

**IMPROVING SERVICE QUALITY OF éL HOTEL
ROYALE JAKARTA WITH ENGLISH PROFICIENCY
QUALIFICATION**



FINAL ASSIGNMENT

A partial Fulfillment of the Requirements for the English Diploma III Degree

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**ENGLISH DIPLOMA PROGRAM
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A handwritten signature in black ink, appearing to read 'Dwi Wulandari'. The signature is stylized with a large 'D' and a cursive 'Wulandari'.

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Jakarta, 24 November 2021

The Writer,

Annisa Aulia Rahman P.

ABSTRACT

éL hotel royale Jakarta is a 4-star hotel located at Kelapa Gading, North Jakarta. This hotel located in commercial area making the hotel become a destination to stay for foreign tourists. Having ability in English skill is one way to improve services, especially to foreign tourists. English skill is needed for éL hotel employee to communicate with foreign tourists and give the service they want. Based on observation during internship at éL hotel royale, not all employees are fluent in English. There were several writing errors in manual daily report and communication difficulties in handling complain. Therefore, to minimize employees who are lack to understand English, English proficiency qualification is needed in the recruitment process. The only problem in recruitment process was there was no standardization in English proficiency assessment. The writer gives table of questions as the recommendation in standardization English assessment. In one recruitment selection phase, employees with English competence were obtained. This standardization helps to sorting prospective employees who are at least able to speak and understand English.

Keywords: English proficiency qualification, standardization, service quality

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Chapter I

Introduction

1.1 Background

Tourism is the most effective sector to boost Indonesia's foreign exchange, because many foreign tourists travel not only to enjoy Indonesia's natural beauty, but also cultural and historical tourism in Indonesia that are no less interesting. Indonesia as one of the countries that has beautiful natural resources is proven by being ranked sixth in the world by "Rough Guides", a well-known publisher in the UK. The government, through the Ministry of Tourism, is targeting the number of foreign tourists visiting Indonesia in 2020 to reach 18 million people, this target is bigger than the number of foreign tourists arriving in 2018, which is more than 16 million people. In 2017, the tourism sector was a major contributor to foreign exchange for Indonesia as much as USD 15.20. In 2018, Indonesia's tourism sector was recorded with the highest growth, ranked 9th in the world, according to The World Travel & Tourism Council (WTTC), ranked 3rd in Asia, and ranked 1st in Southeast Asia. According to the Central Statistics Agency (BPS), foreign tourist visits to Indonesia in 2019 were recorded at 16.1 million or grew 1.88% and most tourists came from Malaysia, Singapore, China, Australia, and Timor Leste (BPS-Statistics Indonesia, 2020).

Tourism, according to Soekadijo (1997), is all activities in society related to tourists. Hotel development activities, restoration of cultural heritage, creation of

recreation centers, organizing tourism fairs, providing transportation and so on can all be called tourism activities as long as these activities can all be expected that tourists will come. One form of tourism support accommodation that is easy to find is hotels. Based on the Decree of the Minister of Tourism, Post and Telecommunications No. KM. 37 / PW.304 / MPPT-86: Hotel as a type of accommodation that uses most or all of the building to provide lodging, food and drink and other services for the public, which are managed commercially. Hotel accommodation cannot be separated from tourism, because without tourism activities, hotel accommodation will not grow and even die. On the other hand, tourism without hotel is an impossible thing, especially if we talk about tourism as an industry. If the tourism industry is analogous as a building, then the hotel sector is the pillar. When tourism develops as an industry, the existence of the hotel sector becomes absolute. This is what causes the hotel sector developed into a separate industry, therefore now we also know the term "hotel industry".

In order to continue to provide professional service, the hotel workers need to have the individual skills which include skills in working according to the field and also the ability to communicate. According to Prabbu & Wani (2016: 6), English language skills are needed for tourism workers, namely for promotion, placement and personal branding. English language skills are required from lower level in a career in tourism to higher level. In addition, mastery of English in the tourism sector will have an impact on several things (al-saadi 2015: 33), namely:

- 1) increase customer satisfaction,
- 2) motivate foreign tourists to visit,
- 3)

understand the needs of foreign tourists better, 4) help to better understand other cultures, 5) to help improve the effectiveness of communication, both internal and external communications. Therefore, mastery of foreign languages, especially English is a necessity for hotel workers to be able to provide satisfaction to hotel guests from abroad, so as to increase hotel revenue and revenue.

