

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

The topic that I choose for my term paper is handling my listening difficulty during communication with the foreign guests at Grand Setiabudi Hotel & Apartment. There are two reasons why I take this topic. The first reason is because listening skill is important to build an effective communication between the guests and Guest Service Agent (GSA). A GSA is required to greet the guests, give information to the guest, responsible for arranging the check-in and check-out process of the hotel, take phone calls, answering various questions from the guests, and take reservation room. Moreover, English communication is essential in the hospitality industry, especially for the front office staff at Grand Setiabudi Hotel & Apartment, who often receive foreign guests. As Grover (2013) says, “poor listening is a negative character trait that many people have. It is negative because it ultimately affects communication and leaves a negative impact on others” (para. 1). In the same way, in an article entitled *Poor listening skill*, it is stated that “such poor listening makes good communication almost impossible” (para. 3).

Another reason why I am interested in this topic is because it refers to the problem that I often faced when I had to communicate with foreign guests. During my internship period as a GSA, which started from December 21<sup>st</sup>, 2015 to January 31<sup>st</sup>, 2016, I handled some foreign guests from Australia, United Arab Emirates, Singapore, and Thailand. Poor listening skill was my main problem, which sometimes made it difficult for me to deal with the guests. I had difficulty to listen effectively as well as accurately to the guests. For instance, when I handled an Australian guest who asked about the Wi-Fi ID, I sometimes could not catch the message well. In this case, I felt it difficult for me to communicate with the guest effectively. This problem is important to analyze in order to improve my English skills, especially the listening skill, which is related to communication process required in the hospitality industry. Thus, I am going to analyze the problem systematically and critically to find out the best solution to overcome my problem.

## B. Identification of the Problem

In this term paper, I would like to analyze the problem by answering the following questions:

1. Why did I have listening difficulties during communicating with the foreign guests?
2. How did the problem affect my communication process with the guests?
3. How should I overcome my problem?

### C. Objectives and Benefits of the Study

The study has three objectives. First, I would like to analyze why I found it hard to listen effectively to foreign guests. Second, I would like to find out the effects of my problem. Third, I would like to find the best solution to overcome my problem.

By writing this term paper, I expect that I can give some benefits for the institution, for the readers and for me as the writer. For the institution, this term paper can give suggestions and offer some solutions to overcome the problem of handling listening difficulty during communication with foreign guests. As the writer, I will also get more knowledge to improve my listening skill. For the readers, this term paper is expected to give more knowledge about how to improve the listening skill in order to build good communication with foreign guests in the hospitality industry.

### D. Description of the Institution

Based on the information from Grand Setiabudi Hotel & Apartment's document and the hotel's brochure I received from the Corporate of Bird Management, Grand Setiabudi Hotel & Apartment is a service management company located on Jl. Setiabudi 130-134 Bandung. The hotel and apartment have been operating since 2004 under BIRD Management. The owners are Mr. Chandra Tambayong and Mrs. Susiani Margono.

Grand Setiabudi Hotel & Apartment is a four-star hotel which consists of 19 floors, with 187 apartment rooms and 66 hotel rooms. It is equipped by many facilities, such as jogging track, children playground, a swimming pool, a fitness

center, a restaurant, a mini market, and six meeting rooms. Moreover, the vision of Grand Setiabudi Hotel is to become a clean, cool, and comfortable hotel which will have loyal customers. The mission is to become a hotel which runs consistent service of excellence in order to increase the number of loyal customers, to apply multitasking program for the staff, and to increase good communication in creating harmony between the owner, occupants, and management.

There are seven types of rooms at Grand Setiabudi Hotel & Apartment:

1. Superior.
2. Deluxe.
3. Super Deluxe.
4. Junior Suite.
5. Executive Suite.
6. Grand Suite.
7. Presidential Suite.

#### E. Method of Study

In writing this term paper I applied two research methods. The first method is field research, in which I did observations during my internship at Grand Setiabudi Hotel & Apartment. The data I got from the observation were recorded in my internship journal. The second method is library research, in which I looked for theories from both printed and electronic resources. The data is used to align between theoretical aspects and actual situation.

## F. Limitation of the Study

The study only focused on my listening difficulty during communication with foreign guests during my internship as a GSA at Grand Setiabudi Hotel and Apartment in Bandung. The internship was done from 21 December, 2015 to 31 January, 2016.

## G. Organization of the Term Paper

My term paper starts with the Abstract and it is followed by Declaration of Originality, Acknowledgements, and Table of Contents. The term paper consists of four chapters. The first part is Chapter I, the Introduction, containing Background of the Study, which defines the reason I choose the topic to be analyzed, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. Afterwards, there is Chapter II, the Problem Analysis, which covers the causes and effects of the problem. The next chapter is Chapter III, which discusses three potential solutions, with the analysis of their negative and positive effects. Chapter IV, the Conclusion, is the last chapter in this term paper. The paper ends with References and Appendices.