Chapter II
Telephone Operator's Speaking Skill
at the Front Office of the Ibis Bandung Trans Studio Hotel

Based on the discussion in chapter I, in this chapter the researcher describe several theories that are relevant to the variables in this research which include previous research, English Language, an overview of speaking, an overview of Tourism Sector, an overview of hotel, Front Office Department, Telephone Operator Section, relation Telephone Operator Section with English Language and Ibis Bandung Trans Studio Hotel.

2.1. Previous Research

This research is based on the results of previous research conducted by Pertiwi (2017) entitled "An analysis of English Speaking Skills on Telephone Operators at G.H. Universal Hotel" student of English Literature, University of Pasundan, Bandung. This type of research is descriptive using qualitative methods. Pertiwi, in this study collected data by observation which refers to Thornburry's theory (2004) regarding comparison between aspects to be a good speaker by directly observing and recording research objects and conducting interviews on telephone operators and foreign guests to find out how good English telephone operators. The results of this study are three of staff on telephone operators at G.H. Universal are less in English speaking skills, and should be improved and learning again. Four of five guests had been interviewed

saying that they had problems receiving information from the telephone operator at G.H. Universal Hotel.

The second research is Fauziah's research (2019) entitled "An Analysis of Speaking English Skills of the Guest Service Agent at the Front Office of Aryaduta Hotel" English Literature student, Pasundan University, Bandung. Fauziah used qualitative as a research method and she conducts interviews with guest service agents and distributes closed questionnaires to foreign guests and the content of the questions in the questionnaire focuses on three aspects that is vocabulary, pronunciation and fluency. This research focuses on finding out the main problem of difficulty handling English-speaking guests at one of the front office departments that is the guest service agent in order to get a solution to improve communication. The result of this research is that The GSA in Aryaduta Hotel have good speaking skills in general but they recognize that their English speaking skills still need to improve. Based on the interview and questionnaire there are aspects in speaking skills that need to improve but in general, the GSA at Aryaduta Hotel have good English speaking skills.

The third research is the research of Hidayat (2019), a student of English Literature at Pasundan University, Bandung with the title "English Speaking Skill Analysis of Sari Ater Hotel and Resort Front Liner Staff". Hidayat used qualitative methods in this study. In collecting data, he made observations which wrote conversations of front liners with foreign guests in his Mobile Note and the results were compared with Thornburry's theory (2004), interviews with front liners and lastly distributed questionnaires to foreign guests referring to on

Brown's theory (2004). This research focuses only on the English skills of front liners in handling the guests and the opinions of the foreign guests at Sari Ater Hotel and Resort. The results of this study are proven by the scores given by foreign guests on average they get an A. This means that their English is good and can be understood by foreign guests. They realize that English is just as important to them as hotel employees.

The fourth research is Sari's research (2021) entitled "An Analysis of Students Speaking Skill in Daily Activity at Darul Azhar Islamic Boarding School." English education student, State Islamic University of Sumatra, Medan. Sari used qualitative research method. She used qualitative research method and chose 10 students at eight grade as object in this research. She used observation based on Brown (2004) regarding English speaking assessment to know the ability of Students English speaking skill in their daily activity and conduct interviews to know the students reasons lazy to use English in their daily life. The result of this research, she found the ability of students' speaking skill in average level and she found there were some students reasons lazy to use English in interview as follows: lack of vocabulary, lack of confident, lack of motivation, fear of making mistake, mother tongue use, nothing to say, anxiety, afraid the listener don't understand what they are say and shyness to speak.

The fifth research is based on Julianti's research (2016) entitled "An Analysis of Front Office English Speaking Skill in Serving International Tourist Related to Tourist Satisfactory at California Hotel Bandung." English Literature student, Pasundan University, Bandung. She used a qualitative method in this research.

She used observation and interviews as the instruments of the research. This research was analyzed using the theory of English speaking skill by Scott Thornbury. The result of the observation shows that English speaking skill on front officer English speaking skill is good. The result of the interview describes that they are know the English speaking skill is important in supporting our career, but there are still misunderstandings about the English speaking.

Based on previous research that the researcher had read there are similarities in the methods and types of research, which is using a qualitative approach as a research method with descriptive research types in this research. However, the focus of this research is only on the speaking skills of telephone operators, while foreign guests are only interlocutors with telephone operators to assess how well they communicate using English. In collecting data, the researcher carried out observations and interviews. The observations techniques using Brown's theory (2004) that is Oral Proficiency Scoring Categories which Hidayat (2019) modified, where there are only 5 components including grammar, vocabulary, comprehension, fluency and pronunciation which is the reference category for the assessment. Apart from that, the researcher also conducted interview activities to find out the difficulties telephone operators had when communicating in English with foreign guests.

2.2. The English Language

English is the most widely used language in various countries in this part of the world. This is because English is an international language, which then makes

it a means of communication between nations. Based on that, the use of English is certain to be understood and used widely. Realizing this, the role of English as a means of communication in the international world is very important. So, English certainly plays an important role in all fields.

Nishanthi (2018: 871-874) stated that it cannot be denied and ignored that the importance of English can be seen from the many countries that use this language as a universal language. With the progress of the times followed by new technological advances, English plays an important role in several sectors. English is an important language for all kinds of professional and personal purposes. Brumfit (2001: 35) revealed that English acts as a medium of communication with the most widespread distribution, which makes it an international language.