Jakarta is one of the tourist destinations for foreign tourists, the existence of the hotel as the accommodations that support tourism in the Capital flourished like mushrooms in the rainy season, from low class hotels on the outskirts of residential areas to high class hotels located in the commercial center area. Especially in Kelapa Gading as a commercial center also has many magnificent hotels that offer qualified facilities. éL Hotel Royale Jakarta is a four-star hotel located in Kelapa Gading, North Jakarta. As a four-star hotel located in the area of commerce, of course, éL Hotel Royale Jakarta become a tourist destination to stay. English proficiency of éL Hotel Royale workers from lower level to upper level is a necessity, because this will make foreign tourists feel comfort to communicate and will increase hotel revenue. But in reality, there are many hotel workers who are not able to speak English well. This is because currently hiring at éL Hotel Royale Jakarta is still prioritizing qualifications based on the skills in work, while the mastery of English is not a qualification required. Only workers in some position that requires mastery of English in both active and passive, so that only a small part of the hotel workers were able to speak English fluently. The recruitment process of employees conducted by hotel HRDs with good

English language proficiency qualifications is very influential in improving the quality of employee service for guests, especially those from abroad. Therefore, on this occasion the author is interested in taking the title " Improving Service Quality of éL Hotel Royale with English Proficiency Qualification in Employee Recruitment".

1.2 Aims and Advantages

There are two aims of this study, as follows:

1. Describe the importance of English proficiency in employee recruitment to maintain service quality at éL Hotel Royale Jakarta.
2. Provide recommendation to improve the quality of English for employees of éL hotel royale Jakarta.

There are two advantages of this study, as follows:

1. give information the important of English proficiency in employee recruitment to maintain service quality at éL Hotel Royale Jakarta.
2. This study will give new insight that the quality of employees' ability to speak English will directly affect the improvement of hotel employee services for guests, especially those from abroad.

1.3 Methods of Collecting Data

This study will use two methods to collect the data, there are:

1.3.1 Study Research

According to Sutrisno Hadi (1990), a research library is a study that uses data from libraries in the form of books, encyclopedias, dictionaries, documents, journals and so on to complement research. This method is used by the author to find data and a number of facts that related to the English proficiency qualification that can improve service quality will help in the preparation of this final project.

1.3.2 Observation

Based on Morris (1973: 906) observation is a collection of impressions about the world around based on all human sensory capacities. The observation method is used to observe the employee recruitment process at éL Hotel Royal Jakarta to identify the use of English proficiency for new workers and for workers who have worked for a long time at éL hotel royale Jakarta.

1.3.3 Interview

Interview is an important data gathering technique involving verbal communication between the researcher and the participant (Fox, N. 2009). The interview is conducted by interviewing Human Resource Department (HRD) Manager to get more information about English proficiency qualification for workers at éL hotel royale Jakarta.

1.4 Organization of the Report

This report consists of 4 chapters, there are:

CHAPTER I: INTRODUCTION

This chapter are composed of background of study, aims and advantages of study, methods of collecting data and organization of the report.

CHAPTER II: LITERATURE REVIEW

This chapter are composed of definition of service quality, English proficiency qualification and employee recruitment.

CHAPTER III: DISCUSSION

This chapter are composed of él Hotel Royal Jakarta profile, the problem at él Hotel Royal Jakarta, suggestion to improve the quality of English for employees of él hotel Royale Jakarta.

CHAPTER IV: CONCLUSION

This chapter are composed of conclusion of this study and recommendation

CHAPTER II

LITERATURE REVIEW

This chapter will describe definition of service quality and the importance of service quality, English proficiency qualification and employee recruitment.

2.1 Service Quality

Lewis (1991) proposed that service quality is a measure of how well the service delivered meets customers' expectations of a product and service. In addition, the services marketing literature reveals that "service quality has been variously defined as focusing on meeting needs and requirements, and how well the service delivered matches customers' expectations" (Lewis 1993: p 22).

