotel is also under PT. Jentra Utama. PT. Jentra Utama also has other seven hotels that spread around Yogyakarta, which follows:

1. Grand Senyum Hotel (4-Star Hotel)
2. Horaios Hotel (3-Star Hotel)
3. Best City Hotel (3-Star Hotel)
4. Grand Kangen Hotel (3-Star Hotel)
5. Kangen Hotel (3-Star Hotel)
6. Grand Malioboro Hotel (3-Star Hotel)
7. Queen of The South (3-Star Hotel)
8. Ceria Hotel (2-Star Hotel)

Grand Malioboro Hotel has 64 rooms which contain 50 superior type rooms, 8 deluxe type rooms, 2 executive type rooms, and 4 family type rooms, with 3 meeting rooms, restaurant and bar, and garden.

1. Front Office Department at Grand Malioboro Hotel

The front office department has an important role in a hotel because it plays a role in supporting the guest's image about how the hotel's service, or in other words, the Front Office department, is representative of a hotel. Front Office is the heart, hub, and nerve center of guest activity (Vallens 1985:24). The Front Office department is in charge of serving guests before arrival, when guests arrived, while at the hotel until the guests leave the hotel. Each department in a hotel must have its organizational structure apart from the general organizational structure of the hotel. Grand Malioboro Hotel has a simple organizational structure. However, from the observation done during the on-job training, each staff still carries out their duties and responsibilities properly. From the results of observations and interviews to the Front Office Manager of Grand Malioboro Hotel, Front Office Department at Grand Malioboro Hotel consists of Front Office Manager and Front Desk Agent. Front Office Manager who is under or directly responsible to General Manager also in charge of the Front Desk Agent.

**ORGANIZATIONAL CHART OF FRONT OFFICE DEPARTMENT**

**GRAND MALIOBORO HOTEL**

General Manager

(Ibu Noviani)

Front Office Manager

(Oky Slamet)

Front Desk Agent

(Warsino) (Pandu) (Dandi)

1. Front Office Manager

Based on the SOP book for the Front Office of the Grand Malioboro Hotel, there are some specific roles of Front Office Manager: responsible for all operations in the Front Office, check or monitor all the Front Desk Agent work throughout Front Office Department, and oversees the implementation of tasks at the Front Office Desk in accordance with the policies and procedures. More specifically, according to data from the Task and Duties of staff's book at Grand Malioboro Hotel, the duties, and responsibilities of the Front Office Manager in general which follows:

1. **Checking/Supervising**

Duties and responsibilities in the Checking / Supervising category are following the SOP of Grand Malioboro hotels, such as checking the room assignments carried out by the Front Desk Agent and checking the preparations for the arrival of VIP or group guests. Additionally, Front Office Manager is constantly checking room rates carefully, guest billing, and the guest room keys completeness. Lastly, Front Office Manager is also checking the registration card files from guests who have checked in and guest history cards, then re-checking all Front Office reports and Front Office staff assessments before submitting them to the General Manager.

1. **Controlling/Monitoring**

The duties and responsibilities of the Front Office Manager in terms of controlling and monitoring the operational of the hotel service according to the SOP of Grand Malioboro Hotel. Front Office Manager must be able to operate the Online Travel Agent Extranet, which is used to adjust room rates or check how the sales flow of Grand Malioboro Hotel rooms in every online travel agent such as Traveloka, Pegi-Pegi, Agoda, and Tiket.com. Furthermore, to maintain discipline and comfort in the Front Office Department, the Front Office Manager makes work schedules for staff in the Front Office Department, mastering Front Office's policies and service procedures. Last, Front Office Manager has to regularly hold briefings/meetings for the Front Office department and create a healthy work atmosphere.

1. Front Desk Agent

Front Desk Agent here has quite many duties and responsibilities because, at the Front Office Department at Grand Malioboro, there are no divided tasks such as the check-in and check-out handling section, the telephone operator for reservation, the cashier section, etc. All of those duties and responsibilities are carried out by the Front Desk Agent. Front Desk Agent at Grand Malioboro can also be referred to as a receptionist. According to the Grand Malioboro Hotel's SOP, Front Desk Agent is in charge of serving guests efficiently, warmly, and professionally at the reception and constantly improving and maintaining service and hospitality standards from time to time. From the Task and Duties book, the duties and responsibilities of the Front Desk Agent are divided into four parts, which follows:

1. **Handling Check-In, Check-Out, and Guest Reservation**

Front Desk Agent must master the Check-in and Check-out procedures with the right standard. For handling check-in and check-out procedures, the duties and responsibilities of a Front Desk Agent are to record the check-in and check-out guests in the arrival and departure book. Furthermore, during the check-in process, Front Desk Agent must assist in filling out the registration card, checking the completeness and accuracy, and then asking and photocopying the guest identification card. Lastly, Front Desk Agent handed the guest room key to the guest.

