

# CHAPTER I

## INTRODUCTION

### A. Background of the study

Staff in hotel companies must be ready to make good communication with foreigners, because people from different countries with different languages and characteristics stay in hotel. Generally most of them expect a comfortable place to stay and excellent services. Therefore, it is the job for hospitality people to fulfill their needs.

In hospitality industry, not only direct communication with guests but also indirect communication is very important. Direct communication means speaking face to face with the guests, indirect communication means speaking by the phone. Good communication will make the guests satisfied and can build a good relation with guest. A good relation will make the guests feel valued. In addition, through communication, the staff can fulfill the guests needs easily. As long as I did the internship I had the problem about indirect communication. As Magic operator we can not face to face with the guest, I heard their voice from the phone. Therefore I cannot see their face, or the gesture.

I had a problem during my internship as a Magic operator at Hilton Hotel Bandung when communicating with foreign guests such as Australians, Asians, and Arabians. I had to listen to the inquires, gave clear information as an operator and fulfill their needs. I had some task when I was a trainee at Magic operator the task are taking room service order such as in room dinning, refill amenities, laundry, connecting the phone from the people who called from outside hotel to sales agent, reservation agent, restaurant, spa, who want to make reservation or just want to know about hotel informations. People who made a call to Hilton Hotel Bandung not only local people but also foreigners I was not used to communicate with the foreigners who speak English. Also in this term paper I will tell about the problem, solution, and reason why I choose the problem.

## B. Identification of the problem

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

1. Why did I have difficulty in communicating with foreign guests as an operator?
2. How could this difficulty in communicating with foreign guests as an operator influence me in giving good service tthe foreign guests?
3. How can I solve my difficulty in communicating with foreign guests at Hilton Hotel?

### C. Objectives and benefits of the study

This study is to find out my problem in communicating with foreign guests as a telephone operator at Hilton Hotel Bandung when I became a trainee at Magic department. This study also tries to find out the ways to solve the problem.

In addition, the benefits of doing this study are it will help to enlarge the knowledge in communicating and giving information to foreign guests as a telephone operator, especially for those who work in hospitality industry who have the same problem with me, and those who do not have any working experience. This study can guide them to handle the problem. This study can also be useful for hotel staff as they can use the solution to solve the problem in communicating foreign guests as an operator . This study also helps me to find out the best solution for my problem as an operator at Hilton Hotel Bandung.

### D. Description of the Institution

Hilton Hotel Bandung is located on Jalan HOS Tjokaroaminoto no 41-43, Bandung. Hilton Hotel Bandung has been operating since March 21, 2009. Hilton Hotel Bandung is the first Hilton hotel in Indonesia. Hilton Hotel Bandung is an international hotel with 5 stars. Hilton Hotel Bandung is a business hotel thus, many tourists, and businessmen stay at there. The design of the Hotel is very luxurious but also minimalist, it is a modern building. The first general manager was Mr. Peer Norsel ( March 2009 – June 2012 ) and the second general manager is Mr. Scot Wilson.

Hilton hotel Bandung has 186 rooms, and 5 types of rooms : deluxe type has 118 rooms, executive type has 45 rooms, executive plus type has 19 rooms, junior suite type has 3 rooms, and presidential suite. Type has 1 room. Hilton Hotel Bandung also offers some facilities from Magma Lounge, Punawarman International Restaurant, Fresco Italian Restaurant, a swimming pool, Jiwa Spa, a gym, Kids corner, a meeting room, and a luxurious ballroom.

The vision of Hilton Hotel Bandung is to fill the earth with light and warmth of hospitality. Whereas, its mission is to be the preminent of global hospitality company, to be the first choice of guest, tam members and owner a like. In addition, the hotel has the valeue HILTON, as follows :

H = Hospitality : we will be passionate in delivering an exceptional guest experience

I = Integrity : we do the right things all the time

L = Leadership : we are the leader in our industry and community

T = Teamwork : we are the team player in everything that we do

O = Ownership : we are the owner of our action and decision

N = Now : we operate with the sense of urgency and discipline

## E. Methods of study

I have collected data to support the analysis. The data are from library research and field research. Field research is based on my job training from January 2013 until March 2013 in Hilton Hotel Bandung, the observation based on my journal which was recorded when I did my

internship, library research consists of some books which relates with this term paper.

## F. Limitation of the study

This study is about working as a Magic operator when I was doing my internship at Hotel Hilton Bandung from January - March 2013. This study will concern about my problem as a Magic Operator trainee. This study also will discuss about how to solve the problem as a Magic Operator when communicating with foreign guests who call the Magic Operator.

## G. Organization of the term paper

This term paper begins with an abstract that contains a summary of this term paper in Bahasa Indonesia. There is a declaration of originality, which contains the statement of the originality of the term paper. Next there is Acknowledgements, Table of Contents, Chapter I is introduction which consists of Background of the Study, identification of Problem, Objectives and Benefits of the Study, Description of the Problem, Description of institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. Chapter II is about the Analysis of the Problem, consisting of The causes and Effects . Chapter III is the Analysis of Potential Solutions, the Potential Positive Effects and the Potential Negative Effects based on theory that relevant with it. Chapter IV contains the Conclusion and The Best Solution for the Problem. Those four chapters are followed by the Bibliography, which consists of the list of

books, the articles, and the interviews: Appendix which contains the background information or relevant material such as Flowchart and Interview Questions and Transcript.