Quality of service is generally identified as a critical success element in a company trying to differentiate itself from its competitors. According to Robinson (1999), service quality can be defined as the customer's attitude or judgment about the superiority of a service. According to Valerie Zeithaml, A. Parasuraman, and Leonard Berry (1990), there are five primary dimension of service quality, that are:

1. Tangible, means the appearance of the physical facilities, equipment, personnel, and materials installed.
2. Empathy, means caring, easy access, good communication, customer understanding and individualized attention given to customers.

3. Reliability, means an ability to implement promised services reliably and accurately.
4. Responsiveness, means willingness to help customers and provide prompt service.
5. Assurance, means employees' knowledge and courtesy and their ability to generate trust and confidence.

These service quality dimensions are related in hotel sector. For instance, the empathy that includes a good communication. Good Communication is important in delivering a service, not only verbal communication but also nonverbal communication. This is in line with the importance of hotel workers having the ability to communicate in several languages, especially English, to provide good services to the guests

2.1.1 Importance of service quality

It is necessary for companies to provide good service to all customer; therefore, product quality is not only important for the company, but service quality is also important for the service provider. Proper assessment of the value of service by customers is important for business. One of the success determinants of a company is how the customers perceived the resulting service quality, due to the perceived service quality is the key driver of perceived value (Collart, 2000).

Launched from BizFluent (Fraser Sherman, 2019), good service quality will improve the way people see to the company that boost the reputation and brand of the company. In addition, good quality service will result in positive word-of-mouth and person-to-person recommendations.

2.2 English proficiency qualification

According to Cambridge Online Dictionary (2021), qualification is an official record showing that have finished a training course or have the necessary skills. While according to Indonesia Online Dictionary (2021), qualification is defined as the skills required to do something or occupy a certain position. It can be said that qualification can inspire someone to have a unique skill, in this matter is the ability to understand English.

According to Tartan (2013), The following are the English language skills needed in the working world:

1. able to give a presentation orally in English,
2. able to write and understand official company documents,
3. able to listen to oral presentations well,
4. able to read user books and manuals,
5. able to communicate with clients or work relations,
6. able to lead meetings and negotiate,
7. able to communicate with colleagues,
8. able to do correspondence,
9. able to find and understand information from the Internet

according to Yuliah, etc. (2016). 45,2 % of industry qualify active or passive English proficiency for job applicants, English skills needed in the world of work include reading, speaking, writing and listening. Not only that, Yuliah also classify jobs that require the applicant to have English proficiency, for instance in the field of administration and management, from manager position until staff position all are required to have English proficiency.

This is related to the hospitality industry where good English language skill is needed, not only the manager position who can be able to speak English, but also all of the workers who work in hotel have the ability to speak English well in order to provide excellent service to foreign tourists.

2.3 Employee Recruitment

According to an e-book of Tutorialspoint (2016), Recruitment and Selection is the process of sourcing, screening, shortlisting and selecting the right candidates for the filling the required vacant positions. Recruitment is an important process in an organization because it helps in identifying the job applicants and selecting the appropriate resources. It helps in increasing the success rate of selecting the right candidates. It helps in reducing the probability of short-term employments. Recruitment and selection are one of the tasks for the HRM Department, this is an important process to determine and select the right person for the right position.

One of the processes in recruitment is interviewing, it helps to transferring information from interviewee to interviewer. Interview is a medium to help collect useful information about potential candidates that that is not written on the resume. Interviews help in selecting the right candidate from a group of applicants, who applied for a job.

CHAPTER III

DISCUSSION

3.1 Profile Company

éL Hotel Royale Jakarta is a branch of éL Hotel International. éL Hotel International is a hotel management company that operates six hotels located in several major cities in Indonesia, including:

1. éL Hotel Royale Jakarta Kelapa Gading
2. éL Hotel Royale Bandung
3. éL Hotel Kartika Wijaya Batu
4. éL Hotel Royale Banyuwangi
5. éL Hotel Royale Yogyakarta Malioboro
6. éL Hotel Grande Malang

