

CHAPTER I

INTRODUCTION

A. Background of the Study

Communication is important in human's life. Everyone needs to communicate in their lives in order to exchange ideas. Not only in everyday life, communication is also important in doing business. As stated by Bartono PH,SE and Ruffino EM, SE in a book entitled "Hotel Communication Management" that, good communication is the key of success in human life (3). No matter what field a person is working, he or she needs to have good communication skills like grammar pattern, listening, speaking, etc. to be successful.

In running a business, communication plays an important role in transferring information from the business people to customers and vice versa. Therefore, the employees who deal directly with customers must be able to communicate well. Most businesses usually have customer service staff to deal with customers. Yet, in a coffee

business, it is the responsibility of the barista to interact directly with customers.

I had a position as a barista when I did my internship at Succoth the Tent of Appreciation (henceforth: STA) to make a drink and taking order. One of the duties of the barista in STA is to have a small talk with the customers, especially the foreign customers. However, I had difficulties to communicate with 2 Korean customers when I did my three-week internship. As a student of an English Program, I was expected to be able to communicate well with foreigners. Yet, I found it hard to deal with Korean customers as I could not understand what they said. When Korean customers talk to me to order some drink, I had to ask them to repeat several times. The ordering time took longer than it should and I was afraid of trying to do small talk with the Koreans. On the other hand, the Koreans also did not find it easy to understand what I said in English.

Encountering the problem, I choose to take it as the topic for my term paper, because I realize how important communication is. I want to find the solution to my problem, to help me improve my communication skills to face foreign customers, especially those from Korea. Therefore, I will analyze this problem based on the principles of scientific research.

B. Identification of the Problem

The problem that I am going to discuss in this paper is formulated in these questions:

1. Why did I have difficulty to communicate with Korean customers as a barista at STA?
2. How did the problem affect me as a barista in STA?
3. How should I overcome the difficulty to communicate with Korean customers?

C. Objectives and Benefits of the Study

The objectives of this term paper is to find out the causes and the effects of the problem, and to provide the best solution for the problem.

There are some benefits for the institution, the readers, and for me as the writer of this term paper. The benefit for STA is that other workers who work as barista and have similar problem with me can solve it.

The benefit for the readers is they can apply the best solution to communicate with foreign people, especially Koreans. On top of that, the benefit for me is I will be able to communicate with Koreans better.

D. Description of the Institution

Based on the interview with Mr. Ivan Widiassa as the owner of STA, the store was opened in 21 August 2013. It is located on Jalan Mertasari 143 Kerobokan - Bali. The store sells clothes, jeans, shoes, and accessories. STA has 3 employees: 1 as a cashier, 1 as a cleaning service and 1 as a barista. The store has a strategic place, it is near Seminyak and Petitenget Beaches. STA has a vintage concept, that makes the store looks elegant. There is a coffee shop that makes the shop unique, thus the customer can do some shopping and enjoy the coffee after shopping.

E. Method of the Study

In doing this term paper, I applied two methods, field research and library research. For the field research, I did observations during my internship in STA. The data of the field research were recorded in my internship journal. For the library research, I gathered theories both from printed source and internet sources to support my analysis.

F. Limitation of the Study

The study focuses on the problem I found when I communicate with Korean customers. I had the problem when I did my internship in STA from 24 December 2013 until 4 January 2014 as a barista. The subject of the research is how to communicate better to foreign customers especially from Korea

G. Organization of the term paper

The term paper starts with an Abstract, a summary of the paper in Indonesian. It is followed by Declaration of Originality, Acknowledgements, and Table of Contents. The term paper divided into four chapters. The first chapter consists of Background of the Study, Identification of the Problem, Objective and Benefits of the Study, Description of the Institution, Method of the Study, and Organization of the Term Paper. The second chapter, the problem Analysis, discusses the causes and also the effects of my problem. The third chapter discusses three potential solutions, with the analysis of their positive effects and also negative effects. The last chapter discusses the conclusion of my analysis in this term paper. The term paper ends with a Bibliography and Appendices.