

Chapter IV

Data Analysis, Findings, and Discussion

This chapter contains data analysis from the writing test that has been conduct from the 6 respondents, findings, and discussion.

4.1 Data Analysis

4.1.1 Observation

The writer did the observation while doing 6 months of job training at the Royale Krakatau Hotel Cilegon. The writer observes the daily activity of staff of the Sales & Marketing departments. The Sales & Marketing office is located behind the Front Office desk and inside of the office, there are 8 cubicles where the cubicles are filled with the staff including trainee. At the beginning of every month, there will be an annual morning meeting where the employees discuss upcoming events, loss prospects, that month's revenue, and targets.

Every morning, most of the employees will directly check their emails before doing their other work. This is because all the information regarding the hotel revenue, incoming payments, clients, or even complaints that might happen at night will be available on their email. After replying to some emails, the workflow usually continued by making confirmation letters, BEO (Banquet Event Order), offering letters, or contracts & long stay rates. At that time, the writer saw a salesperson writing an email to some corporate who was interested in doing a long

stay at The Royale Krakatau Hotel. The email consists of an explanation of the terms and conditions, rates, and inclusions.

While doing the observation, the writer is lucky enough to do a sales call with the salesperson to visit a few corporations around Cilegon. But before the salesperson can pay a visit to some corporations, the salesperson has to contact the company through phone or email. Then, they will usually redirect them to have a further conversation via WhatsApp.

After doing a full observation, the writer acknowledges that most of the activity that the employees of The Sales & Marketing use English because most of the guests that come to this hotel are foreigners. The activity starts with a greeting, answering phones, and making various letters such as confirmation letters, BEO (Banquet Event Order), offering letters, or contracts rates, credit facility, and answering emails.

4.1.2 Writing Test Data Analysis

Data Respondent 1

WRITING TEST ANSWER SHEET

Name : Maisyra Rizkita Dargjat
Position : Sales Marketing

Hello, my name is Maisyra Rizkita Dargjat.
I work at The Royale Krakatau Hotel.
I work in Sales and Marketing. My segment is corporate.
If there are guests who have planned activities, the first
thing I do is ask the client whether there is already
a corporate contract with our hotel. If not, I will offer
a contract and start discussing the details of the
event that will be held, such as:

- Execution date
- Number of pax
- Layouts
- Price

After the price is in accordance with the client's
wishes, what is usually done is determine the value
according to number of pax, ask the client what the
rundown is like, then I will accumulate the prices that
have been agreed to breakdown, then after that
I will coordinate with the team organizers to ensure
the event runs smoothly.

So much from me. Thank you

Picture 3.1

The Writer Analysis:

The grammatical error was found in the first and last paragraph where the Respondent wrote:

“I work at The Royale Krakatau Hotel I work in Sales and Marketing, my segment is corporate if there are guests who have planned activities...”

The first mistake is the respondent should add “The” article before “Sales & Marketing”.. The second one is there should be punctuation (Full stops) after she explains her segmentation of selling. The correct sentence should be:

“I work at The Royale Krakatau Hotel I work in the Sales & Marketing. My segment is corporate. If there are guests who have planned activities...”

In the second paragraph, the writer found a wrong use of pronouns, missing articles, and wrong spelling. In the sentence “What is usually do is determine the vanue according to number of pax...” The “is” is supposed to be the first-person pronoun “I” because the Respondent is talking about herself, and explains the steps she usually does. For the misspelled, “Vanue” should be spelled as “Venue”. The error follows where there should be the definite article “The” right after “according to” because “The” article refers to “Number” as a noun.

In the next sentence, the respondent did not use correct punctuation as she did not use a comma. The sentences are “Then I will accumulate the prices that have been agreed to breakdown, then after that (commas) I will coordinate with the team organizers to ensure the event runs smoothly”

Lastly, the writer found “So much from me. Thank you” odd. Although the writer still understands the meaning that the respondent tried to deliver, it is better if the sentence is written as “That is all from me, Thank you”

Based on the respondent's writing, the writer concluded that she needs to improve her writing skills as there is a lot of grammar error that is found in her writing. Although she still can convey the message to the reader, she still has to learn more about using the right grammar.