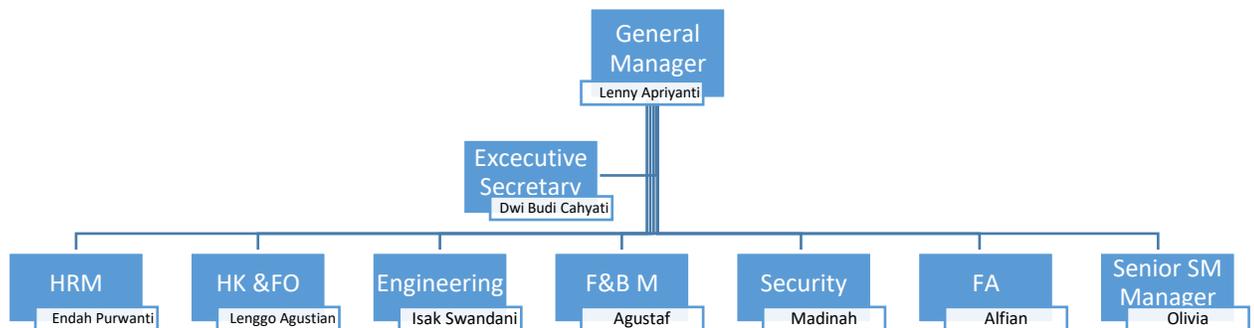
In particular, éL Hotel Royale Jakarta is a re-brand of Grand Whiz Kelapa Gading which was inaugurated in December 2017, under the auspices of PT. Madya Lingkar Artha with Mr. Enggartiasto Lukita as the current owner as well as a politician who served as the Minister of Trade of the Republic of Indonesia in 2016. éL Hotel Royale Jakarta is located on Jl. Bukit Gading Raya Kav 1 Kelapa Gading, North Jakarta. 14240.

This hotel still has the same functions and hotel facilities as before. Therefore, the brand image was already changed into the new hotel such as logo and color. éL Hotel Royale Jakarta has the following vision and mission:

vision “Believe to become a trusted and credible partner for your business that can help you deliver an exceptional Hotel experience to the guest.” And the missions are:

- Providing the best value for your investment with the best quality in hotel management services.
- Providing hotel services with the purpose to deliver the best hotel experience where guest feels like home.
- Supporting and developing the core essence of our company and our employees.
- Creating employment opportunities.

3.1.1 organizational structure



Explanation:

HRM = Human Resource Manager

HK =Housekeeping

FO = Front Office

F&B M = Food & Beverage Manager

3.1.2 Facilities

éL Hotel Royale Jakarta is a 4-star hotel located among the hustle and bustle of the capital city of Jakarta, especially the Kelapa Gading area, North Jakarta. The hotel, which has 303 rooms, provides facilities and services to be offered to guests to unwind from the hustle and bustle of the capital city. As one of the 4-star hotels in Jakarta, the quality of service and service at éL Hotel Royale Jakarta is operated by people who are experts in their fields.

In addition to the 303 rooms, éL Hotel Royale Jakarta provides high-speed Wi-Fi, multi-channel television in each room and laundry & dry-cleaning services. In addition, here are some other facilities that can be used by guests, including:

1. Sapphire Restaurant which serves Asian to western dishes. With a capacity of more than 200 people, Sapphire Restaurant can be used as a place to hold meetings or birthday parties.



Figure 3.1 Sapphire Restaurant

2. Ruby Lounge, has a capacity for 30 people, making it the right place to just relax or hold a business meeting.



Figure 3.2 Ruby Lounge

3. éL Hotel Royale Jakarta has 13 Meeting Rooms or ballrooms with a capacity that can be adjusted to your needs and equipped with equipment and lighting that supports meeting.

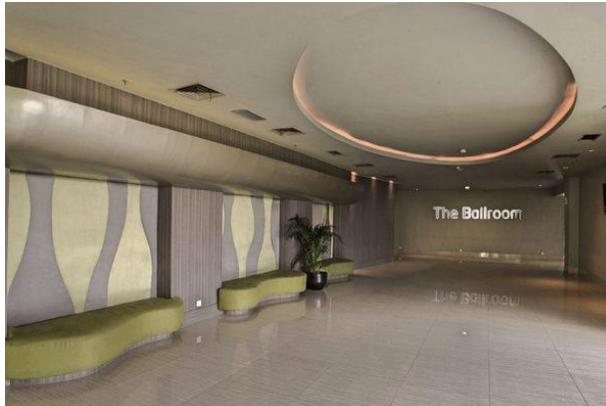


Figure 3.3 Ballroom

4. éL Hotel Royale Jakarta is equipped with an outdoor swimming pool.



