

CHAPTER I

INTRODUCTION

A. Background of the Study

In a hotel, there are many departments to serve the guests. One of the important departments in a hotel is the Front Desk. When guests come to the hotel, they will be greeted by the Front Office staff. The Front Office staff have a task to serve the guests and give information about the rooms and facilities in the hotel. Front Office staff must have good communication skills and good personality so that the guests will feel comfortable. As stated by Rose that, "First impressions are important, most definitely. Your front desk staff is essentially the "face" of your business."(par 1). I agree with Rose's statement because the front office staff are the one who first connect with the guests. The front office is the main connection in the hotel as it is stated by LinkedIn that, "As a Guest Service Agent, you will serve on the Front Office Team which is the main connection between the Guest, the hotel, and the various hotel departments." (par. 3).

When I did my internship at Naval Hotel from 13 January 2014 until 13 February 2014, I was given a position as a Guest Service Agent or GSA at

the Front Desk. I had many tasks. Some of them are handle check in or check out, payments, guests complaints and, receiving phone calls from inside and outside the hotel. As a GSA I must had good attitude and personality because I had to communicate with the guests.

During my internship, I had a problem with Australian guests. I had difficulty in speaking with them because they spoke with Australian accents. In the morning the guests from Australia came to me and they asked about the breakfast menu and WIFI password, also about which way to go to the factory outlet. Because they said with the Australian accents, I did not understand and I did not know what vocabulary that I must use. It is makes me difficult to have conversation with the Australian guest. Based on my problem I faced with the Australian guests, I choose to analyze the causes and the effects to find the solutions to my problem.

B. Identification Of The Problem

The problem that I am going to discuss in this paper is formulated as follows:

1. Why did I have a difficulty in speaking with Australian guests?
2. How did my problem affect my work performance?
3. How should I overcome my difficulty in speaking with the Australian guests?

C. Objective and Benefits of the study

The objectives of the study are to find the causes and the effects of the problem to find the solutions. Beside the objective there are also benefits for the readers, for the Naval Hotel also, for me. First, the benefit for the readers is they can know how to speak well with foreign guests, especially Australian guests, if they face the same problem like me. The benefit for Naval Hotel, especially for the Front Office staff is they can solve the problem if they meet the similar problem. And finally for me, the benefit is I can know the best solution and the right words if I speak with foreign guests especially Australian guests if I work as a GSA in the future.

D. Description Of The Institution

Based on Report of Naval Hotel, the owner of Naval Hotel is Mr. Fristian. Naval hotel is located at Jalan Sukajadi No.180 , Bandung. The hotel started operating on the first of July 2008. The name Naval itself was taken from Latin American language which means orange or in Indonesian language means jeruk. The location of Naval hotel's is quite strategic. From its location, it only takes 5 minutes to Paris van Java, 10 minutes to Jalan Dago, 10 minutes to Jalan Cihampelas and only takes 20 minutes to the airport. Based on that surely Naval Hotel is one of the most strategic hotels in Bandung and definitely a great hotel to stay at. Naval hotel has 42 rooms for guests, they are 22 deluxe rooms, 18 executive rooms, and 2 suite rooms. Every room has it own privilege. Beside rooms for hotel guests Naval hotel also has one meeting room which can accommodate

up to 50 persons. Another facility which is owned by Naval Hotel is Orange Cafe.

According to Naval Hotel report it is stated that the Naval Hotel has a vision which is, to be the first choice of Hotel for businessman and family, to be the best in service provider by giving the best service to fulfil customer's needs.(par. 3).

The Naval hotel also has a mission that is, to create long term business relationship and to prosper each other between the owner, the employee and the customers by creating loyal customers, increasing income annually, reaching profit within budget and, increasing investment value (par. 4).

E. Method Of The Study

The data which is used in this term paper is collected from report, interview and, articles from the Internet. The data is used to analyze the causes, the effects, and to find the potential solutions.

F. Limitation Of The Study

This study is focused on me, as a Front Office staff when I did my internship at Naval Hotel. The internship is conducted from 13 January 2014 until 13 February 2014.

G. Organization Of the Term Paper

The term paper are divided into four chapters. The first chapter consists of The 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 discusses the causes and the effects of the problem. The third chapter analyses the potential solutions with their positive and negative effects. Finally, the last chapter is the conclusion of my analysis of my problem.