English is the most important language which functions for smooth interaction between various countries. Therefore, it seems as if it has become an obligation for people to be able to speak English, especially in this globalization era.

2.2.1. The Basic Skill of English

Based on the explanation above about the importance of English, when learning a language especially English, it is necessary to know and learn the basic skills first. Fauziah (2019: 8) revealed that in the realm of mastering English, there are four basic skills that are important to master. These four basic

skills are essential in preparing individuals for success in the professional world.

According to Tarigan (2015: 2) that there are four types of skill components in language which are listening skills, speaking skills, reading skills and writing skills. The four types of components are related to each other for the sake of a process of communicating with others. The following are explanations of the four types of components in language.

1. Listening Skill

    Listening is a process of hearing speech symbols with a high level of focus, as well as an understanding of appreciation and being able to interpret it in order to obtain information, capture all the things contained in the content of speech, so that one can correctly understand the meaning of the communication conveyed by the speaker (Tarigan , 2015).

    Therefore, listening skill is not just listening, but more than that which is understanding, reasoning etc. in digesting the speaker's speech. Steinberg (2007) stated that when talking about the act of listening, it is important to realize that this act is more than just listening. Listening is a multi-stage process that includes four main phases: feeling and paying attention, understanding and interpreting, remembering and responding.

2. Speaking Skill

    Tarigan (2015: 16) stated that speaking is the ability to pronounce articulation sounds or words that express, state, or convey thoughts, ideas and feelings.

Based on Harmer (in Fauziah, 2019: 9-10) stated that speaking skills are not just abilities, this includes the ability to speak fluently, which presupposes not only an understanding of language features but also the skills to process information and language effectively.

Therefore, speaking is one of the most important skills for a conversation process. However, speaking skill is one of the most difficult to do. Based on the explanation above speaking is not just speaking out word for word and understanding about the features of the language, but about how we can process and then pour the ideas or thoughts speech so that it is easily conveyed and the meaning of speech can be immediately understood by people who are talking to us.

As what Nunan stated (2003: 48) regarding the reasons why speaking skills (in a new language) seem more difficult. First, unlike reading or writing, speaking occurs in real time: so when we are talking, there is a process of conversation with the other person taking place at that very moment. Second, when we speak the words are processed automatically so that the pouring just flows in speech, we cannot edit or revise what we want to say, as is the case when we are writing.

3. Reading Skill

According to Tarigan (2015: 7) reading is a process carried out by the reader in order to obtain the core meaning that the writer conveys through writing.

Meanwhile, according to Nurhadi (2016: 2-4) revealed that the notion of reading can be interpreted narrowly and broadly. In a narrow sense, reading is where we understand every meaning contained in writing. While in a broad sense, reading is a process carried out by readers by processing their reading critically and creatively in order to obtain overall meaning such as the value of circumstances, functions and even the impact of reading sources.

4. Writing Skill

Based on Nunan (2003: 88) the definition of writing is divided into two that are writing as a physical act and writing as a mental act. Writing as a physical act is where the writer pours his words or ideas into several media. While writing as a mental act is like a procedure when the writer wants to write including finding ideas, thinking about how the ideas are expressed and then pouring them into the form of a statement to become a clear paragraph for the reader.

2.3. An Overview of Speaking

Based on the explanation of the four basic skills in language especially in English above, it can be seen that the second skill which is speaking skill is one of the most important skills and also one of the most difficult to do. It is because speaking in practice is directly confronted or related to other people.

In the following, there is the concept of speaking including the definition, function and components to be understood by the speaker so that the listener or the other person can understand the means or the ideas of the speaker.

2.3.1. The Definition of Speaking

Based on Nurgiyantoro's explanation (2010: 397) speaking is a process of activity regarding giving and receiving a language as well as ideas or messages carried out by the speaker with the other person, in which the conversation process occurs directly at that moment.

In different contexts, the words speak can have various meanings, including saying something, talking, the ability to use language giving speeches, and expressing ideas also feelings. (Manser, 1955)

Based on these two expressions, in speaking in order to express ideas or express feelings, a language is needed which of course can be understood between the speaker and the interlocutor as a communication tool to convey a speech.

In accordance with Nunan's statement (2003: 48) that speaking is a very easy and natural thing to do, but speaking in a new language or a language other than our own is not a simple thing.

(Nunan, 2003: 48) stated that speaking is conveying a meaning that produces systematic verbal utterances. Therefore, speaking is a productive aural/oral skill. In accordance with the expressions regarding speaking above, speaking is the process of having a conversation using language that is

understood by each other. This is intended to convey ideas, messages, and the speaker's feelings to the interlocutor.

Speaking must be in a coherent arrangement of sentences, so that the meaning of the conversation is conveyed to the interlocutor according to what the speaker means.

2.3.2. The Function of Speaking

Based on Brown and Yule's explanation (in Richards, 2008: 21) there are three functions in speaking.

1. Talk as interaction

    Talking as interaction refers to a conversation in a social environment. It describes interactions that are carried out directly by two or more people, such as greeting, small talk, sharing new experiences, etc. The focus here is how people talk to each other in a social environment rather than prioritizing the message or meaning of the conversation. So the function of talk as an interaction is social relations.

