

CHAPTER I

INTRODUCTION

A. Background of the Study

According to Rosyidie, Bandung has long been known as a tourist city for its natural beauty, the comfort of the air, the hospitality, and the great heritage of historic buildings and works of art. He also stated that tourism is one of the main economic sectors of Bandung city, especially since the development of a major tourist attraction in the form of factory outlet shopping, and culinary tourist attraction in some parts of the city (Rosyidie, 2012). The tourist development of attraction in Bandung has caused many hotels built in Bandung. Therefore, I was interested in doing my internship in hotel.

I did my internship at Crowne Plaza Hotel Bandung for three months. I was assigned at Front Office Department as an operator. I had to do some tasks like receiving internal call such as room service and amenities requests and external call asking for room rate or available room, confirming rooms with status due out, and taking guests' requests. While doing my tasks, I had to communicate directly with the guests by phone. One example is when I received an internal call from an Arab guest and I had to speak in English with him. (22nd July 2018). During my internship, I faced a problem which is I had difficulty in communicating in English with two Arab guests from Saudi Arabia. When I talked with the Arab guests on the phone, I found

it difficult to understand what they said and what they wanted. The guests tried to use English while talking to me, but their pronunciation was not clear. For example during my internship, I communicated with an Arab guest. The Arab guest asked me about the wifi password in his room. He said “internet” and I asked him, “do you need the password for your wifi?” and he answered with “no, internet” then I told him that he should put his last name and room number. I spoke to him more slowly in thought that he could probably understand me better if I do not speak as I usually do. However, he still could not understand what I said. Thus, instead of saying the same thing over and over again, I decided to go to his room, with his permission, to help him with his wifi settings. (22nd July 2018). Because of this difficulty, I felt impatient and made a wrong assumption about what the Arab guest said. The other example that I faced was when the guest requested for a Fresh Apple Juice, but I could not understand him completely; therefore I had to repeat what he wanted to order and I had to make sure that he ordered fresh apple juice (16th June 2018). In short, I had difficulty in communicating in English with Arab guests. Therefore, I would like to analyze the causes and effects to find the solutions to the problem.

B. Identification of the Problem

The problem that I got during my internship will be identified using the following three questions. They are:

1. Why did I find it difficult to communicate in English with the Arab guests during my internship as an operator at Crowne Plaza Hotel Bandung?
2. How did the problem influence my work performance as a hotel operator?
3. How could I overcome the problem?

C. Objectives and Benefits of the Study

There are three objectives and three benefits of this study. They will be explained respectively. The first objective is to find the reason why I have difficulty communicating with the Arab guests during my internship as an operator at Crowne Plaza Hotel Bandung. The second objective is to identify the influence of the problem to my work performance as a hotel operator. The last objective is to find the solution to overcome the problems. There are also three benefits of this study. The first benefit is the solutions of the problem will be helpful for the operators to improve their work performance in Crowne Plaza Hotel Bandung when they are assisting foreign guests. The second benefit is for the readers. This study will give information on how to handle difficulty in communicating with Arab guests in English. The last benefit is for me so that I can improve my work performance as a person who works as an operator or hotel staff while handling Arab guests in the future.

D. Description of the Institution

Based on the information that I received from Crowne Plaza Hotel Bandung's official website, Crowne Plaza Hotel Bandung is a five-star hotel that is part of the IHG (Intercontinental Hotels Group). It is located on Jalan Lembong No.19 Bandung. This building was completed in 1996. Initially it would be built as an office building but it was not continued with construction. Then it was purchased by the Sungai Budi Company in 2013. In 2014 it was later built into a hotel and opened on September 1, 2015.

According to the official website of Crowne Plaza Hotel Bandung, the hotel has the motto "Great hotels, Guests love" which means that a hotel with a good quality will be loved by the guests who stay at Crowne Plaza Hotel Bandung. The hotel is located in the center of Bandung. Located on Jalan Lembong No.19, the hotel is 25 minutes from Husein Sastranegara Airport and 15 minutes from the city train station and has a short access from Pasteur Toll Gate. The hotel has easy access to business and leisure destinations, where large banks, corporate offices, commercial areas and government offices are located. (Crowne Plaza Bandung, n.d.)

The hotel has 11 facilities. The examples are *Mosaic Restaurant facilities, Mountaint View Restaurant, The Dely by Mosaic (Pastry and Bakery), Connexion Lobby Lounge, Executive Lounge, Fitness Center, Uluwatu Spa, Kids Club*, outdoor swimming pool, meeting rooms and Ballrooms which can reach a capacity of 800 people and also equipped with land parking from level B1 to B2. The hotel has 270 rooms with 8 types, namely *Deluxe Room, Club Room, Premier Club Room, Junior*

Suite Room, Executive Room, Grand Suite Room, Family Suite Room and Padjajaran Suite Room.

E. Method of the Study

To gather the data, I did a self-observation while doing my internship by writing a journal every day. In order to understand the problem that I faced, I analyzed my journal and did library research to find theories that can offer some potential solutions for me to understand my problem.

F. Limitation of the Study

The study has three limitations. First, I only encountered my problem when I was facing Arab guests. Second, I did not get the chance to experience training in other department, thus I could only discuss my problem when becoming a trainee as an Operator for three-months. Lastly, I only did my internship from 21st May 2018 until 18th August 2018, hence my time of collecting the data and problems was limited.

G. Organization of the Term Paper

This Term Paper starts with Abstract, Declaration of Originality, Acknowledgements, Table of Contents, and four chapters, Chapter I, Chapter II, Chapter III, and Chapter IV. The first chapter is the Introduction including Background of the Study, 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. The second chapter is about problem and analysis. In this chapter, I analyze the causes and the effects of the problem. The third chapter discusses potential solutions, including their potential positive and negative effects. The fourth chapter is Conclusion, which is about the conclusion of all the chapters. The last chapter consists of References and Appendices.