Data Respondent 2

WRITING TEST ANSWER SHEET

Name : Dian Puspita Sari

Position : Sales Executive / Wedding Specialist

My name is Dian Puspita Sari, I've work at The Royale Krakatau for 1 year as Sales Executive for Social Event and Wedding Specialist. My responsibilities are looking for new client to create social event, dealing with some Event Organizer and create good relationship with them, and target oriented per month. I've dealing with 50 clients in a year for creating Wedding at The Royale Krakatau Hotel. I created the wedding package, honeymoon package and birthday package for 2023. I also created design for all wedding promotions both online and offline such as wedding booklet, flyer, and roll banner.

As a wedding specialist, I have step by step how to dealing with client. Clients will ask the wedding inquiry by Whatsapp first and I will share the wedding booklet first and ask them to come for discuss the details about the wedding package. In serang - Cilegon area is not common for create wedding on Convention Hall of Hotel, the culture in here are create wedding on home or Convention Hall only, so there are challenging part of my scoop area of work. I need to educate clients about the different terms & condition for creating wedding on Hotel. But overall I really enjoy my jobdesk because I love the wedding industries and have been there for seven years. I hope I can always growth and develapt my ability.

Picture 3. 2

The Writer's Analysis:

In the first paragraph, the writer found a mistake where the respondent did not use the right tense in the first sentence. The respondent should use present perfect continuous tense (S + have/has + been + -ing/present participle) because she is explaining an event

that happened in the past, but still continuing until now. The second mistake the respondent did not add “a” articles that refer to non-particular nouns. The mistakes are shown below:

“My name is Dian Puspita Sari, I’ve work (I have been working) at The Royale Krakatau for 1 year as (a) Sales Executive for Social Event and Wedding Specialist.”

In the second paragraph, the writer found many preposition mistakes. The respondent used wrong preposition in a few sentence such as:

“As a wedding specialist, I have step by step how to dealing with client. Clients will ask the wedding inquiry by whatsapp first and I will share the wedding booklet first and ask them to come for (to) discuss the details about (of) the wedding package. In Serang – Cilegon area is not common for (to) create wedding on (in the) Convention Hall of Hotel, the culture in here are (to) create wedding on (at) home or Convention Hall only, so there are challenging part of my scoop area of work.”

Based on the writing from the answer sheet, the writer is convinced that respondent 2 experiencing struggles in using the right prepositions and articles. In the writer’s observation, the respondent often made brochures and booklets for the hotel but as can be seen from the data above, her writing consists of many errors. As a wedding specialist, she definitely need to improve her writing skills but overall, the sentences are still understandable.

Data Respondent 3

WRITING TEST ANSWER SHEET

Name : Va Nurannah
Position : E-commerce

As e-commerce in the hotel, my main job is to ensure that the hotel I work for has a strong and effective online presence. I am responsible for managing the hotel website, updating the latest information and offers, and ensuring accurate room availability. I also collaborate with various e-commerce platforms, such as OTA (Online Travel Agent) to promote the hotel and increase booking rates through online channel.

As an e-commerce hotel, it is important for us to effectively handle complaints from foreign guest who feel that their room does not meet their expectations. Here are some steps that can be taken as e-commerce:

- Listen empathetically
- Respond promptly
- Investigate issue
- Offer alternatives
- Stay professional
- Take corrective action
- Follow-up: after resolving the issue, follow-up ~~the issue~~ with the guest to ensure their satisfaction.