2. Talk as transactions

    Speaking as a transaction focuses more on the intention or message said by the speaker to the interlocutor. The target of this function is that the contents of the message or the intent of the expression spoken by the speaker can be conveyed clearly and precisely, so that the interlocutor can easily understand the intent of the contents of the speaker's utterance. So the function of talk as a transaction is a way to understand.

As stated by Burns (in Richards, 2008: 26) that the function of speaking as a transaction can be divided into two types. The first type refers to situations where there is a role in giving or receiving information, where the participant focuses on what is said, for example asking for directions. The second type is the focus on acquiring goods and services, such as checking into a hotel or ordering food at a restaurant.

3. Talk as performance

Speaking as a performance focuses more on an expression in the form of a monologue delivered in front of audience. It refers to public talks such as class presentations, public announcements, speeches etc. This function is closer to written language than spoken language.

2.3.3. The Component of Speaking Skill

In speaking that are some components must be understood by the speaker like utterance, grammatical sentences and the comprehension of the sentences. All of them can be conveyed properly and correctly. This is related to the expression of Nurgiyantoro (2016: 441) that to become a skilled speaker, one must master various elements. These elements include aspects such as pronunciation, sentence structure, vocabulary, and formulation of ideas related to the topic to be conveyed, as well as a thorough understanding of the other person's language.

So there is several elements or components are needed that must be considered by the speaker.

1. Vocabulary

    Vocabulary is the basic language aspect that must be mastered before mastering English skills. Linse (2005: 121) stated that vocabulary is the collection of words that an individual knows. Other expert, Hornby (2006: 1645) defined vocabulary as all the words that a person knows or uses when they are talking about particular subject in particular language.

    "Vocabulary is divided into two kinds, which are active vocabulary and passive vocabulary" Finocchiaro (1974). What is meant by active vocabulary is that people can understand and pronounce words properly and correctly and use them both orally and in writing to express their speech ideas. Meanwhile, what is meant by passive vocabulary is that people only recognize and understand when they read and listen to speakers speak, but they do not use these words in speaking or writing.

    Thornbury (2002: 13) "without grammar very little can be conveyed, without vocabulary nothing can be conveyed." Vocabulary is a collection of words that are known, understood and used by speakers in a language. Vocabulary will be used to construct a new sentence in order to express ideas in the speech production process. Having a rich vocabulary in speaking will make it easier for speakers to speak fluently, accurately and effectively in conveying their ideas both in oral and written form.

Conversely, if there is a lack of vocabulary in a language, the speaker will find it very difficult to compose a sentence in speaking and of course this creates an obstacle that prevents the speaker from learning the language. Vocabulary is the basic thing but has a very important role in supporting the mastery of the four language skills which are listening, speaking, reading and writing.

2. Grammar

Grammar is "a system of rules governing the conventional arrangement and relationship of words in a sentence" Brown (1994). Harmer (2001: 12) defined that grammar as a description of how to arrange word by word to form a coherent sentence in the language.

Grammar is a way of combining words into good sentences. Grammar is needed to arrange a sentence in the language so as to create a speech that is in harmony with the rules and the situation taking place.

3. Fluency

Fluency can be defined as the ability to speak fluently and accurately. Fluency in speaking is the aim of many language peoples. Signs of fluency include a reasonably fast sped of speaking and only a small number of pauses and "ums" or "ers". These signs indicate that the speaker does not have to spend a lot of time searching for the language items needed to express the message (Brown in Richard 2006)

In fluency, speed is one factor, but it is by no means the only or even the most important one. Research into listeners' perceptions of a speaker's

fluency suggests that pausing is equally important. All speakers must pause to catch their breath. And even professional speakers need to stop from time to time to allow the formulation of an utterance to catch up with its conceptualization.

Therefore, fluency in speaking is a person's ability to speak fluently and quickly without many mistakes or long pauses in it. It needs to be emphasized again that in this case it is not a long pause because the speaker is stuck in saying the words that will be ejected, but the correct pause is when the speaker takes a breath.

4. Comprehension

Based on Sudijono (2011: 50) that comprehension is the ability that exists within a person to understand and comprehend something after it can automatically be known and remembered.

In speaking, the speaker and listener must have a good understanding of the topic being discussed, so that the meaning of the conversation goes along with one another and of course requires the subject to respond to the utterance as well as start it. But in this research, the researcher will call the comprehensibility.

5. Pronunciation

Harmer (2007: 281) explained that pronunciation is how we pronounce words in a language, for example when and how we should apply stress, tone and intonation so that what is felt through words in that language can

be conveyed according to the speaker's intentions to the person we are talking to.

Pronunciation is the way for speakers to produce clearer language when they speak. It deals with the phonological process that refers to the component of a grammar made up of the elements and principles that determine how sounds vary and pattern in a language.

Pronunciation is the knowledge of studying about how the words in a particular language are produced clearly when people speak. In speaking, pronunciation plays a vital role in order to make the process of communication easy to understand. The speaker must pronounce as clearly as possible so that the listener or the other person does not misunderstand the meaning of the speech being conveyed.

