

Chapter II

An Analysis of English Skills in Sales & Marketing employees to communicate with the foreign guest at Grand Mercure Hotel Bandung Setiabudi

2.1 Hotel

Hotel is a service business that is a means of supporting tourism activities, where the management is professionally handled and supported by a workforce who has good skills in of hospitality section and provides services include providing food, beverage and other facilities for the guests which all the facilities in the allotment for the general public who come to stay in the hotel. The conclusion of the definition above are:

- a. The hotel is: The building provides rooms for guests, meals and drinks, as well as other necessary and professionally managed facilities for profit (Rumekso, 2002: 2)
- b. Hotel is a company managed by its owner by providing food, beverage and sleeping room services to persons who conduct transactions and can afford to pay the same amount according to the services received without any special arrangements. (Sulastiyono, 2011: 5)
- c. Hotel is one type of accommodation to service provider of lodging, food and beverages and other services for the general public which is managed commercially (Parpostel Minister's decision No. 94/HK103 Km/MPPT 1987)

2.1.1 Classification of Hotel

According to Tarmoezi (2000) determination of the type of hotel regardless of customer needs and characteristics or properties that are owned by tourists. Based on this, the hotels are grouped in some of the following types:

- **Transient Hotel**

A transient hotel is one in which people stay for only a short time, such as vacationers or people on a business trip.

- **Residential Hotels**

Residential hotels are usually located in large suburban areas away from crowded of the city, yet easy to reach places of business activity. Usually this hotel is located in quiet areas, especially it is for people who want to stay for long period of time. The resident hotel is equipped with complete living facilities for the whole family. It is a hotel where individuals can rent apartments, residential hotel is more like an apartment. Basic furnishings and some maid service are usually provided to meet the particular needs of a guest, who will occupy the rooms as if they were a permanent residence.

Apart from the two types of hotels above, hotels are also classified by location, as follow :

- **City Hotel**

Generally located in the heart of city within a short distance from business center, shopping arcade. Rates are normally high due to their

location advantages. They are very high traffic on weekend and the occupancy is high.

- **Resort Hotel**

A resort hotel located in the tourist interest place like hills, forests, beaches, on an island or in some exotic location away from crowded residential areas. the recreational facilities and breathtaking scenery typical of most resort. most resort hotels provide extensive food and beverage, valet and room services, sight seeing to vacationers, many resorts also provide special activities, indoor and outdoor games for guest such as dancing, golf, tennis, horse riding, nature hikes, skiing and swimming, health club, steam sauna bath, spa, etc. a more leisurely, relaxed atmosphere distinguishes most resort hotels from other types of hotels. Most resort work to full capacity during peak season. Sales and revenue fluctuate from season to season.

- **Airport Hotels**

These are hotels located near the airports, especially international airports. this hotel popular because of their proximity to major travel center, airports hotels vary widely in size and level of services. typical target market includes business clientele, airline passengers with overnight travel layovers or canceled flights and airline personnel.

As explained above, hotels are also classified of hotels on the basis of ownership :

- Chain hotel

A chain is usually classified as operating under management contract or as a franchises or referral group. Chain usually make certain rules regarding standards, rules, policies, procedures of affiliation etc. In general, the more centralized the organization the stronger the control over the individual property. Some chains own affiliated properties, but many do not, some chains have strong control over the architecture, management and standards of affiliated properties. Other chains only concentrate on advertising, marketing and purchasing.

- Independent / Individual Hotels

Independent hotels do not have ownership or management affiliation with other properties. They have no relationship to other hotels regarding policies, procedures, financial obligations, management, accounting etc. These may registered as sole proprietor-ship or a private limited company. The owner may decide the standard, type of clientele, the tariff etc. He may tie up with travel agencies to sell his property against commission.