Picture 3. 3

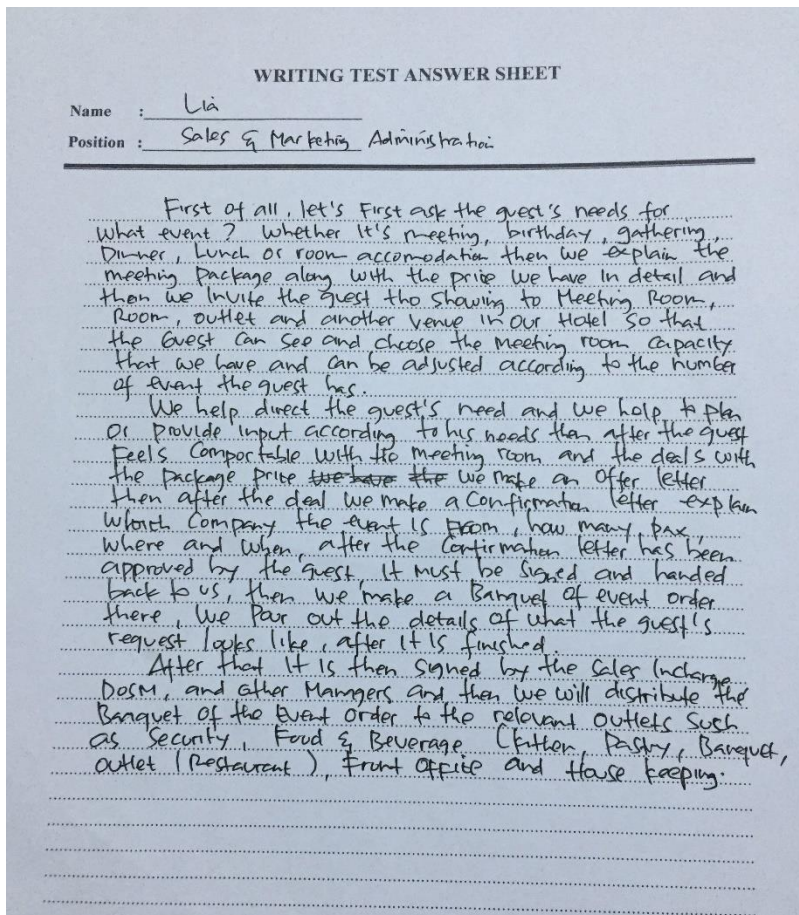
The Writer's Analysis:

The grammar error was found in the second paragraph, "There are some steps that can be taken as e-commerce" which that sentence not use any articles. The "As" is supposed to be followed by "An" because the article is used to indicate e-commerce as a member of a group.

The writer concludes that she is able to write in English very well. Her ability to master the English language is related to her daily work. The writer's daily observation proves

that she often uses the English language both in speaking and writing to handle customers from many OTA (Online Travel Agent) platforms.

Data Respondent 4



Picture 3. 4

The Writer's Analysis:

The first paragraph:

“First of all, let's first ask the guest's for what event? Whether it's a meeting, birthday, gathering, dinner, lunch, or room accommodation (full stop) then (commas) we explain

the meeting package along with the price we have in detail and then we invite the guest to showing to (the article) meeting room”

The quotes from the first paragraph show the grammar error that was found (marked by the red words). There are two errors in punctuation and two errors in articles.

In the second paragraph, specifically in the sentence “We help direct the guest’s need and we help to plan or provide input according to his needs” uses the wrong pronoun. The “his” is supposed to be “their” because the gender of guest that is being discussed is uncertain. There is also an error on the paragraph where the respondent should have use full stops instead of comma.

Lastly on the third paragraph, an error was found on the first sentence where there supposed to be a comma. “After that (commas) it is then signed by the sales...”

The writer concludes that the respondent need to learn more about the skills in writing English. Although she is a Sales Administrator which not often directly deal with customers, she still need to make some improvement because one of her work scope is handling email with various company nationally and internationally. As a reader, the writer still can understand the meaning of each sentence that she tried to deliver but, her writing still can cause confusion and misunderstanding.

Data Respondent 5

WRITING TEST ANSWER SHEET

Name : Henry
Position : Marketing Communication

As a Marketing Communication professional at The Royale Krakow hotel, my role encompasses a wide range of responsibilities each requiring proficiency in the English language. Let me write you through my job desk and how I utilize English in each aspect. Collaborating with external media, engaging with journalist, reporters, and influencers is crucial part of my role. Welcoming International Guests, interacting with guests from different parts of the world is a wonderful aspect of my job. Social Media Management Updates & Managing our social media presence is an integral part of my role. Crafting captivating captions in English is an art that I cherish.

In Summary, as a Marketing Communication Professional at the Royale Krakow Hotel, my proficiency in English plays a vital role in engaging with external media, ensuring exceptional guest experiences, and crafting compelling social media captions. Using the power of language, I strive to connect our brand with our audience, leaving a lasting impression of excellence.

Picture 3. 5

The Writer's Analysis:

The writer sees that there is almost nothing to be corrected from the fifth respondent. This might happen because of her experienced background as a professional Marketing Communication that often requires writing in English. Her choices of words are great and suitable for professional business. The writer has no confusion when reading each paragraph that she wrote. There are no misspelled and no wrong uses of punctuation found. She is able to write in English very well.

