

CHAPTER I

INTRODUCTION

A. Background of the Study

Being a hotel operator is important in hotel industry. A hotel operator has significant roles in influencing the image of the hotel and increasing the satisfaction of the hotel guests. Balle states, "A hotel operator is another name for a hotel manager. This hospitality employee is responsible for managing the day-to-day issues of a hotel" (par.1). A hotel operator at Hilton Hotel Bandung is managing what the guests need by phone, therefore, he or she can function as a hotel manager also. Darsono explains that a hotel operator delivers service by phone, including city calls, long distance calls, and overseas calls, with a polite and friendly voice, and he adds that she or he must have sufficient language skills (26-27). Moreover, Darsono underlines that the ability to communicate effectively by phone is required for a hotel operator and they should also be able to operate the telephone systems. Besides this, a hotel operator also should know the facilities and product knowledge in a hotel (25). I agree that being an operator is not simple, because managing everything

that the guests need is a must for a hotel operator at Hilton Hotel Bandung, and he or she must have sufficient language skills to communicate effectively by phone.

Based on my experience when I did my internship as an operator at Hilton Hotel Bandung (henceforth, HH) in July 2011, I found that I had difficulties in understanding the names of the food and beverages listed in the menu at HH Bandung. At that time, I was an operator trainee at HH Bandung. My working hours were five days a week, nine hours per day. As an operator, I was delivering service by phone. I needed to know the facilities and product knowledge in the hotel. I had to handle everything that the guests needed by phone.

At HH Bandung, whenever the guests need information, assistance or wish to order some food and beverages, they will press one caller button (0) to call the operator. HH provides Western, Indonesian and Asian cuisine. The menus consist of appetizer, soup, pasta, main course, children's menu, snacks, sandwich, and dessert. When I dealt with the incoming calls from the guests who ordered some food or beverages, I had difficulties to understand the names of the food and beverages listed in the menu because I was not familiar with the names of the menu, such as, Oxtail Linguine (pasta), Penne Provencale (pasta), and many kinds of Liqueur. As a result, this problem influenced my working performance and it needs to be solved properly.

The problem related to a hotel operator is very interesting to discuss because it may happen to any new hotel operator. For that reason, I would

like to analyze this problem based on my experience and the data that I get from library research. Furthermore, I would like to present the possible solutions on how to handle this problem, along with positive and negative effects. On top of that, I would like to choose the best solution to solve the problem.

B. Identification of the Problem

The problem discussed in this term paper is formulated in the following questions:

1. Why do I, as an operator at HH Bandung, have difficulties in understanding the names of the food and beverages listed in the menu?
2. How could I handle such a problem effectively?

C. Objectives and Benefits of the Study

There are two objectives of this term paper. First, this study is conducted to discover the causes and the effects of my difficulties as an operator in understanding the names of the food and beverages listed in the menu at HH Bandung. Second, it is to find out the best solutions so that I can understand the names of the food and beverages listed in the menu at HH Bandung as an operator.

For HH Bandung staff, this term paper can help them to handle the same problem based on my potential solutions. For the readers, this term paper can give some useful information to handle a similar problem. For me, this term paper can give me some insights to deal with the problem if it happens in the future.

D. Description of the Institution

HH Bandung was established on 21 March 2009 and it is located on Jl. HOS Tjokroaminoto No. 41-43 Bandung. The owner's name is Mr. Tatang Hermawan. In the HH Bandung brochure, it is explained that Hilton Bandung is the place for business or leisure. There are meeting facilities, with seven modern meeting rooms, and a 1,043 sqm grand ball room. Hilton Hotel Bandung has a vision to fill the earth with the light and warmth of hospitality, and has a mission to be the first choice of HH Bandung guests. The values of Hilton Hotel Bandung are Hospitality, Integrity, Leadership, Teamwork, Ownership, and Now. Hilton's promise is to ensure that every guest feels cared for, valued, and respected. HH Bandung has 186 rooms, which consists of 118 Deluxe Rooms (45 King and 70 Queen), 45 Executive Rooms (28 King and 17 Queen), 19 Executive Plus Rooms (14 King and 5 Queen), 3 Junior Suite Rooms, and 1 Presidential Suite Room.

E. Method of the Study

To get the needed information, I use my internship journal, which I wrote in every day when I was doing my job training for about 50 days. I read several books and some articles from the Internet to get relevant theories to support the potential solutions, along with the positive and negative effects. The data is used to analyze the problem and discover the best solutions of the problem.

F. Limitation of the Study

The focus of the study is my experience as an operator when I was doing my internship at HH Bandung from July to September 2011. The subject of the research is I, myself, as an operator at HH Bandung.

G. Organization of the Term Paper

This term paper starts with the Abstract, which presents the entire discussion of this term paper in Indonesian. It is followed by the Declaration of Originality, which contains the statement about the originality of the term paper. Next, there is Acknowledgements, which contains the expressions of thanks for the people who have helped me in making this term paper. Afterwards, there is Table of Contents, which shows the titles and the subtitles of each chapter.

The main content of this term paper consists of four chapters. The first chapter is the Introduction. It is divided into seven parts, namely, 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 Problem Analysis, which describes the causes and the effects of the problem. It also uses the data of internship journal and relevant theories to support the analysis of this chapter.

The third chapter is Potential Solutions, which presents the possible solutions, along with the positive and negative effects. The fourth chapter is Conclusion, which states the best solutions, supported by logical and systematic reasons. The last part of this term paper is the Bibliography, and this is followed by the Appendices, which are the flowchart, the menu lists at HH Bandung, and the example form of Room Service Order.