

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Bandung is one of Indonesia's most beautiful cities, rich in history and known as a good place for a family to have a holiday or a business meeting. Referring to Sudarsono Katam (v) in his book Gedung Sate – Bandung, Bandung has a landmark, a marker, and a symbol which attract tourists' attention. Regardless of the reason to visit the city, tourists try to find a comfortable hotel to spend the nights. After a long journey from their country, they need to relax before they have another trip in Bandung. That is a reason the tourists try to find a comfortable hotel in Bandung.

One of the comfortable hotels in Bandung is Novotel. It has minimalist design and provides a comfortable room for guests to spend their nights. Novotel is a new hotel which is located in the strategic place of Bandung city. It was opened on December 10, 2006. It is located near the highway access, the airport of Bandung, a train station and a shopping centre. Novotel Bandung is known as an International based hotel. According to TravelChinaGuide.com, Novotel belongs to Accor group, which is the biggest hotel group in the world. This hotel

group has developed at a rapid speed in Asia-Pacific, and has more than 4,000 hotels worldwide (par 1). These facts are the reasons I choose Novotel Bandung as a good place to have my internship.

I worked in Novotel Bandung for three months as concierge staff and my position was as a door girl. Basically, a concierge should know information about Bandung. It can be said that concierge is a map of Bandung.

My normal duties as a door girl were to open the door for guests, to give a greeting to guests, and to give a welcome drink. The other duties that I did even as a concierge even though I was a door girl at that time were to arrange the transportation for any guests who wanted to be picked up or dropped somewhere around or outside Bandung, to check the data of guests' luggage to reduce the problem of delivering the luggage, to make a list of newspaper deliveries every day for all guests, which is one of the facilities provided in Novotel Bandung, and to give a welcome drink to the check-in guests. In other hands, I got requests given spontaneously by other concierge staff.

As a concierge, I learnt many things, and one of them is how to deal with guests. Since Novotel Bandung is an international hotel, it has many guests who are foreigners. I found that it was not so easy to talk with the foreigners because when I talked with them, I needed to listen carefully to them. Moreover, not all of the staff in concierge are good at speaking English. Thus, concierge staff have a difficulty in handling the foreign guests and sometimes the Concierge staff handed

over the job to me to handle the foreigners, for example, when a foreign guest needed information about some interesting places in Bandung or when the foreign guest needed transportation to travel around Bandung.

From the above explanation I want to find out more about how to solve the problem of the concierge staff because this is the real situation that I often witnessed during my apprenticeship there.

## B. Identification of the Problem

The problem that I want to analyze is identified in the following questions.

1. Why does the concierge staff of Novotel Bandung have difficulty in handling foreign guests?
2. How it is possible to solve the concierge staff's difficulty in handling foreign guests?
3. What are the best solutions to solve the concierge staff's difficulty in handling foreign guests?

## C. Objectives and Benefits of the Study

The objectives of the study are to find the reason why concierge staff have a difficulty in handling the foreign guests. Then, I try to find the solution for the concierge staff's difficulty in handling foreign guests.

The benefit that I get writing this term-paper is I can share my experiences to the reader, and learn how to analyze the problem,

especially about using English to handle them. Moreover, the concierge staff at Novotel Bandung and readers can get benefits too. As for the hotel staff, especially for concierge staff, they will know how to improve their English. On the other hand, the readers can enhance their information about solving the problem of serving foreign guests at the hotel. By knowing English better, they will be able to handle foreign guests at effectively and give good service to guests. In this term-paper, I will find the best solutions for concierge staff to solve his/her problem in handling foreign guests.

#### D. Description of the Institution

Novotel Bandung is a new hotel which opened on December 10, 2006. The first Novotel was built in Lille, France in 1967. Novotel comes from the word “NOEVEAU” means “New Hotel”. Novotel is located in a strategic place, namely, Cihampelas Street number 23-25, which is in the centre of Bandung City. It is 10 minutes from Husein Sastranegara Airport, the train station, and toll road.

Novotel has 158 rooms, consisting of 94 Superior Rooms, 43 Premier Rooms, 11 Executive Rooms, 11 Junior Suite Rooms, and 1 Executive Suite Room. It has two restaurants, namely, the Square Restaurant and Lounge Bar. The Square Restaurant has 115 chairs, divided into 10 packs in the Private Room, 20 packs in the Terrace and 85 packs in the Dinning. Lounge Bar has 34 chairs and four bar stools. Novotel has nine meeting rooms. Ballroom in Novotel, which is located

on the first floor of the hotel, can be divided into three rooms (Aristoteles, Plato, and Socrates). On the second floor, there are Drijarkara, Unamuno, Laotzu, Nietzsche, Ibnu Rusd, and Sartre.

Novotel provides Grand Odiseus as a place to have some exercises. There is fitness centre and a swimming pool. Grand Odiseus has a place for reflexology and a spa as well. For a family with children, Novotel provides Dolfi Kid's Club as an area to play in.

## E. Method of the Study

To write this term paper I did research at Novotel Bandung and browsed the Internet. I did my internship there for 42 days. I also borrowed books from NHI University library to complete my data.

Every day I wrote a journal about things that I had done in the hotel, my experiences, and knowledge that I got while working. The journal also accommodated the feedback from my managers or my leader and the problem that I got with the solution.

## F. Limitation of the Study

I only focus my research in the area of the Front Office department where I worked as a concierge. The specific location is at the hotel's lobby and luggage storage. I worked from 11 am until 7 pm, 6 days a week in Novotel, Bandung. The internship was done from December 28, 2009 until March 28, 2010.

## G. Organization of the Term Paper

I divide my term paper into four chapters. The first chapter is Introduction. In this part I will explain the Background of the Study and the problem. The second chapter is Problem Analysis, where I will present the causes and the effects of the problem. The third chapter is Potential Solutions. In this chapter, I will explain the potential solutions that I think are suitable for the problem that I found in the hotel. Then the last chapter is Conclusion. I will choose the best solution and explain why it is suitable for the problem. The last is Bibliography as a report of the sources that I use as a reward for theories in this term-paper.