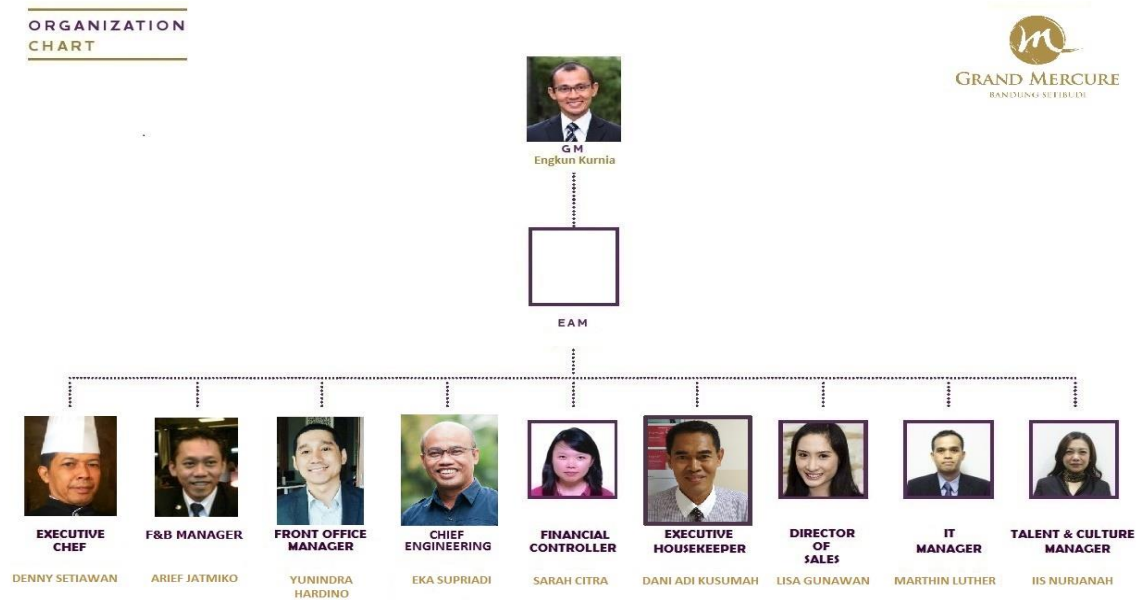
From all the meanings of hotels classification, the writer decided to choose chain hotel as the object of this study. The writer chose a chain international 5-star hotel chain Grand Mercure Setiabudi Bandung to conduct research entitled an analysis of English skill in Sales & Marketing employees to communicate with foreign.

2.1.2 Company Profile of Grand Mercure Setiabudi Bandung

Grand Mercure is a brand new five star hotel which located in Jl. DR. Setiabudhi No.269-275, Isola, Sukasari, Kota Bandung, Jawa Barat 40154 with a picturesque view of the city features 205 modern-designed rooms, 13 function rooms, and pillarless ballroom with touch of traditional and fresh ambience of Bandung as well as two restaurants, a lounge, Kepler Sky Lounge, warmed swimming pool, health center, and Kids Club. Located at Jalan Dr. Setiabudi, Bandung, West Java, which placed strategically between Bandung highland tourism destinations. Grand Opening on December 01, 2014 – Mercure Bandung Setiabudi and re-branding to Grand Mercure Bandung Setiabudi on 01 May 2017. The owner of this company PT. Hotel Talagasari Permai.

Grand Mercure Setiabudi Bandung as the one of the hotel who join with Accor Hotel, Accor S.A, using the brand name Accor Hotels is a French multinational hotel group, part of the CAC 40 index which is operates in 95 countries. Headquartered in Paris, France the group owns, operates and franchises 3,700 hotels (spanning all inhabited continents) representing several brands, from budget and economy lodgings to five-star hotels. Accor was founded on 1967-1999.