1. **General Services for the guest**

Service for the guests for the Front Desk Agent has an important role; according to the SOP of Grand Malioboro Hotel, a Front Desk Agent has the duty and responsibility to handle and resolve guest-complaint and then forward them to the Front Office Manager if it cannot be resolved. Second, receive wake-up call requests and handle calls and messages properly by the standard. Third, provide the information needed by guests quickly, precisely, hospitably, and accurately. Then serve the handling of letters or packages addressed to the guests and assist in booking transportation tickets such as trains, buses, or planes.

1. **Duties and responsibilities to the Front Office department.**

The Front Desk Agent must also be responsible to the department itself to maintain continuity within the Front Office department itself and with other Front Desk Agent teams, such as the first, arrange the precision of room rack and information, also make house-account sheets and room recapitulation at each shift-change. Second, accept and make room / rate-change and know the number of rooms that have been sold and can be sold at that time. Finally, input the handling or room reservation files into the hotel information system.

1. **Duties and responsibilities to the other departments.**

The Front Office department also has to cooperate with other departments to improve the services of the hotel. According to the SOP of Grand Malioboro Hotel, the duties and responsibilities of the Front Desk Agents relating to other departments in the hotel are making VIP notices, fruit & flower requisition, room lists, rooming discrepancy, daily use room report, walk-in guest control sheet, check out reminder which will be distributed to the pertinent departments. Second, delivered notes to the House Keeping regarding rooms that are check-out, late check-out, early check-in, and/or special requests. Then, always attend briefings and meetings held by the Front Office itself by the Front Office Manager or by the Hotel Manager. The last is to do good cooperation with all staffs and departments of the hotel.

1. Recruitment Requirements for Front Office Department

The recruitment requirements for Front Office department staff themselves are generally as same as the requirements for recruitment of staff in the hotel world, such as having at least a D3 diploma in tourism or hospitality, have a good appearance, have good communication skills, and at least have to be able to master the basics of hotel services in bilingual language. From the results of interviews with Front Office department staff at Grand Malioboro Hotel, both Front Office Managers and Front Desk Agents, having the ability to speak basic English for hospitality properly is one of the requirements for recruitment of staff in the Front Office department because it is also included in the requirements of can communicate well at least in bilingual languages.

During the job interview, the staff also go through the test stage to test their English proficiency first; from the statement of the Front Office Manager, all staff has done a thorough test for their English language skills, but because they are rarely used or be honed, their abilities are somewhat decreased because domestic guests dominate the Grand Malioboro Hotel. In addition, from the results of the interview with the General Manager of Grand Malioboro Hotel, it can also be concluded that Grand Malioboro already has recruitment requirements regarding English language proficiency. Employees and staff must have basic skills in hospitality services in English.

The English test proficiency is sort of testing the speaking skills of staff while serving foreign guests. But besides the English test proficiency that becomes one of the requirements, the English certificate also becomes one of the requirements, even giving the extra score for staff passes the recruitment process of Grand Malioboro Hotel.

Even though Grand Malioboro is located in the first-ring area of ​​Yogyakarta City, General Manager still often finds foreign guests arriving at several hotels in the first-ring area, including Grand Malioboro, so everything has to be prepared professionally for the service needs of foreign guests both in terms of language skills and well services.

1. English-Using in Front Office Department at Grand Malioboro

English in a hotel is very important, considering that English is a universal language and has also been used as the language of international business. The world of hospitality is very closely related to many people, as guests or clients, both from within the country and abroad, therefore in the world of hospitality, a bilingual language with a universal language is very important. At the Grand Malioboro Hotel itself, even though the hotel is a hotel located in the first-ring area of ​​the city of Yogyakarta, that means that rarely foreign guests stay at the hotel, a month at least 1-4 foreign guests who stayed, almost all of the facilities are already in bilingual languages, for example from brochures, business cards, warning signs at several spots, etc. which means that's already met the standard facilities and services in the hotel.

