

# Chapter I

## Introduction

### 1.1 Background of the Study

One of the most important languages in the world is English. That is why English is used by people to communicate with others abroad. As Brown (1994) mention: "Language is a system of arbitrary, vocal symbols, which allows everyone in particular culture, or others who have studied the culture system, communication or interaction". English is studied almost all over the world. Many books and writings are written in English, as are many large country meetings which discuss using English as the language of instruction.

In Indonesia English is a language that is learned quite seriously. English is studied from kindergarten up to university level. Because they are aware of the very important need to communicate with the outside world and especially for the tourism industry which is increasingly growing.

In fact, there are still many Indonesians who can not speak English. It makes English services for foreign tourists confused if they want to ask something. This has become one of the problems in the world of Indonesian tourism.

In English there are several abilities that must be possessed are speaking, listening, reading, and writing. According to Haycraft (1978), stated that there are several abilities that must be mastered: receptive skills, listening, reading, and productive skill-speaking and writing.

Murphy (1985) mentions that: "*Parawisata merupakan gejala ekonomi karena adanya permintaan dari pihak wisatawan dan penawaran dari pemberi jasa (biro*

*perjalanan, penginapan, rumah makan) atas produk dan fasilitas terkait”* (Tourism is an economic symptom because there is demand from tourists and offers from service providers, travel agencies, lodging, restaurants, for related products and facilities). Lately the government is aware of tourism in Indonesia. The government of Indonesia promotes itself as a tourist destination in foreign countries with its “Wonderful Indonesia” campaign. The government would like to make Indonesia be a tourist destination to maximize the tourism potency of Indonesia. Therefore to increase the income of the surrounding community.

In West Java there are many tourist attractions, especially natural attractions that are in demand by domestic and foreign tourists. With many tourist attractions in West Java, it causes many hotels to be built. It attracts the researcher to rise a theme regarding English skill that lies in this hospitality industries. The researcher realizes that English has an important role in tourism world.

In general, a hotel has two core departments that are important for a hotel to operate. The two important departments are the Housekeeping Department and Front liner Department. This is because they are the face of the hotel and hotel wants to have their staff conveying their values and hotel concept to their customers or the guest. Hotel must train the staff to work very well.

It is a challenge for front liner department to increase their skill to serve the guest. One of the ability that the front liner associates should have is a language skill. In this research the front liner associates should be able to mastered the speaking skills.

The researcher choosethe front liners of Sari Ater Hotel and Resort for his research object because it is the most important aspect that makes a contact with the

guest firstly. In this case, the writer is going to conduct a research about the correlation of English speaking skills of Sari Ater Hotel and Resort

Sari Ater Hotel & Resort Ciater Subang has been known as one of the favorite tourist destinations and it is a very popular tourist attraction for tourists from the domestic and foreign tourists. This tourist area offers a lot of unique tourist attractions of BumiParahyangan, and it is supported by a lot of tourist facilities that make it a complete tourist spot and very comfortable as a place of vacation or recreation.

The location is not far away or adjacent to a number of tourist attractions in Lembang, West Bandung Regency, such as TangkubanPerahu Mountain and also Cikole Pine Forest, making this area an alternative choice for tourists who are vacationing to Bandung.

## **1.2 Research Problem**

Based on the background of the study that has been described above, there search question can be formulated as follows:

1. How is the English speaking skill of front liners at Sari Ater Hotel and Resort?
2. What are the foreign guests opinion of front liners about their English speaking skill at Sari Ater Hotel and Resort?

## **1.3 Limitation of the Study**

To limit the study, the researcher analyzes only the English skill of front liners in handling the guests and the opinion of the foreign guests at Sari Ater Hotel and Resort.

## **1.5 The Objectives of the Study**

This research is made for some purposes as follows:

1. To find out the English speaking skill of front liners at Sari Ater Hotel and Resort.
2. To find out the foreign guests opinion of front liners about the English speaking skill at Sari Ater Hotel and Resort.

## **1.6 Significances of Study**

This research is expected to be useful for:

1. The front liner to improve their English speaking skill related to the customer satisfactory.
2. For the reader this paper becomes motivation to have more understanding about the English and tourism world.
3. For the next researcher, this paper can be references for their research.
4. For the university this paper can be the document and to enrich the library collections.