Brown (2019) stated that there are six components that are used as a reference in English language assessment. Each category can be scored separately, with an additional composite score that attempts to synthesize overall performance, including: grammar, vocabulary, comperhension, fluency, pronunciation, task (achieving task objectives obtained).

In this study, the researcher refers to the assessment according to Brown (2004) but based on what Hidayat (2019) had modified, which only uses five components, that are vocabulary, grammar, fluency, comprehension and pronunciation which have an assessment range of 1 - 5 with different criteria (from lowest to highest).

The following are the five assessment components according to Brown (2004) which had been modified by Hidayat (2019):

1. Grammar

   a. Speaker can be understood by native speaker, even errors in grammar are frequently spoken (poor to very poor).

   b. Speaker can handle elementary constructions quite accurately, but unconfident to control the grammar (average to poor).

   c. Control of grammar is good. Speaker is able to speak the language with sufficient structural accuracy (good to average).

   d. Errors in grammar are quite rare. Speaker is able to use the language accurately (very good to good).

   e. Equivalent to that of an educated native speaker (excellent).

2. Vocabulary

   a. Speaker has inadequate speaking vocabulary to express anything but the most elementary needs (poor to very poor).

   b. Speaker has sufficient speaking vocabulary to express things simply with some circumlocutions (average to poor).

   c. Speaking vocabulary is broad enough that he or she rarely has to grope for a word (good to average).

   d. Speaker has a high degree of precision of vocabulary (very good to good).

e. Speech on all levels is fully accepted by educated native speakers in its entire feature including breadth of vocabulary and idioms, colloquialisms, and cultural references (excellent).

3. Comprehension

   a. Speaker can understand simple questions and statements if it delivers with slowed speech, repetition or paraphrase (poor to very poor).

   b. Speaker can get the gist of most conversation of easy topics (topics that require no specialized knowledge) (average to poor).

   c. Speaker's comprehension is quite complete at a normal rate of speech (good to average).

   d. Speaker can understand any conversation within the range of his experience (very good to good).

   e. Equivalent to that of an educated native speaker (excellent).

4. Fluency

   a. Speech is halting, very slow, and fragmentary that conversation is probably impossible (poor to very poor).

   b. Speech is frequently hesitant and jerky; some sentences may be left uncompleted (average to poor).

   c. Speech is occasionally hesitant. Speaker rarely has to grope for words (good to average).

   d. Speech is smooth and effortless, but perceptively non-native in speed and evenness (very good to good).

e. Speech on all professional and general topics as smooth and effortless as a native speaker's (excellent).

5. Pronunciation

   a. Errors in pronunciation are frequent but speaker can be understood by a native speaker (poor to very poor).

   b. Accent of the speaker is intelligible though often quite faulty (average to poor).

   c. Errors never appear with understanding. Accent may be obviously foreign (good to average).

   d. Errors in pronunciation are quite rare (very good to good).

   e. Native pronunciation, with no trace of foreign accent (excellent).

2.4. An Overview of Tourism Sector

Based on the explanation above regarding the English language, it can be seen that English is an international language which makes it a communication tool for people around the world. Therefore, English plays an important role in various sectors, especially in the tourism sector.

2.4.1. The Definition of Tourism

According to A.J Burkat (in Damanik, 2006) tourism is the movement of people temporarily and in the short term to destinations outside the places where they usually live and work and also their activities while living in a destination.

Meanwhile, Mathieson & Wall (in Pitana and Gyatri, 2005) explained that tourism is an activity of temporarily moving people to destinations outside their place of residence and work and carrying out activities while at the destination as well as preparing facilities to meet their needs.

Then explained by Pitana I Gede (2009: 5) tourism is a trip that is carried out for a while which is held from another place with the intention not to do business or make a living in the place visited, but solely to enjoy the trip for excursions and recreation to meet diverse desires.

Gunawan, M.P. (in Suwantoro, 2004: 115) revealed that tourism is the travel activity of a person who lives in another place which is outside the environment where he lives, for less than one year continuously with the intention of having fun, commerce and other needs.

Based on the explanation above, tourism is a temporary trip to a place far from where you live, for the purpose of recreation and vacation, and not for doing business or making a living.

2.4.2. Superstructures and Infrastructures of Tourism

After knowing the explanation of tourism, then in the tourism sector there are supporting elements to facilitate the process of tourism activities so that this can run smoothly. These elements are divided into two which are tourism superstructure and infrastructure.

2.4.2.1. Tourism Superstructures

Based on the definition of Ghani (2015) tourism superstructures are anything that complements and aims to facilitate the process of tourism activities to run smoothly.

Then according to Yoeti (2012) stated that tourism superstructures are divided into three groups, including:

a. Main Tourism Superstructure

The main tourism superstructures are companies whose lives are very dependent on the arrival of people who travel on tours (tourists).

For several examples of main tourism superstructures, including: travel agent, tour operators, tourist transportation, restaurant, trades, hotels and other accommodation, tourist attraction

b. Supplementing Tourism Superstructures

Companies or places that provide superstructures for recreation whose function is not only to complement the main tourism superstructures, but to make tourists able to stay longer in a tourist destination.