Structure Organization of Grand Mercure Setiabudi Bandung 2018



- General

Number of Floor	: 9
Total number of rooms	: 205
Meeting Rooms	: 20
Guest Elevator	: 4
Check in Time	: 2 pm
Check out time	: 12 am
Room key	: Magnetic Card

- Hotel Info

Hotel Name : Grand Mercure Setiabudi Bandung

Adress : Jl Dr Setiabudi No 269, Isola, Sukasari,
Kota Bandung, Jawa Barat 40154

Phone : (022) 82000000

Website : www.grandmercurebandung.com

- Hotel Services

- Warm Sparkling Pool
- SPA & Fitness Center
- Kids Club
- Free high speed Wi-Fi in public area
- Table Tennis area
- Outdoor Garden
- Taxi Shuttle
- Spacious parking lot

2.1.3 Room Rates and Facilities at Grand Mercure Setiabudi

Bandung

A. Room Rates

Room Category	Best rate	Group Rate *Weekdays	GroupRate *Weekend	Fullboard Residential (Twin)	Fullboard Residential (Single)

Superior	2.374.240	1.052.919	1.252.919	1.000.000	1.500.000
Deluxe	2.616.240	1.234.419	1.434.419	1.100.000	1.600.000
Privilage Terrace pool view	2.979.240	1.657.919	1.857.919	1.300.000	1.800.000
The Lagoon	3.100.240	1.778.919	1.978.919	1.380.000	1.880.000
Junior Suite	3.160.740	1.839.419	2.039.419	1.420.000	1.920.000
Executive Suite	3.402.740	2.081.419	2.281.419	1.500.000	2.000.000
Extra Bed	387.200	387.200	387.200	387.200	387.200

- Room Type Update

SUPERIOR (52 Rooms – 32 sqm)

SUPERIOR BALCONY (27 Rooms – 35 sqm)

SUPERIOR PREMIUM (11 Rooms - 32 sqm)

DELUXE (50 Rooms – 32 sqm)

DELUXE BALCONY (45 rooms – 35 sqm)

PRIVILEGE (6 Rooms – 45 sqm)

THE LAGOON (8 Rooms – 36 sqm)

JUNIOR SUITE (5 Rooms – 45 sqm)

EXECUTIVE SUITE (1 Rooms – 54 sqm)

B. Room Facilities

- LED TV
- Shower and additional bathtub
- Mini bar
- Complimentary high speed Wi-Fi
- Double locking doors
- Audible smoke alarms
- In-room safety deposit box
- 2-lines telephone system
- Capsule coffee machine facilities
- TV with multimedia connection
- 24 hours in-room dining
- 3 Restaurants & Bar
- Jing Paradise Chinese Fine Dining
- Kepler Sky Lounge
- Hardy's Dining Room

- So'ren Lounge
- Poolbar
- 24 hours in-room dining

2.1.4 Hotel Department

A hotel is not only equipped with luxurious facilities that make the guests feel at home in the hotel. Hotel must be equipped or supported by the presence of skilled and capable employees in their respective fields. Services provided in the hotel building is served by employees who have been divided into several divisions, the divisions bellow:

- Front Office of the Hotel (Front Office)
- Housekeeping
- Food and Beverage
- Sales & Marketing Department
- Accounting Department
- Human Resource Department
- Engineering Department
- Security Department

From all the employees in Grand Mercure Hotel Bandung, the writer will focus on Sales & Marketing department for this research.

2.1.5 Sales & Marketing Department

Sales & Marketing Department in a hotel organization take an important role to support the business of hotel. Marketing activity is the implementation of all company activities undertaken to create information about the company and strive to increase and disseminate its production in accordance with the demand of the community at this time (short term), or future (long term). According to William (2003) marketing is an overall system of business activities that are shown to plan, determine prices, promote, and distribute goods and services that satisfy the needs of both existing buyers and potential buyers. According to Swastha (2000) Sales is the science and art of personal influence that is done by the seller, to invite other people willing to buy goods or services offered.

From the definition above Sales & Marketing has the differences thing that are:

- Sales include “operations and activities involved in promoting and selling goods or with services.”
- Marketing includes “the process or technique of promoting, selling, and distributing a product or with service.”

