



**ENGLISH USAGE IN FRONT OFFICE DEPARTMENT
AT HOTEL 21**

FINAL ASSIGNMENT

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

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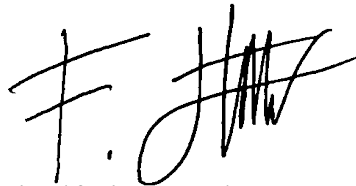
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The Writer,

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ABSTRACT

Hotel 21 is a two-star hotel in Gisting, Tanggamus Region, Lampung, built fifteen years ago. The English language is needed to use by all of the staff in the hotel, especially the Front Office Department staff as foreign tourists also visit the hotel. This study was made to describe how English is used in the Front Office Department of Hotel 21 and analyze using English in the Front Office Department at Hotel 21 Gisting, Tanggamus Region, Lampung. This study used interview and observation methods to explore the importance and problem of English usage in Hotel 21, especially in the Front Office Department. This study also used library studies to support some theories in the literature review. According to the interview with the staff, English is essential to use in the Front Office Department of Hotel 21 in many aspects. Since Hotel 21 has used English in some written documents and information boards, there are some problems with English usage in Hotel 21. Based on the observation, the staffs have learned English, but they are not used to practicing it.

Keyword: Hotel 21, Front Office Department, English.

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CHAPTER 1

INTRODUCTION

1.1 Background of study

A hotel is a tourism accommodation used by tourists who want to stay at someplace for more nights. One of the hotels in Lampung Province is Hotel 21. Hotel 21 is a two-star hotel and located in a small city, Gisting, Tanggamus Region, Lampung. This hotel is located in the foothills, so nature is still fresh, and the visitors can breathe the fresh air. Tanggamus is a region with so many beautiful tourism destinations, so this hotel is needed to be the place for visitors who want to stay for more nights. This hotel is not only for local visitors but also for foreigners. So, English is essential to use by all staff of Hotel 21.

One of the hotel departments needs to use English in the Front Office Department because they face the guest directly. They have to give the best service to the visitors, so they will enjoy staying at the hotel. Front Office Department is the bridge of information about the hotel, so they have to know all the information about the hotel and should be friendly to the visitors. The visitors are not only Indonesian, so they should be master in English to communicate with the visitors who cannot speak Indonesian. In this case, English is needed in Front Office Department, not only in greeting when visitors check-in and check-out but also when handling a complaint. This English usage also needs to raise the grade of the hotel.

Hotel 21 has used English in the written document and some information boards, but not in spoken. It is because the staff not master in English yet. By identifying the problem, they can improve their English and raise the grade of the hotel. All the identification will be reported in this final project.

This study used observation and interview methods for the research methods. The observation was done during the internship at Hotel 21 and interviewed the staff when finished the internship. This study also used the library study method to support some theories in the literature review.

This study has two main benefits: for college and the hotel. For the college, this study is used to add the theory, and the benefit for the hotel is to increase the source of the hotel. For the hotel, this study also explains how important English is in Front Office Department as the department that directly faces visitors.

1.2 Scope of study

The use of English in Hotel 21 is critical, especially for people in the Front Office Department who face the visitors directly and are the bridge of information about the hotel. This study focuses on identifying the problems of English usage in the Front Office Department at the hotel.

1.3 Aims and Advantages of study

From the background of the study above, the objectives of the study are as follows:

1. To identify the importance of using English in the Front Office Department at Hotel 21;
2. To describe how English is used in Front Office Department at Hotel 21;
3. To identify problems related to English usage in the Front Office Department.

The advantages of the study come as follows:

For the reader:

This study will add to the reader knowledge about Hotel 21 and its Front Office Department.

For college:

This study is used to add some theory.

For the hotel:

1. This study can be the reference for the staff to improve their English;
2. This study can be used to increase the source of the hotel;
3. This study will explain the importance of English at the hotel, especially in Front Office Department, as the hotel department is facing directly with the visitors.