For several examples of supplementing tourism superstructures, including: sports superstructures, dexterity tool, fishing place, secondary tourism facilities, and other amusement.

c. Supporting Tourism Superstructures

Companies that can support supplementing superstructures and main superstructures whose function is not just to make tourists want to stay

longer in tourist destinations, but have another function which is to make tourists spend more their money at the tourist destinations visited.

For several examples of supporting tourism superstructures, including: night clubs, steam baths, casinos.

2.4.2.2. Tourism Infrastructures

According to Suwantoro (2004) tourism infrastructure is natural resources and human resources that are absolutely needed by tourists on their way to tourist destinations, for example roads, electricity, water, telecommunications, terminals, bridges, etc.

Meanwhile, according to Warpani (2007) there are several infrastructures, including:

1. Accessibility

   Accessibility is a link between zones in the form of roads and transportation networks. Accessibility is an important factor in the process of traveling, the level of ease of reaching a tourist area is seen from accessibility in the form of road conditions, the availability of modes of transportation to get to the tourist area. Improved accessibility means reduced time.

2. Utilities

   a. Electricity

   b. The availability of electrical energy sources is a prerequisite for the development of the tourism industry, but you have to pay attention to

its use. Not all tourist areas need electricity, or only need a little electrical energy.

    c. Clean water

    d. Supply of drinking water

    e. Toilet

    f. Prayer room

3. Service Network

    a. Health services in the form of health posts or first aid supplies

    b. Security, in the form of a security post along with the security forces or unscrupulous officers, in order to avoid criminal acts while in the tourist area.

2.5. An Overview of Hotel

Based on the explanation above regarding the tourism review, it can be seen that the hotel is one type of accommodation that is included in the main tourism superstructure.

2.5.1. The Definition of Hotel

According to Hurdawaty and Parantika (2018: 7) hotel is a place to stay consisting of several or many rooms that are rented out to the general public for certain times and provide food and drinks for the guests.

In accordance with Sulastiyono's explanation (in Maluto, 2014: 1) hotel is a company managed by the owner by providing food, drink and room facilities

for sleeping to people who travel and are able to pay a reasonable amount according to with services received without any special agreement.

According to Widanaputra (2009: 16) hotel is a type of accommodation that is managed commercially by using part or all of the existing building to provide lodging, food and beverage service facilities and other services where these facilities and services are provided for guests and the general public who wish to stay.

Meanwhile, according to Lawson (1976: 27) hotels are public accommodation facilities for tourists by providing room service, food and drink providers and accommodation with payment terms.

From the various definitions of the hotel above, the hotel is one of the accommodations that provides various forms of services which are providing lodging services, providing food and beverage services, etc. Inside the hotel there are various facilities that are very adequate and can pamper guests. This service is intended for the general public, both for guests who spend the night at the hotel or for visitors who enjoy certain facilities at the hotel with payment conditions in accordance with all the services and facilities that have been enjoyed and used.

2.5.2. The Classification of Hotel Types

Types of hotels can be seen from several points of view and categories, so for more details regarding the classification of hotels according to Manurung & Tarmoezi (2003: 2) are as follows:

a. Based on the size, it can be seen from the number of rooms it has:

1. Hotels that have no more than 150 rooms.

2. Hotels have a number of rooms between 150 - 299 rooms.

3. Hotels have a number of rooms between 299 – 600 rooms.

4. Hotels that have more than 600 rooms.

Meanwhile, Trisna (2018: 80) explained that there are three categories of hotel types based on size include:

1. Small Hotel, hotels with a maximum number of rooms of 25 rooms, these hotels are usually built in areas with low visitor numbers.

2. Medium-Average Hotel, hotels with 29-299 rooms, these hotels are usually built in areas with moderate visitor numbers.

3. Large Hotel, hotels with a minimum number of 300 rooms, these hotels are usually built in an area with a high number of visits.

b. Based on the hotel's target market:

1. Commercial Hotel

   Commercial Hotel is a hotel specifically intended for business people. This type of hotel is usually located in business areas or city centers. This type of hotel provides services to guests by providing free newspapers, coffee for breakfast, free local telephone calls, and

television sets in guest rooms. Apart from that, rental cars are also available, pick-up from the airport to the hotel, coffee shops, dining rooms and cocktail lounges. In general, this type of hotel provides several meeting rooms, laundry-valet service, retail store, gift shops, swimming pool, health club, sauna and jogging area.

2. Airport Hotel

Airport hotel is a hotel that is popular with guests because close to travel centers such as airports. Airport hotels have a slight advantage over other hotels because of the type of hotel consists of various types in size and service.

3. Suite Hotel

Suite Hotel is a hospitality business that is developing very quickly. This type of hotel has rooms with their own characteristics because the bedrooms are separate from the living room. This type of hotel avoids public crowds and accommodates only a small number of guests compared to other hotels. Therefore, the rates are very competitive.

4. Residential Hotel

Residential Hotel, this type of hotel is almost similar to a hotel suite because it has a bedroom, living room and small kitchen. This type of hotel is usually rented for a long time. This hotel rental system consists of two options, which are guests can rent only the building without services or rent the building with services, such as

housekeeping, telephone, bell boy, etc. As offered by business hotels in general.