Sales and marketing are closely interlinked and are aimed at increasing revenue. As sales and marketing are closely intertwined, it becomes hard to realise the difference between the two. In small firms, one cannot come across much difference between sales and marketing. But bigger firms have made clear distinction between marketing and sales and they have specialised people handling them independently. In very simple words, sales can be termed as a process which

focuses or targets on individuals or small groups. Marketing on the other hand targets a larger group or the general public.

Marketing includes research (identifying needs of the customer), development of products (producing innovative products) and promoting the product. Once the product is out in the market, it is the task of the salesperson to persuade the customer to buy the product. Sales means converting the leads or prospects into purchases and orders.

While marketing is aimed at longer terms, sales pertain to shorter goals. Marketing involves a longer process of building a name for a brand and pursuing the customer to buy it even if they do not need it. Where as sales only involve a short term process of finding the target consumer. In concept also, sales and marketing have much difference. Sales only focuses on converting consumer demand match the products. But marketing targets on meeting the consumer demands.

Marketing can be called as a footboard for sales. It prepares the ground for a salesperson to approach a consumer. Marketing as such is not direct and it uses various methods like advertising, brand marketing, public relations, direct mails and viral marketing for creating an awareness of the product. Sales are really interpersonal interactions. Sales involve one-on-one meetings, networking and calls. Another difference that is seen between marketing and sales is that the former involves both micro and macro analysis focussing on strategic intentions. On the other hand, sales pertain to the challenges and relations with the customer. In carrying out its duties a salesperson will definitely be in touch with many people who come into direct contact with the products it offers.

According to Hasan stated that marketing is a process of identifying, creating and communicating values, and maintaining relationships that satisfy customers to maximize corporate profits. (Hasan 2013:4)

Menurut Hasan menyatakan bahwa marketing ialah suatu proses mengidentifikasi, menciptakan dan mengkomunikasikan nilai, serta memelihara hubungan yang memuaskan pelanggan untuk memaksimalkan keuntungan perusahaan. (Hasan 2013:4)

In creating and communicating values, maintaining relationship the salesperson must have good speech in explaining the product they are selling. Guests provide hotel's revenue and hotel to provide satisfactory service to guests As Kotler and Keller said in American Marketing Association that Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. *American Marketing Association* dalam Kotler dan Keller (2009:5)

Menurut American Marketing Association dalam Kotler dan Keller (2009:5), "Pemasaran adalah suatu fungsi organisasi dan serangkaian proses untuk menciptakan, mengkomunikasikan, dan memberikan nilai kepada pelanggan dan untuk mengelola hubungan pelanggan dengan cara yang menguntungkan organisasi dan pemangku kepentingannya".

In upgrading revenue of the hotel and the successful business of the hotels it depends on the effectiveness of the Sales & Marketing activities. It requires a salesperson who's understanding to their duties that have to meet other people and pursuing them interested in using the product. For building a strong relationship with other people, a salesperson is required to well-communicate. Communicating is the most important things and become requirement standard qualification to be a

salesperson. In order to intend purpose and it should delivered properly, a salesperson also should be able ready to meet and see who he or she is in contact with. A salesperson should also be able to bridge the problems that occur between guests and hotels employees.

A guests will generally keep in touch with sales as long as he/she uses all the facilities at the hotel. Since the first person encountered at the time of getting to know the hotel product is the hotel's sales, therefore a good salesperson should be able to maintain good relationships with the guests. The salesperson must have good language skills and communicate properly in carrying out his/her work. Especially, in 5-star hotels the salesperson must be able to mastered more than one language and at least have to mastered an international language.

2.2 English Language Skill

The English language is the primary language of several countries (including Australia, Canada, New Zealand, the United Kingdom, and the United States) and a second language in a number of multilingual countries (including India, Singapore, and the Philippines). English is conventionally divided into three major historical periods: Old English, Middle English, Modern English. The term English is derived from Angles, the speech of the Angles one of the three Germanic tribes that invaded England during the fifth century.