Figure 3.4 Swimming Pool

5. Playground, this hotel provides a safe and comfortable playground for fun.



Figure 3.5 Playground

6. éL Hotel Royale Jakarta also provides Allure Spa with a team of professional therapists.



Figure 3.6 Spa

7. éL Hotel Royale Jakarta also provides a Fitness Center



Figure 3.7 Fitness Center

3.1.3 Field of Work

The work fields at éL Hotel Royale Jakarta are divided into several departments, as follows:

1. Sales and Marketing Department

This department is responsible for the sales and marketing of all hotel products.

2. Engineering Department

Responsible for the implementation, planning, installation and maintenance of buildings and other hotel equipment.

3. Housekeeping department

Responsible for the cleanliness, tidiness and comfort of hotel rooms, public areas, bars and other outlets.

4. Front Office Department

Responsible for all room booking processes from check in to check out, and

is a department that directly provides services to guests.

5. Finance & Accounting Department

Responsible for managing hotel finances, recording all hotel transactions, making hotel income and expenditure reports.

6. Food and Beverage Service (FB Service)

Responsible for food and beverage service needs. This department is also called front service because it deals directly with guests, which consists of bars, restaurants, banquets and room service.

7. Food and Beverage Product (FB Product)

Also called back service because it does not deal directly with guests, which consists of

kitchen, stewarding. FB Product is responsible for managing food and beverages, from appetizers to desserts.

➤ Human Resource Department

Responsible for managing human resources in the company, recruiting human resources, planning training and developing human resources

3.2 The Importance of English Language for éL Hotel Royale Jakarta

English language has an important role as a global language which is used to communicate by individuals despite different countries. Obviously, every individual who is able to master English orally or in writing can be a human resource that is able to compete globally. The benefit of mastering

English in the working world is to increase career level.

Mastering English for hospitality is necessary. As a 4star hotel, éL Hotel Royale Jakarta is often visited by foreign guests. This requires employees at éL Hotel Royale Jakarta to mastering in English to provide the best service for guests, the employees who are good in English can communicate well with foreign tourists to help them get the services they want. the importance of mastering English for éL Hotel Royale Jakarta employee is to understand the terms in hotel such as check in, check out, book, service charge, cancellation fee, store requisition etc. English language skill is also needed in hotel promotion so it can reach not only local guest, but also foreign guest.

During the internship, the writer found that there were several employees who are lack in mastering English skill. This indicated from several employees who have difficult on understanding English written instruction such as machine operational instruction, so the employee operating the machine based on senior's behavior or long practical experience. Based on observation while doing an internship, once there were communication difficulties between engineering employee and foreign guest when handling complaint on room air conditioner so they had to call other worker who are fluent in English to clear up the communication. Besides that, there were several writing errors in daily work report, so it should be corrected first before inputting it into the computer.

Therefore, to minimize employees who are lack to understand in English, the existence of English proficiency qualification is needed in employee recruitment process to increase number of potential employees in order to improve the quality of service provided to hotel guests.

3.3 Procedure of Recruitment Process

During the internship start from December, 2020 to February, 2021, the writer was placed in Human Resource Department (HRD) under the guidance and supervision of Ms. Endah Purwanti as HRD Manager. There was a reduction in employees at the beginning of the pandemic in several departments, including the HR department, which only left the HR manager and an admin staff. During the internship, the writer was given the opportunity to assist the administrative section of employees and the employee recruitment process. There are several interview tests in the employee recruitment process that prospective employees must pass.

The employee recruitment process begins with filling out a complete biodata form that has been prepared by HRD for each prospective employee who is called to take the test. Then proceed with an oral interview with the assessment points contained in the oral interview form sheet covering several aspects of the assessment, namely tidiness and cleanliness in appearance, polite behavior that reflects a ready-to-work personality, education as well as training possessed by prospective employees tailored to the department in

need. In addition, there are technical skills that should have by prospective employee such as ability to communicate in English. Prospective employees will have more added value if they have other foreign language skills, as well as mastery of computers/IT for certain fields, and the last point is a conclusion to the previous points, namely the potential for development.