5. Resort Hotel

    Resort Hotel is different from other hotels. This type of hotel is the choice of people going on holiday. Guests at this hotel usually stay longer than guests at other hotels. This hotel has special characteristics that are beautiful views and fun activities such as dancing, playing golf, tennis, horse riding, etc.

6. Bed and Breakfast Hotel

    Bed and Breakfast Hotels are often also called B&B Hotels. This type of hotel varies in shape, ranging from a house consisting of several rooms equipped with lodging facilities to a small building having 20 to 30 bedrooms. This hotel serves breakfast to guests ranging from simple continental breakfast to full course meals with intimate service.

7. Time Share Hotel

    Time Share Hotel or condominium is a hotel business developer in the form of a building owned by individuals or companies that form an association and hire the services of a management company to operate the building as a hotel. Guests do not know that the building is a condominium because the building is operated as a hotel. This type of hotel usually has a bedroom, living room, dining room and kitchen, this type of hotel is especially popular in coastal areas.

8. Casino Hotel

   Casino Hotel is a hotel equipped with gambling facilities. However, this hotel has luxurious rooms, luxurious food, drinks and services to support the gambling operations at the hotel. Gambling and entertainment activities at this hotel take place 24 hours a day, 365 days a year.

9. Conference Center

   Conference Center is a hotel designed to handle groups holding meetings. In general, this hotel provides accommodation, but the main aim of this hotel is to provide services that support the success of holding meetings by providing audiovisual equipment and sound systems along with technicians, pleasant tables and chairs, and so on. This type of hotel is usually located outside the city and provides facilities for having fun, such as golf courses, swimming pools inside and outside the building, etc. The payment system at this hotel is usually by calculating the cost per head/person for the use of all the facilities owned by the hotel.

c. Based on levels of service

Levels of service is a measuring tool for hotels that provide services to guests. There are three basic qualities of guest service that are:

1. Word – class service

Hotels that offer world-class services primarily attract high-class business executives, high-class artists, high-class politicians and rich people.

2. Mid – Range Service

This hotel which offers middle class service is intended for general travelers. The quality of service provided by this hotel is simple but pleasant.

3. Economy limited service.

This hotel provides services that prioritize cleanliness, comfortable rooms and relatively cheap meeting rooms which are the basic needs of guests.

d. Based on the method of ownership:

Based on this system, hotels can be divided into two that are Independent Hotels and Chain Hotels. Independent Hotels are hotels that do not have ownership or management cooperation with other hotels. Because independent hotel owners make their hotels private to reduce risk and personal responsibility.

Chain Hotels consist of several forms according to the association to which the hotel belongs. The following are the types of chain hotels:

1. Parent Company

    Hotels owned and operated by multi-unit companies use the same name as the hotel or parent company.

2. Management Contract

    Operates a hotel owned by a group of entrepreneurs engaged in the hotel industry and collaborates with large capital owners.

3. Franchise and Referral Group Hotels

    Hotels belonging to this group can be found in almost all big cities and even in coastal areas.

2.5.3. The Department of Hotel

According to Sulastiyono (2011: 63-186) there are department in a hotel, which are as follows:

1. Front Office

    The main role and function of the front office of the hotel is to sell (rent) rooms to guests. Because of its function, the location of the front office of the hotel is in a place that is easily seen or known by guests. Apart from serving room bookings, the role of the front office at the hotel includes providing information, handling complaints and much more.

2. Housekeeping

   The part that has a quite vital role and function in providing services to guests, which is a service that concerns the comfort and cleanliness of the hotel room. The responsibilities of the housekeeping section can be said to start from managing materials made of cloth such as tablecloths, bed linen, pillowcases, curtains, maintaining the tidiness and cleanliness of the room and its equipment, to the procurement/replacement program for equipment and supplies as well as maintenance of all hotel rooms. Housekeeping is responsible for all scopes in the hotel, both in the front of the house and back of the house.

3. Food & Beverage

   The food and beverage section is one of the sections in the hotel, which has the function of carrying out the sale of food and beverages. Even though it performs the function of selling food and drinks, behind all of that there are very complex activities. These activities are carrying out the business of developing food and beverage products, planning activities that can attract guests to eat and drink in hotel restaurants, purchasing food and beverage ingredients, storing food and beverage ingredients, processing, serving food and beverages as well as product counting.

4. Marketing and sales department

   This section functions in marketing hotel products, as well as activities related to hotel marketing, in various ways this section tries to get as many guests as possible to the hotel, so that it can determine the amount of

increase in income obtained through guests staying and using the facilities -hotel facility.

5. Accounting Department

This Accounting Department is a center for hotel companies in organizing, recording and administering finances. With this department, management will be able to find out how much income has been earned and how the company will develop in the future.

6. Human Resource Department

This section functions to carry out activities related to human resources in the hotel work environment. This department also has the task of developing the existing workforce as well as organizing and conducting education and job training for employees of all levels.

7. Engineering Department.

This department is responsible for activities related to the planning and construction of hotel buildings, apart from that, this section also plays a role as mechanical hotel equipment and supplies and is responsible for taking care of the procurement and maintenance of electrical installations and the provision of clean water for the needs of guests and for the needs of hotel employees. Apart from the above functions and duties, the engineering department also manages equipment and tools that can be used in matters related to fire prevention and control as well as those related to work safety.