As short the explanation, nowadays English become an international language that most of country used it for communicate with a native speaker. Indonesia is one of the country that use English as a common language to communicate with native speaker. In learning English, there are 4 skills that should be understand and

learnt. There are reading, writing, listening and speaking. But from that skills, the most needed skill that Sales & Marketing employees have are speaking & writing skill. And as before, become a salesperson must have an ability to speak & write then be able to communicate well.

2.2.1 Speaking Skill

According to Taringan (1990: 8) said that “*Berbicara adalah cara untuk berkomunikasi yang berpengaruh hidup kita sehari-hari*”. It means that speaking as the way of communication strongly influenced our individual life.

Brown (2001: 267) cites that when someone can speak a language it means that he can carry on a conversation reasonably competent. In addition, he states that the benchmark of successful acquisition of language is almost always the demonstration of an ability to accomplish pragmatic goals through an interactive discourse with other language speakers.

Richards and Renandya (2002: 204) state that effective oral communication requires the ability to use the language appropriately in social interactions that involves not only verbal communication but also paralinguistic elements of speech such as pitch, stress, and intonation. Moreover, nonlinguistic elements such as gestures, body language, and expressions are needed in conveying messages directly without any accompanying speech.

Brown (2007: 237) states that social contact in interactive language functions is an important key and it is not what you say that counts but how you say

it what you convey with body language, gestures, eye contact, physical distance and other nonverbal messages.

From the explanation by some expert above can be concluded that by talking can affect more to our lives every day. By paying attention to some aspects of speech it will build a good communication with others. In this case that employees in the hotel must have an ability in spoken skill in order to deliver the information about the hotel to the domestic or international tourist which is the employees must have an ability in English spoken skill.

The English speaking skill focus in five aspects, they are:

- a. Intonation
- b. Pronunciations
- c. Grammar
- d. Fluency
- e. Diction

In this study, the writer takes appeal of the employees speaking English skill at Grand Mercure Bandung Setiabudi from the grammar, pronunciations and fluency aspects.

Brown (2001) mentioned there are 6 categories in testing the speaking proficiency, they are: Grammar, Vocabulary, Comprehension, Fluency, Pronunciation and Task.

Categories	Score				
	I	II	III	IV	V
Grammar	Errors in Grammar are frequent, but speaker can be understand	Can usually Handle elementary Constructio ns quite accurately but does not have thorough or confident Control of the grammar.	Control of grammar is good. Able to speak the language with sufficient structural accuracy to participate effectively in most formal and informal conversatio n on practical, social, and professional topics.	Able to use the language accurately on all levels normally pertinent to professiona l needs. Errors in grammar are quite rare	Equivalent to that of an educated native speaker.
Vocabulary	Speaking vocabulary inadequate to express anything	Has speaking vocabulary sufficient to express himself simply with some circumlocut ions	Able to speak the language with sufficient vocabulary to participate effectively in most formal and informal conversatio n on practical, social and professional	Can understand participate in anyconvers ation within the range of his experience with a high degree of precision of vocabulary	Speech on all levels is fully accepted by educated native speakers in all its features including breadth of vocabulary and idioms,coll oquialism, and

			topics. Vocabulary is board enough that he rarely has to grope for a word		partinent cultural references
Comprehesion	Within the scope of his very limited language experience can understand simple questions and statement if delivered with showed speech, repitition or paraphrase	Can get the gist of most conversatio ns of non-technical subject	Comprehen sion is quite complete at normal rate of speech	Can understand any conversatio ns within the range of his expereince	Equivalent to that of an educated native speaker
Fluency	No specific fluency description	Can handle with confident but not with facility most social situations, including introduction s and casual conversatio ns about current events, as well as work, family and autobiograp hical information	Can discuss particular interests of competence with reasonable ease. Rarely has to grope for words	Able to use the language fluently on all levels normally pertinent to professiona l needs. Can participate in any conversatio n within the range of this expereince with a high degree of fluency	Has complete fluency in the language such that his speech is fully accepted by educated native speakers