1.4 Data Collecting Method

There are three types of data collecting methods that were used in this final project, as follows:

1. Observation

Observation is a technique for seeing and observing the changing social

phenomena that are growing (Margono, 2007). In this study, observation is used to observe the problem of English usage in the Front Office Department at Hotel 21. The observation was done during the internship at Hotel 21.

2. In-Depth Interview

According to Boyce and Neale (2006), in-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a few respondents to explore their perspectives on a particular idea, program, or situation. In this study, an in-depth interview was used to ask the staff's opinion about the importance of using English in the Front Office Department of Hotel 21. The interview was done when finished the internship at the hotel.

3. Library study

Based on Pohan (2007), this activity is used to collect data and scientific information. This study used a library study to support some theories in the literature review, such as definition of a hotel, hotel classification scheme, tourism, front office department, and the use of English in front office department.

CHAPTER II

LITERATURE REVIEW

2.1 Definition of a Hotel

Based on Oxford Dictionary, a hotel is a building where (meals and) rooms are provided for travelers (p.182, 1987). Some facilities in the hotel can be used by the visitors, such as rooms, food and beverage, and other service facilities. Some hotels also have more facilities, such as a swimming pool, gym room, meeting room, or hall. Rumeckso (2009) states that a hotel is a building that hires the rooms with the facilities such as food and beverage which run well to get the benefits. So, a hotel is a building with various rooms and facilities designed for visitors, and the visitors deserve the best service from the hotel.

2.1.1 Hotel Classification Scheme

Abbott and Lewry write in their book, "Front Office" (2010), that hotel can be classified by the number of stars on the basic facilities the hotel offers, as follows:

- * Hotels and inns generally in small scale with good facilities and furnishings; adequate bath and lavatory arrangements. Meals are provided to residents, but their availability to non-residents may be limited;
- ** Hotels offering a higher standard accommodation (e.g., T.V. and telephone in the room); all bedrooms are containing a private bathroom or shower with lavatory;
- *** Well-appointed hotels with more spacious accommodation, all bedrooms having a private bathroom/shower with lavatory. Full reception and fuller meal facilities are provided;
- **** Exceptionally well-appointed hotels offering high standard comfort and service, with all bedrooms providing a private bathroom with bath, shower, and lavatory;
- ***** Luxury hotels are offering the highest international standards.

Based on the classification above, Hotel 21 can be classified as a two-star hotel. It is because Hotel 21 has some standard accommodations. It offers television and telephone in every room, breakfast, and all rooms are containing a private bathroom. It also provides other utilities, such as a meeting room, hall, and parking area.

2.1.2 Relation between Hotel and Tourism

Walton (2012) says that tourism is the act and process of spending time away from home to pursue recreation, relaxation, and pleasure while using the commercial provision of service. Everyone needs to refresh their mind by doing some tourism activities. They go somewhere with their friends or their families. There are many kinds of tourism destinations, like cultural, natural, historical, commercial, sports, and others.

People usually take a tour with a specific purpose, such as refreshing, recreation, or sometimes business. They go somewhere far from home with their friends or their family. They need a place to stay when they travel for more nights. A hotel could be one of the chosen places for travelers to visit. Bardi (2003) says that a hotel usually offers guests a full range of accommodations and services, including reservations, suites, public dining and banquet facilities, lounge and entertainment areas, room service, cable television, private meeting room, and other facilities. All those facilities are provided to the travelers.

Based on the records of the hotel, Hotel 21 typically receives visits from people around Lampung. Some of them take a tour and stay in a hotel for refreshing and recreation. But, most of them stay in a hotel for business purposes or work.