8. Security Department

    This section is in charge of dealing with issues related to security inside and outside the hotel and maintaining order in its working area.

2.6. Front Office Department

Based on the review of the hotel department above, it can be seen that the most crucial part of the hotel is the front office department. This is because guests interact a lot in the front office.

According to Tarmoezi and Manurung (2000: 33) revealed that the front office is one of the departments in the hotel that is operationally in direct contact with guests, the front office is located at the front of the hotel, this is intended to be easily known by guests.

Agusnawar (2002: 3) explained that in accordance with the meaning of the front office itself, this department is located in the front or lobby of a hotel so that it can be easily seen and found by guests. At the Front Office, guests will be greeted by saying welcome upon arrival (check in) and said goodbye when guests are leaving (checking out).

Meanwhile, Sihite (2000: 58) stated that the front office is the department responsible for selling hotel rooms either through prior reservations or without reservations, followed by registration and room assignment for guests. The front office is one of the departments in a hotel that has direct operational contact with guests who come to the hotel.

The front office is the operational part that has direct contact with guests which is of course placed in the front area of the hotel. Therefore, this department is known as the guest's first and last impression. This is because the front office is the first and last part that always interacts with guests, from guest check-in to check-out. So guests will naturally feel a deep impression in the Front Office Department during their stay at the hotel because in this section they receive a lot of help and interaction.

The front office in a hotel has several very important functions in managing the overall and sustainability of the hotel. According to Bagyono (2016: 21-22) there are several functions of the front office department as follows:

1. Provide information about products, services and other general information to guests.

2. Selling rooms (reservations, check in and check out).

3. Coordinate guest services.

4. Carry out guest payment procedures such as guest folio, guest bill, and others.

5. Record room status reports.

6. Receive phone calls, messages, emails and more.

7. Handle items brought by guests.

8. Handle lost guest items.

9. Resolve and handle guest complaints.

10. Cooperate well with other departments for smooth hotel operations.

11. Compile guest visit notes.

To help carry out the functions of the Front Office Department in hotels, so in this department there are sections that have different service functions. According to Sulastiyono (2001: 63) the sections in the Front Office Department include Front Desk Agent (Receptionist), Telephone Operator, Cashier, Night Audit and Bellboy/Greeter.

The sections in the Front Office Department of Ibis Bandung Trans Studio Hotel only include Front Desk Agent/Receptionist, Bell Boy/Concierge and Telephone Operator.

2.7. Telephone Operator Section

The telephone operator is one of the most important sections in the Front Office Department, because 24 hours a day this section provides an alternative service for guests whose main task is to serve all telephone lines, both from inside the hotel and from outside the hotel. Not only serving telephone connections but telephone operator is responsible for managing all communication services such as fax or email, guided by established technical policies.

Telephone operator is the main telephone service centers that will immediately meet the needs and desires of hotel guests or callers from outside the hotel. Telephone operator also serve the telephone connection needs or interests of all employees in the hotel and is the first place to accommodate complaints or problems from guests. Therefore, whatever the situation and conditions being faced, a telephone operator must speak politely, friendly and

clearly, even if the caller is not visible so that the caller feels comfortable in obtaining accurate and complete information.

According to Hartini (in Novriani, 2017: 9-10) telephone operator is one of the sections in the front office of the hotel which has the same position as the information officer, receptionist, reservation and front office cashier.

There are several methods provided by hotels or telephone operators in providing communication services, including:

a. Handle/answer incoming telephone calls.

b. Handle outgoing telephone calls.

c. Providing fax sending and receiving services.

d. Providing free and fast internet access services to make it easier to communicate

e. Offers a wake-up call service.

f. Providing information services.

g. Providing entertainment services, for example film and music screening facilities which can be accessed from private guest rooms and public areas of the hotel.

h. Providing communication services at the hotel (house call).

i. Handle urgent and emergency telephone calls.

j. Handling message calls at the hotel and arranging vehicle parking via loudspeaker.

According to Darsono (in Novriani, 2017: 11-12) the duties and responsibilities of telephone operators are as follows:

a. Write and complete data as well as read and continue filling in the report book (log book).

b. Continuing the previous shift and completing data or problems not finished.

c. Receive telephone calls in a polite, friendly and deft tone.

d. Serves telephone connections, both local (city calls), long distance calls or foreign connections (overseas calls).

e. Record all telephone connection charges and create an account (telephone chit) which is submitted to the Front Office cashier along with a summary.

f. Receive and carry out wake-up call requests.

g. Collaborate with other departments such as Housekeeping Department, Food and Beverage Department etc.

h. Attend meetings or briefings held by the Front Office Manager.

A telephone operator is someone who must have the ability to improve the company's image (to improve the hotel's image) in front of hotel guests.

Therefore, there are procedures for a telephone operator in a hotel based on the explanation of Sambodo and Bagyono (2006: 56) that there are several things that telephone operators must understand because they will affect hotel occupancy regarding sales of products and services offered to guests via telephone.