Pronunciation	Errors in pronunciation are frequent but can be understood	Accent in intelligible though often quite faulty	Errors never interfere with understanding and rarely disturb the native speaker. Accent may be obviously foreign	Errors in pronunciation are quite rare	Equivalent to and fully accepted by educated native speakers
Task	Can ask and answer question on topics very familiar to him	Able to satisfy routine social demands and work requirements: needs help in handling any complication or difficulties	Can participate effectively in most formal and informal conversations on particular, social and professional topics	Would rarely be taken for a native speaker but can respond appropriately even in unfamiliar situations	Speaking proficiency equivalent to that of an educated native speaker

Source: Brown (2001: 406-407)

2.2.2 Writing Skill

Communication can be done in two ways: In oral and written form. When someone can not share the ideas by speaking, he or she can use a written form to communicate with others. There are some definition of writing by expert such as:

- A. Brown (2001: 336) identifies writing as the process of putting ideas down on paper to transform thought into words, to sharpen your main ideas, to give them structure and coherent organization.
- B. Oshima & Hogue (2007: 15) stated that writing is a never one-step action; it is an ongoing creative act. Writing is a process repeated, namely process of revising and rewriting.
- C. Jonah (2006:26) argues that writing can be used as an indirect means of communication to other convert information.

From some definition from the experts, the writer can concluded that writing is the activity of pouring ideas, and not done once. Writing is also a way to communicate with others through writing and providing information. Beside that anyone who does writing activities must pay attention to the grammar structure, here are some tenses that are often used during writing activities :

- Present Tense = S + Verb 1
- Past Tense = S + Verb 2
- Future Tense = S + Will + Verb 1

As we know that every country in this world has a different ways to communicate, and different culture makes every single person in this world has it own ways to communicate. The relationship between communication and culture is a very complex and intimate one. Cultures are created through communication; that is, communication means of human interaction through which cultural characteristics whether customs, roles, rules, rituals, laws, or other patterns are created and shared.

Intercultural communication can be interpreted through several are referred to as follows (Liliweri, 2004: 9):

- A. Intercultural communication is the most effective interpersonal personal statement between two people of different cultural backgrounds
- B. Intercultural communication is exchange of messages delivered orally, in writing, even imaginary between two people of different cultural backgrounds
- C. Intercultural communication is the division of messages in the form of information or entertainment that was delivered orally or in writing or other methods done by two people who differ from cultural background.
- D. Intercultural communication is the transfer of information from a certain cultured person to another cultured person.
- E. Intercultural communication is a symbolic exchange of meanings performed by people of different cultural backgrounds.
- F. Intercultural communication is the process of transferring a message that someone does through a certain channel to others who are both from different cultural backgrounds and produce certain effects.
- G. Intercultural communication is every process of sharing information, ideas or feelings among those with different cultural backgrounds. The process of sharing information is done orally and writing, also through body language, style or personal appearance, or the help of other things around it that clarify the message.

From these statement, as Sales & Marketing employees should be understand the way how to communicate with tourists. If there is a

misunderstanding situation between staff and guests, then as a salesperson who is handling the event or explain their hotel products should be able to well-explained the meaning of the conversation and in accordance with the existing culture. In addition to fluent English proficiency, as Sales & Marketing employees they should at least understand the gestures of the body as a way of communicating non-verbally.

Then, according to Atep Adya Barata said that: "Non-verbal communication is a communication expressed through objects in every other category (the object language), communication using gesture as sign language, and communication through action or body movement (action language). Verbal communication is a communication that uses words either through oral or written messages from the messengers to the recipients of the message. This verbal communication is often regarded by most people as the only form of communication.

Gesture or body language is one of the most widely used non-verbal communication and message to others. Our body language shows messages that are not delivered through oral, for example whether we are comfortable communicating with others or not. If we tend to move a lot unclear, chances are we are not comfortable to be in that place.

In conclusion, the readiness of Sales & Marketing in English skills is needed especially in speaking and writing skills to communicate with the guests and their ability that greatly affect their work performance.