LEMBAR PENILAIAN WAWANCARA

NAMA PELAJAR: _____ JENJANG DI ANAM: _____
 UBT: CL ROYAL HOTEL, MEGARA

1. HENDANG BAHAN 06, 2. KURNANGSA 06, 3. CUKUWIS 06, 4. RANUS 70, 5. KUTIMAWARDI 00

NO	KRITERIA	HIB	HOD	GM	KETIRANGAN
1	PENAMPILAN				
2	KEPRIBADIAN				
3	INGKAH LAKU				
4	PENDIDIKAN & PELATIHAN				
5	KEPERAWAN TEKNIK				
6	KEMAMPUAN PENYALAMAN				
7	KEGALINGAN				
8	PENGUASAAN BAHASA INGGRIS				
9	PENGUASAAN BAHASA ASING LAINNYA				
10	PENGUASAAN KOMPUTER				
11	POTENSIAL PENGEMBANGAN				
TOTAL					
RATA-RATA					

PENYALUR USULAN

cat

1. Dipertimbangkan antara kriteria
2. Tidak dipertimbangkan sesuai kriteria
3. Dirisewa dengan catatan

Nama & TTD Penerima Wawancara

Tanggal wawancara

Figure 3.8 Interview form sheet

LEMBAR PENILAIAN WAWANCARA

eL
HOTEL

NAMA PELAMAR: Desca JABATAN DILAMAR: TE F&P
 UNIT: eL ROYALE HOTEL JAKARTA

1. RENDAH/DI BAWAH 40, 2. KURANG(40-50), 3. CUKUP(55-64), 4. BAIK(65-79), 5.ESTIMAWA(80-90)

NO	KRITERIA	HRD	HOD	GM	KETERANGAN
1	PENAMPILAN		68		
2	KEPRIBADIAN		68		
3	TINGKAH LAKU		68		
4	PENDIDIKAN & PELATHAN		68		
5	KEMAMPUAN TEKNIK		68		
6	KESesuaIAN PENGALAMAN		68		
7	KOMUNIKASI		68		
8	PENGALASAAN BAHASA INGRIS				
9	PENGALASAAN BAHASA ASING LAINNYA				
10	PENGALASAAN KOMPLITER / IT				
11	POTENSI UNTUK BERKEMBANG		70		
TOTAL					
RATA-RATA					

PENILAIAN LUMUM

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Ket
 1 Dipertimbangkan untuk diterima
 2 Tidak dipertimbangkan untuk diterima
 3 Diterima dengan catatan

Nama & Ttd Pewanawancara

Tanggal wawancara

22/12/20

OK

Figure 3.9 Interview form sheet without English assessment

The assessment of the qualifications for mastery of English by HRD in the eL Hotel Royale Jakarta employee recruitment process which is on the interview assessment form is abolished during covid-19 pandemic. It was acknowledged by the HR manager that the qualification of mastery of English was eliminated due to the lack of HRD employees to carry out the selection process for prospective employees and also because there were not many employee recruitments needs. However, according to the HR manager, the absence of an English proficiency qualification assessment will certainly reduce the quality of the employees accepted from the selection process.

LEMBAR PENILAIAN WAWANCARA
 NAMA PELAJAR: Fitri Nur GRAFIS DIJAMAR JR. HR
 UNIT: EL HOTEL ROYALE JAKARTA

A. PENILAIAN BAHASA INGGRIS: 1. KEMAMPUAN MELIS, 2. KEMAMPUAN MELUK, 3. KEMAMPUAN MELBACA, 4. KEMAMPUAN MELDENGAR, 5. KEMAMPUAN MELMENYUSUN

KRITERIA	ISD	MOD	OSI	REPERANSI
1. PEMERIKSAAN		60		
2. PEMERIKSAAN		65		
3. PEMERIKSAAN		60		
4. PENYUSUNAN & PELATIHAN		65		
5. KEMAMPUAN TEKNIK		60		
6. KEMAMPUAN PENYUSUNAN		65		
7. KEMAMPUAN		60		
8. PENYUSUNAN BAHASA INGGRIS		60		
9. PENYUSUNAN BAHASA INGGRIS				
10. PENYUSUNAN KOMPUTER / IT				
11. POTENSI UNTUK BERKEMBANGAN				
TOTAL				
RATA-RATA				

PENILAIAN UMUM:

1	
2	✓
3	
4	
5	

1. Diperhatikan untuk diobservasi
 2. Tidak diperhatikan untuk diobservasi
 3. Diobservasi dengan catatan

Nama & TTD Penawawancara: [Signature]
 Tanggal wawancara: 20 Juni 2021

Figure 3.10 Interview form sheet with English assessment

When the writer did an internship at the hotel, the presence of intern became an additional member of HR Department so that they can carry out administrative process and recruitment process. Ms. Endah Purwanti as HRD Manager asked the writer to help Jodie Firsta as HRD admin in the interview process for prospective employees or daily workers at éL Hotel Royale Jakarta. The writer, in the interview process, is not only directed to observe the sequence of interviews conducted, the writer is also involved in interviewing several prospective employees especially on the point of interviewing the mastery of English.

The assessment of English language skills in recruitment process before the pandemic was carried out by interview, but during the pandemic the

assessment point of English were not carried out due to a lack of recruiters. However, once the writer joined the internship, she was asked to help the manager to carried out an interview process

3.4 Problem of Recruiting New Employee

The problem faced in the recruitment process was that there was no standardization of English language proficiency assessment. The writer was confused in providing an assessment related to what standards met the qualifications of English language skills. The writer's suggestion in overcoming this problem was to standardize English language qualifications that are approved by the hotel. The practical suggestion is by compiling a list of questions that will reflect the competence needed for prospective employees to achieve the expected qualification targeted. The assessment given at the interview points are the ability to self-introduce, self-strengths and weaknesses, and etc. Below is a list of questions to select employees in order to get employee with required quality.

NO	Questions	Score
1.	Introducing self	
2.	What is your motivation to work at éL Hotel Royale Jakarta?	
3.	Why should we hire you?	
4.	What is your strength?	
5.	What is your weakness?	

6.	Could you work under pressure?	
7.	Could you work overtime?	
8.	If you are the staff, how can you deal with complaint in bathtub problem?	
9.	If you are the staff, how can you deal with complaint if a customer's food orders take a long time to be delivered?	
10.	If you are the staff, how can you deal with complaint if the customer is not satisfied with the cleanliness in playground area?	

Table 3.1 Question Form

With a list of questions that have been made in English interview process in 1 recruitment phase, the writer can provide an objective assessment on point of English ability. This standardization helps to screen prospective employee who are at least can speak in English and able to understand basic English such as in self-introduction and terms in hospitality.

CHAPTER IV

CONCLUSION

4.1 Summary of the Study

éL Hotel Royale Jakarta is a 4-star local hotel located on Jl. Bukit Gading Raya Kav 1 Kelapa Gading, North Jakarta. 14240. This hotel has very good facilities and is located in a strategic place. To survive in business competition, it takes a good combination of good facilities with competent human resources in providing services to customer. Providing best services to customer can be done with having English language skill. Workers who have an ability in English language have a good image because they are considered to compete globally, they also can avoid any misunderstanding and misinterpretation due to lack of language competence.

éL Hotel Royale Jakarta, in improving the quality of its services for customer, has qualification for mastering English in its employee recruitment process. This qualification cannot be run due to the employees' reduction in several departments at beginning of pandemic covid-19. The employee reduction also occurred in HR Department which left only an HR Manager and an admin staff resulting in a lack of HR employees to carry out the selection process. This can lead to a decrease in the quality of the employees received in hiring process. The writer, who was placed in HR Department, had the opportunity not only to assist administration but also the recruitment process.

Presence of intern can help the department to run its activity.

During the recruitment process, there was no standardization in English language proficiency assessment. Standardization is used to determine what kind of English skills are required. After applying standardization of English skill in one recruitment selection phase, employees with English competence were obtained. This is expected to improve hotel service to guest.

4.2 Recommendation

Realizing the importance of English skills in the world of work, especially in hospitality sector, to improve the quality of service to customers. It is recommended for éL Hotel Royale Jakarta to make a standard of English qualification in interview recruitment process that has been approved by the hotel. having clear standards can make it easier for hotel to get prospective employees who fit the needs.

To improve the quality of service for employees who have worked at éL Hotel Royale Jakarta for a long time, the hotel can hold English for Hospitality training guided by experts from a certified institution. The increasing number of employees who are proficient in English can also improve the quality of service provided, especially to foreign tourists

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