2.2 Front Office Department

Front Office is a term used in hotels to cover the various sections which deal with reservations, room allocation, reception, billing, and payments (Abbott and Lewry, 1999). Based on Bardi (2003), the staff of the Front Office Department includes desk clerk, cashier, reservations manager, concierge, night auditor, telephone operator, bell staff, room key clerk, and elevator operator. Not all of these positions are found in every lodging establishment. In some operations, the Front Desk clerk acts as a desk clerk, cashier, telephone operator, and reservation clerk, as required by the volume of business. The person who is leading all the front office staff is a Front Office Manager.

2.2.1 The Importance of English in Front Office Department

Language is used between one speaker and other speakers, so language is an essential part of communication. The difference of using language is based

on the situation, such as academic, business, and others. Therefore, English as a common language played a significant role in the hotel business, especially English for Specific Purpose (Asmin, 2014), who also says that the officers of the hotel needed to prepare for English skill usage during working.

English is used not only for communication in a hotel but also in hotel brochures, room names, direction boards, hotel information, and other services. The main related function categories are illustrated based on the needs of Front Office staff as follows: welcoming and greeting; communicating with prospective guests and guests at the front desk; asking and understanding guest's details; asking and giving hotel information; suggesting tourist attraction, local information and giving direction; and solving guest's problem and showing sympathy (Kijpoonphol and Linh, 2019).

CHAPTER III

DISCUSSION

3.1 Profile of Hotel 21

Hotel 21 is located in Mess Pemda Street, Gisting, Tanggamus Region, Lampung. Tanggamus itself is a region in Lampung Province with many tourism destinations, so it is necessary to build an accommodation to support the tourism in Tanggamus, and Hotel 21 was built to answer that problem. This hotel was built fifteen years ago, and several people managed it, and it had fifteen employees. This hotel is a two-star hotel, with four floors, and it is the first hotel in Gisting, Tanggamus.

As its name suggests, Hotel 21 has twenty-one rooms with three room types: deluxe rooms, standard rooms, and family rooms. The facilities at the hotel consist of:

1. Standard rooms, with five double bedrooms and six twin bedrooms;
2. Deluxe rooms, with five double bedrooms and five twin bedrooms;
3. Family rooms, with three deluxe rooms and a driver room in it, including a living room, kitchen set, and refrigerator;
4. Extra beds, including breakfast for one person.
5. Ballrooms, with three types:
 - theater style
 - standing party
 - classroom

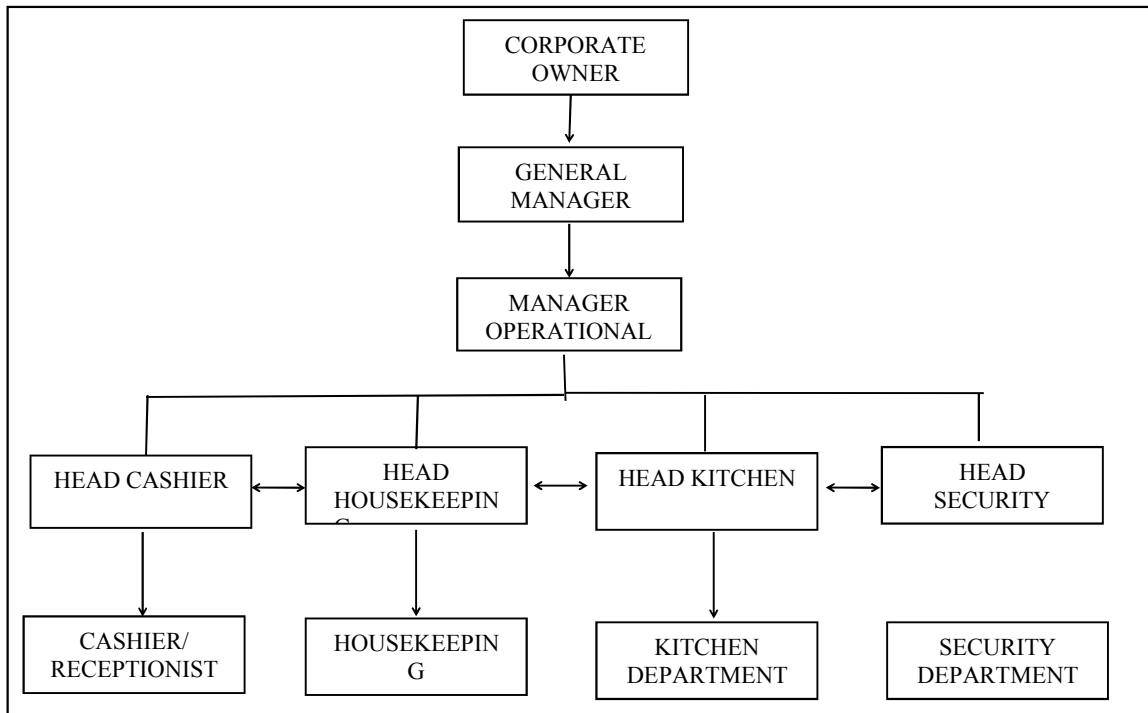
(Including sound systems, air conditioners, tables, seats, LCD projectors, and screens)

