

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Bandung is an attractive city that is visited by a lot of tourists. This condition has made hotel business an advantageous business at this city as it provides a place for tourist to rest, relax, or even to stay. Therefore, there are a lot of hotels around Bandung area which compete with one another in offering various kinds of amenities to attract the customers such as swimming pool, bar, spa.

However, besides amenities, there are other factors that determine business service like hotel business to be successful. One of the factors is the employees' appropriate manners and expressions which will give good impression for the hotel. The employees' appropriate manners and expressions will make the guests feel more comfortable and enjoyable to stay at the hotel. Those feelings will leave a good impression for the guests and furthermore will result in a good image of the hotel. There are possibilities the guest will become a loyal guest and help to promote the hotel.

Considering the positive contributions of the hotel employees' use of appropriate manners and expressions for the hotel image, in this term paper, I would like to discuss appropriate manners and expressions used by the hotel employees of Ardjuna Hotel, especially receptionists. Since as front office

personnel, receptionists are those who first and often interacts with the guests in relation to their primary job.

In order to make clear the discussion of manners, I would like to discuss meaning of manners based on dictionary Oxford explanations which explains manners as the way that something is done or happens besides the way that somebody behaves and speaks towards other people. I translate the explanations from dictionary about manners as procedures and attitudes.

I choose Ardjuna Hotel to support my term paper because Ardjuna Hotel is a well known hotel in Bandung. In addition, Ardjuna Hotel has proven to be able to compete with other hotels through their existence since 1970 and through the numbers of guests who stay in the hotel especially on holiday seasons. The reasons above have proved Ardjuna Hotel as a hotel that has credibility from society. Therefore, I believe that Ardjuna Hotel could provide trustworthy information needed by me from their professional employees.

1.2. Identification of the Problem

The problems that I will discuss are stated in these questions:

1. What kinds of appropriate manners used by receptionists of Ardjuna Hotel in handling check-in, check-out, and giving information?
2. What kind of appropriate expressions that support the manners which are used by receptionists of Ardjuna Hotel in handling check-in, check-out, and giving information?

1.3. Objectives and Benefits of the Study

1.3.1. Objectives of the Study

I want to show my purpose to conduct the research. It consists of two points as follows:

1. to get information about appropriate manners which are used by receptionists of Ardjuna Hotel in handling check-in, check-out, and giving information.
2. to know appropriate expressions that support appropriate manners which are used by receptionists of Ardjuna Hotel in handling check-in, check-out, and giving information.

1.3.2. Benefits of the Study

For the present writer

To find out comparison between the theories in tourism class and the actual practice so I can understand more about appropriate manners and expressions used by receptionists in handling check-in, check-out, and giving information.

For the readers

To give information about appropriate manners and expressions used by receptionists in handling check-in, check-out, and giving information.

1.4. Limitations of the Study

In this term paper I will discuss about appropriate manners and expressions which are used by receptionists at Ardjuna Hotel. I would like to focus on the manners and expressions used in handling check-in, check-out, and giving information about the hotel as the receptionists' primary job.

All manners and expressions will be discussed in English. It is because English is an international language that is able to bridge different native languages which is used by foreign tourists from different countries.

I will obtain the data from interview beside from library and internet. By doing so, I can compare the data that I get from the interview and the theories so that I can understand more about the appropriate manners and expressions used by receptionists in doing they primary job. On top of that, I can also provide more complete knowledge for people who want to become receptionists some day.

1.5 Layout of the Term Paper

This term paper starts with Abstract, a concise summary of the entire paper in Indonesia. This abstract is followed by the Preface, in which I acknowledge the work and contribution of other parties. After that in the Table of Contents, followed by its five chapters:

Chapter I is the introduction to the analysis

Chapter II contains the library research

Chapter III deals with performance of the research

Chapter IV contains the result and discussion of the research

Chapter V contains the conclusion, the present writer's comments and

Suggestions

In the final part, I present successively the Bibliography and the Appendices.