However, what needs to be paid attention to is the importance of English-using by the staff or basic speaking skills in hospitality, especially in the Front Office department, which is the "first or main character" who interacts with guests and also represents the hotel itself. In the Front Office Department itself, from the results of interviews with all Front Office Department staff at Grand Malioboro Hotel, it was very clear that even though the hotel was in the first-ring area of ​​Yogyakarta City, various kinds of guests would come, it cannot be denied that foreign guests will also come, so this English-speaking skill is needed. In the world of hospitality, the ability to speak English must have become a standard and must have become the most basic thing when working as a Front Office staff at Grand Malioboro Hotel.

According to Blue and Harun (2003), as travel becomes more and more commonplace across the globe, a greater need will arise for hospitality personnel with a thorough knowledge and understanding of host-guest communication. In that idea, English for host-guest communication is very important to use by all the hotel staff.

From the results of interviews with the Front Desk Agent staff of the Grand Malioboro Hotel and practical observations, all Grand Malioboro Front Office staff has understood the use of English to serve foreign guests, almost all of them has been able to apply English use for hospitality world, but only one person who is quite proficient in the use of English, especially in his speaking skills to serve foreign guests at the hotel. One of these staff can understand more quickly than other staff when foreign guests request something or complain. Also, he can respond to the guest's request without feeling nervous, even though his sentence structure and pronunciation are not good enough yet.

According to Grand Malioboro Hotel Front Office staff, the implementation of English for bilingual languages ​​at the Grand Malioboro Front Office is mostly about hotel's brief explanations based on the brochures and the hotel website, registration cards, business cards, bill payments, several Front Office reports, and the BIG system that used in Operational Front Office. Thus, Front Office staff have mastered or are accustomed to understanding English words in all hotel facilities and operational. In other words, the Front Office staff, in general, easily understand most of the meaning of hotel facilities and operations written in English.

From the results of interviews with Front Office staff, an Indian guest was staying at the hotel which has limited English skills, he was speaking with mixing his language (*Hindi)* and a few English words, this guest went to the Front Office asking whether could the electric kettle in his room be replaced by a small pot because he wanted to cook instant noodles. At that time, the Front Desk Agent who was in charge was confused about both understanding what the guest's meaning is and what he (the Front Desk Agent) will answer or respond to the guest because of the lack of English skills. That was one of the conditions English use to serve foreign guests at Grand Malioboro Hotel.

For Front Office staff consisting of 3 Front Desk Agents and 1 Front Office Manager, through observations and interviews that have been conducted to Front Office staff and General Manager, these Front Office staffs have quickly understood the primary use of English within service in the hospitality world. They also understand many English terms used in all Grand Malioboro hotel facilities and operations. They understand all English terms and vocabulary because they are used to seeing it when they are working, such as the example of the operating system used in the Front Office itself, namely the BIG system, all vocabulary and the terms in it use basic English vocabulary in the world of hospitality, so they are already fluent and easy to understand it.

1. Challenges and problems for the Front Office staff at Grand Malioboro Hotel in using English

Based on the observation and interviews with Front Office staff and the General Manager of Grand Malioboro Hotel, there are some obstacles for staff in using English at the Grand Malioboro Hotel, especially in the Front Office Department. According to interviews by the Front Desk Agent of Front Office Grand Malioboro Yogyakarta, related to the use of English in services to foreign guests by Front Office Department staff, from their explanation, they conveyed that the staff's service to foreign guests was still not optimal due to the limitation of language proficiency.

Apart from the language problem of foreign guest services by the Front Office staff, their services are following the standard SOP of the Grand Malioboro Hotel. From the conditions described earlier about how to use English in the Front Office Department of Grand Malioboro Yogyakarta, there are also challenges and problems for Front Office staff that has been categorized which follows:

1. **Understanding the conversations of these foreign guests**

Foreign guests come from various countries and also various kinds of accents that foreign guests use when speaking English that is the problem for Front Office staff who have difficulty understanding requests from foreign guests who are staying at the Grand Malioboro Hotel

1. **Some foreign guests cannot speak English at all**

The problem with the staff is if there are foreign guests who cannot speak English at all. According to the results of interviews with Front Office Department staff, their obstacles are also when they have to serve guests who cannot speak English at all, for example from one of the experiences of Front Office staff who have served foreign guests from India, France, and China who cannot speak English or they just know a few words in English. Therefore, the only way to communicate with these guests is with body language and speak with common English words.

1. **Nervousness due to limited ability to speak English**

According to the results of interviews with the Grand Malioboro Front Office staff, some of them experienced nervousness when serving foreign guests because they were confused, not confused about how to serve foreign guests according to the procedure but confused about how to talk to these foreign guests by choosing the right and easy to understand words between both sides. This is also due to a lack of training or not being accustomed to serving foreign guests.