6. Meeting rooms, with two types:
 - theater style
 - classroom

(Including sound systems, fans, tables, chairs)

3.1.1 The Organization Structure of Hotel 21

The organization structure of Hotel 21 is as follows:



Picture 1. Organization Structure of Hotel 21.

(Note: Cashier/receptionist is the same as Front Office Department)

3.1.2 Vision, Mission, and Motto

Hotel 21 has a vision, mission, and motto, there are:

- Vision:

*“Menjadi Hotel Kebanggaan, Terkemuka, dan Terdepan
Serta Unggul dalam Pelayanan.”*

(Become A Pride and Outstanding Hotel, and Excellent in Service)

From the vision of Hotel 21 above, it can conclude that Hotel 21 has a purpose to be the pride of Tanggamus, which can give the best service to the visitors. The hotel also hopes to be superior in the future.

- Missions:

1. *Memberikan kepuasan kepada seluruh pengunjung hotel dengan melakukan pelayanan terbaik.*

(Giving satisfaction to the hotel visitors with the best service)

2. *Memberikan kenyamanan kepada seluruh pengunjung hotel dengan*

menyediakan tempat yang bersih.

(Giving comfort to the hotel visitors with providing a clean place)

3. Menjadi hotel tujuan untuk keluarga yang berkunjung ke daerah Tanggamus dan sekitarnya dengan harga terjangkau.

(Become the hotel destination for families who visit Tanggamus with reasonable prices)

4. Memajukan dan melestarikan budaya dan wisata yang ada di Tanggamus.

(To advance and preserve the culture and tourism of Tanggamus)

The staffs always try to give the best service for the visitors and keep the hotel clean, so the visitors will be safe staying in the hotel. They provide reasonable prices to the visitors to be the destination for families who come to Tanggamus. Besides that, the hotel also tries to promote and conserve the culture of Tanggamus.

- Motto:

1. Ramah dalam pelayanan

(Friendly in service)

2. Jujur dalam bekerja

(Honest in work)

3. Bersih dalam penyajian

(Clean in presentation)

4. Indah dalam penataan

(Beautiful in setting)

5. Nyaman bagi pengunjung

(Comfortable for visitors)

Hotel 21 also has some values in work. The staff should give the best service with friendliness, honesty in work, clean presentation, and a beautiful and comfortable setting for visitors.

3.2 The Importance of English in Front Office Department at Hotel 21

Based on the interview with the manager and the Front Office Department staff at Hotel 21 on 6 May 2021, English is essential to learn and use in the hotel. Based on Mr. Syaiful's opinion, English is necessary for Hotel 21 to communicate with the visitors, especially foreigners. So, the staff needs to learn English more and use it in

greeting and other activities to raise the hotel quality. “In my opinion, English is important in communication, especially to communicate with foreigner who come to the hotel and cannot speak in Indonesia. Communication is the important aspect in hotel service, so the staff need to learn English and use it in a wide range, not only in greeting. It is also important to raise the hotel quality.” (Interview with Mr. Syaiful as the manager of Hotel 21, 2021).