Sambodo and Bagyono (in Novriani, 2017: 16-17) stated that there are several examples of correct telephone procedures as follows:

a. Answer the phone call as quickly as possible, before it rings a third time.

b. Leave a distance of approximately five centimeters between the telephone receiver and your mouth so that the sound does not sound too loud.

c. Introduce yourself clearly, accompanied by a greeting and mention of the name of the agency or hotel.

d. Ask the name of the guest who is calling and ask the caller to spell the name to avoid things like typos or even mispronunciations so as not to enter the wrong data into the system.

e. Pick up the phone in a clear voice and avoid slank or terms.

f. Use good and correct grammar according to the language used so that it is easy for the person you are talking to to understand.

g. Give your full attention to the topic of conversation.

h. Always smile when on the phone because this will change the tone of the conversation, so that you appear ready to serve and help and not offend the person you are talking to even though they are not directly visible.

i. Don't keep callers waiting too long.

j. Ensure messages are recorded correctly and delivered to the intended person if the caller has a message they want to convey.

k. Try to always say the caller's name if you know the caller's name.

l. Always remember to say thank you and goodbye.

m. Ask again whether the conversation is sufficient or if there is anything you want to ask more.

2.8. Relation Telephone Operator Section with English Language

As we know, the telephone operator in a hotel is the operational department who directly communicates with guests via telephone. The telephone operator is one of the sections in the front office which acts as an alternative information center in the hotel. Therefore, the telephone operator is the first section that guests will contact (call) if they need help or just want to know hotel information or other general things around the hotel.

Telephone operators have the same position as Front Desk Agents that is as a section who acts as an information center. On telephone operators, guests will be more detailed in asking about the information they want to know compared to FDA where guests' questions are limited to room reservations and they don't want to linger in the FDA area because they want to rest quickly. Then the telephone operator section who will explain in as much detail as possible regarding all questions from guests staying at the hotel or from outside the hotel.

Seeing how important the telephone operator section plays in serving guests, it is important to know that in this era, guests who stay at hotels are not only local guests but also many foreign guests who visit for business or just on holiday in Indonesia. They of course choose a hotel that is comfortable and strategically located for their accommodation.

Therefore, the telephone operator section is required to be able to speak English as a means of communication with foreign guests staying at the hotel which of course there will be many questions they want to know. So, it can be concluded that the relation between telephone operator in hotels and English cannot be separated, in order to reach an understanding for the continuity of the hotel business.

2.9. Ibis Bandung Trans Studio Hotel

Ibis Bandung Trans Studio Hotel is a three-star hotel (***) of international standard which is part of the ACCOR GROUP network (Chain Hotel) and was officially established or put into use on March, 8 2012. Ibis Bandung Trans Studio Hotel is the largest Ibis Hotel in Asia, there are 22 floors with a total of 547 rooms. This hotel is located at Jl. Gatot Subroto No. 289, Cibangkong, Batununggal District, Bandung City, West Java 40273. The owner of the Ibis Bandung Trans Studio Hotel is CT Corp and this hotel is also one of the business divisions of the Trans Hotel Group.

Ibis Bandung Trans Studio Hotel also has several facilities so that guests are comfortable and have a good experience during their stay at IBTS Hotel. There are three different types of Ibis Bandung Trans Studio Hotel rooms to provide guests with comfort during their stay at the hotel. The three types of rooms at the Ibis Bandung Trans Studio Hotel include:

1. Standard Room (18m2)

2. Superior/Premier Room (18m2)

3. Executive Room (40m2)

The room facilities at IBTS Hotel are quite complete, starting from flat screen cable TV, individually controllable air conditioning, shower, kettle jug, mini refrigerator, facilities for making tea/coffee, safe deposit box/personal safe. hair dryer, slipper, bathroom amenities etc.

Services at the IBTS hotel are of course 24/7 (fax services, photocopying is offered upon request, and there is a luggage room for storing items). IBTS Hotel also provides wheelchairs for guests with physical limitations, free parking, free WiFi with high internet speed in all guest rooms and hotel areas, this hotel also provides spa/massage by request via telephone operator, then the therapist will serve the room guests because the IBTS Hotel does not yet have a special place for spa/massage services.

To support more professional facilities and infrastructure, Ibis Bandung Trans Studio also has 13 types of meeting rooms and 1 ballroom (the ballroom is located on the 1st floor of the *Masjid Raya Agung* Trans Studio Bandung) provided for interested guests.

To facilitate guests to enjoy a variety of food/drinks, such as breakfast, dinner or just to relax, the Ibis Bandung Trans Studio Hotel also has 1 restaurant and 1 bar including:

1. Oopen Restaurant

2. Oopen Bar

Ibis Bandung Trans Studio Hotel is strategically located where it only takes 10 minutes to drive to the center of Bandung City (if there is no traffic jam), It

makes Ibis Trans Studio Hotel very easy to access. From the Buahbatu toll gate, the distance is not too far. Meanwhile, from Husein Sastranegara Airport it only takes approximately 30 minutes, if the traffic flow is not jammed. Meanwhile, from the train station it can only take 25 minutes. 5 minutes' drive to the culinary area, and close to Riau factory outlets.

This hotel is in the same area as Trans Studio Mall Bandung, which is one of the most famous shopping centers in Bandung, which also includes an indoor theme park known as Trans Studio Bandung. This hotel area is a very complete package with TSM for shopping and TSB for playing with family or friends. Therefore, the Ibis Bandung Trans Studio Hotel is very suitable as a place to stay for holiday or business purposes.