1. **Not knowing how to say something in English.**

Due to the lack of practice in using English to serve guests even though foreign guests rarely visit the Grand Malioboro hotel, the Front Office staff of Grand Malioboro, apart from being nervous, also have some limitations in English conversation use, such as do not know how to pronounce certain sentences in English. This is considered a serious obstacle because when the staff does not know the correct sentence that they want to speak` in English, and they are not choosing the right words and sentences, this can lead to misperception of both parties and can end up with misunderstanding.

Some of the problems faced by the Grand Malioboro Yogyakarta Front Office staff also require them to think about how to improve and expedite their English skills to serve foreign guests at the Grand Malioboro Hotel. Therefore, because they must be ready, even though Grand Malioboro is located in the first-ring area of ​​Yogyakarta City, there are foreign guests. However, only a few will come and stay at Grand Malioboro Hotel Yogyakarta. According to an interview with the staff of the Grand Malioboro Front Office, their challenge is not only to improve their English skills to optimize the foreign guest services at Grand Malioboro but also to face the pressure from other 3-star hotels around Grand Malioboro which have Front Office staffs that are more fluent in having English speaking skills in foreign guest services.

From that challenge and problems that face by the staff of the Front Office, the Grand Malioboro Hotel, through the Front Office Manager has some solutions to those problems such as while the staff serving foreign guests and that problems occur like do not know how to say the sentences in English, nervousness while serving foreign guest, etc., the staff usually using Google translate to translated what sentences they will speak to the foreign guests. Also, the moment when the foreign guests visit the hotel, that staff who was in charge can send messages to one of staff who is quite fluent in English to help the other staff to assist the guests.

# Chapter IV

# CONCLUSION

1. Summary of the Report

From the whole chapter and subchapter of this report, English is a universal language or business language that is also needed in the tourism industry, especially the hotel industry. Hotel is one of accommodation that in contact with a lot of people both local and foreign guest. Grand Malioboro Hotel Yogyakarta is a 3-star hotel located in the first-ring tourism area of Yogyakarta. Even though the hotel in the first-ring area is mostly visited by local guests, it's possible for the hotel that closes to Malioboro Street visited by foreign guests also. Therefore, the writer decided to analyze whether English is still important or not for the staff, especially the Front Office staff of the hotel located in the first-ring tourism area of Yogyakarta, to communicate while serving the hotel's guests. English is a crucial skill that has to be put on the requirement of staff in the hotel industry because it's a high possibility for hotel staff to serve both local and foreign guests that it has to be professional and in a right way.

Through observation, interviews, and document study that were conducted at the Grand Malioboro Hotel, in this report, the author explains and discusses Grand Malioboro Hotel's history and the company profile, explained in detail the Front Office Department of Grand Malioboro Hotel and its staff and the duties and responsibilities of each staff at Front Office Department, also explained the requirements for recruitment of FO department staff at Grand Malioboro Hotel, most importantly explained the results of the analysis of how to the English-use in the Grand Malioboro hotel, as well as the obstacles of staff when using English to serve foreign guests at Grand Malioboro Hotel Yogyakarta.

From the results of this study, it can be concluded that the use of English in the hotel located in the first-ring tourism area of Yogyakarta is still very important because English has become the primary foreign language used in the hospitality world. The use of English in Grand Malioboro itself is mainly used in various writings, such as brochures, business cards, and writing on the operating system in the Front Office Department. However, it is still too complicated for the staff's fluency in speaking skills when applying English to serve foreign guests. Every staff needs to be fluent in English because the fluency of the hotel's staff can also improve the quality of the hotel among the 3-star hotels located around the Grand Malioboro Hotel or in Dagen street.

1. Suggestion

In this part, the writer would like to give suggestions to Grand Malioboro Hotel Management, especially for Front Office Department. There must be clear and strict recruitment requirements for staff to be fluent in English, especially in speaking skills. Furthermore, could also make a pocketbook or a guide book for staff whose contents are about how to use English-standard language or expression to serve foreign guests. However, English is one of the crucial skills in hospitality for the staff and to improve the quality of the Grand Malioboro hotel itself among other hotels in the vicinity. Another suggestion is that the Grand Malioboro Hotel has to provide a warning sign in clear English so that foreign guests can understand it easily and increase the satisfaction of foreign guests at Grand Malioboro hotel. Although a 3-star hotel located in the first-ring tourism area of Yogyakarta, which is said to have mostly only local guests, it is possible that foreign guests will frequent the hotel because of its location, which is very close to Jalan Malioboro, so the use of English must also be considered.

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