Based on Mr. Aris's opinion, English is used not only in communication. It can be used in promotion, raise the staff quality, and adjusting the hotel image. “English is important for me. Other than communication, English is also need to improve the staff performance, adjusting the hotel image in front of the guests, and also to improve the hotel promotion.” (Interview with Mr. Aris as the staff of Front Office Department at Hotel 21, 2021).

So, English is essential to use in Hotel 21, especially in Front Office Department. The use of English is not only in greeting but also in daily conversation, promotion, and other activities to understand the message by both the guests and the hotel staff.

3.3 The English Usage in Front Office Department of Hotel 21

After interviewing the staff, they that English is essential to use in Hotel 21, especially in its Front Office Department. Hotel 21 has used English in some written documents, like financial and reservation records and other documents. English also use in some information boards, like room name, caution, and room price information. Based on the interview with the staff, English is essential in writing and communication and other activities, but Hotel 21 does not use English in spoken yet.

3.4 The Problem of English Usage in Front Office Department at Hotel 21

Based on the observation, there are several problems of English usage in Hotel 21. The main problem is that the staff do not speak English. In the interview, one staff said that they had learned English, but they forget the vocabulary because they are not used to practicing it. Even though the hotel has been visited by foreigners several times, they need to learn English more and more by practicing on a daily conversation basis. The staff not speaking English is that the culture and environment surrounding them are not supportive. The staff habitually talk in Javanese or Indonesian with another. So, the staff needs to try to get used to speaking English, so that when the foreign tourists come to the hotel, they can speak English well.

Other than the unsupportive culture and environment, Hotel 21 has been rarely visited by foreign tourists yet. So, the staff does not feel the need to get used to speaking English. In this case, awareness of the importance of using English is needed to improve their quality of work regarding English fluency.

CHAPTER IV

CONCLUSION

4.1 Conclusion

A hotel is a tourism accommodation used by tourists who want to stay at someplace overnight. It is a building with various rooms and facilities designed for visitors, and the visitors deserve the best service from the hotel's staff. One of the best service-giving hotels in Lampung Province is Hotel 21. Hotel 21 is located in Gisting, Tanggamus Region, Lampung. Tanggamus is a region with many tourism destinations, so this hotel is needed for tourists who want to stay for several nights. Normally, Hotel 21 is visited by people around Lampung. They come to the hotel for recreation, but most come to the hotel for business purposes. The visitors who come to Hotel 21 are not only local visitors but also foreigners. So, English is essential to use by all the staff of Hotel 21.

One department that needs to use English is Front Office Department, as the department faces the visitors directly. It covers the various sections which deal with reservation, room allocation, reception, billing, and payment. The staff in the front office department have to give the best service, such as using English to foreigners who do not understand Indonesian. English is used to communicate with guests and the community for hotel branding; English is also used to raise the grade of the hotel.

After interviewing some staff, they were aware that it was essential to speak English in Hotel 21. Based on the observation, there are some problems with using English in Hotel 21. Hotel 21 has used English in some written documents and information boards, but not in spoken. One of the staff said that they had learned English, but they forget the vocabulary because they are not used to speaking in English, even though many foreigners have visited the hotel multiple times.

4.2 Recommendation

This study describes the importance of using English in Hotel 21. Based on the interview with the staff, they believe that English is essential to use in Hotel 21. Their opinion can be a reference for the team to improve their English. This study also describes the problems with English usage in Hotel 21. The observation about the issues led to the suggestion for the staff to fix the issues and suggested to the team to learn English more, and they should have more practice in daily conversation.

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