Data Respondent 6

The Writer's Analysis:

In the first paragraph:

The simple present tense formula contains Subject + To be + Complement. In the first

WRITING TEST ANSWER SHEET

Name : Diki Meisano

Position : Sales Manager

As a sales manager, I responsible for taking care any guest who wants to hold an event in my hotel. it is part of my job to make sure they understand their needs. first I will ask my guest what kind of events they whant and when they want to hold the event. I will check the availability and after that I will explain the Package we have including the price and the inclusion. I also will ask for their budget so that I can manage the price that fist their budget.

It is also important to ask their request so the event will be as their expected. After dealing, I will make a confirmation letter that later on I send to the guest. It is necessary to do because I don't want any misunderstanding.

Picture 3. 6

sentence of the paragraph, there is a grammar error where the respondent only wrote "I" instead of "I am" in the same sentence, there is a second mistakes where he did not use the preposition "Of" before writing "Any guest" the correct sentence should be:

“As a Sales Manager, I am responsible for taking care of any guest who wants to hold an event in my hotel.”

There are a few other punctuation error and wrong spelling:

“First (commas) I will ask my guest what kind of event they want (want) and when they want to hold the event” “I will check the availability and after that (commas) I will explain the package we have including the price and inclusion” “I also will ask for their budget so that I can manage the price that fit (fits) their budget”

Lastly, on the last paragraph, there is a wrong use of pronoun where “their” that refers to the “their” before is supposed to be third person plural. Therefore, the correct pronoun should be “they.”

The writer can understand the meaning of each sentence of the paragraph easily. Although there are some grammatical errors, the writing is still understandable. Looking at the background of the respondent as a Sales Manager, it is obvious why he had good writing skills. On a daily basis, he handles international corporate which means he directly communicates by phone and through emails with his clients. His job made him experience using the English language and become used to it.

4.2 Finding

After the writer was done analyzing the data with some techniques (observation and writing test) the writer found that the employees of the Sales & Marketing need to improve their writing skills. Some of their writing can be understood with ease but there are also respondents who need major improvement in their writing skills. Grammatical errors that the writer found are in articles, tense, pronouns, prepositions, punctuation, and spelling. 3 out of 6 respondents found having trouble with the use of punctuation. This problem can occur because based on the writer's observation, their daily work involves using WhatsApp to text with their clients. That means, the employees of the Sales & Marketing often used a non-formal way of writing. The writer get the chance to handle the Hotels whatsapp while doing the observation and it shows that most of the times, they are talking non-formally with their clients.

The data that has been collected show that some of the respondents built their ability to write from their own work demands. Their background as someone who has to sell and promote products requires them to be proficient in writing English. This can be seen from the third, fifth, and sixth respondents who work as e-commerce, marketing communication, and sales managers. They can deliver the meaning of the message clearly to the reader. Although there is some grammatical error found, they still have good writing skills because they can create efficient communication with the guest. For the sixth respondent, there should be an improvement and further learning about punctuation and spelling. Based on the writer's observation at the Sales & Marketing

department at The Royale Krakatau Hotel Cilegon, the sixth respondent often communicates with his clients using emails that are formal and need to be grammatically correct. The writer happened to get the chance to handle the emails of a few salesperson and as the writer observe the previous emails, the writer found it is often for them to make the same errors.

The efforts to learn also applied to the fourth respondent who needs improvements in her writing skills. Her job as a sales administrator might not directly contact the guest or clients but, her work scope includes sending emails and letters that represent the department. The awareness of Sales and marketing about mastering the English language is proved by their skills. It is necessary for them to have the ability to outgrow their English skills both ways, verbal and non-verbal in order to fulfill their job and convey a message as clearly as possible to every guest.

4.3 Discussion

The discussion for this research findings will focus on two problems. In the previous chapter, this research aimed to acknowledge on how are the skills of the Sales and marketing employees in in handling their job at The Royale Krakatau Hotel Cilegon and what types of grammatical errors are found in the writing.

1. How are the skills of Sales and Marketing Employees in Writing in English in handling their job at The Royale Krakatau Hotel Cilegon?

As the result of the data above, the sales and Marketing employees need to do more practice about grammar to perfect their writing skills. There are

respondents who have major problems in writing English and some of them had a problem with using the correct punctuation and articles in their writing. The problems mainly occur because of their backgrounds. For the respondents who had minor problems, they got used to writing English because of their work responsibilities. Their duty raise their awareness of mastering the English language and improve their writing skills. If someone does not have the same demands, they most likely will not have the same capability as the other.

The writer concludes the Sales and Marketing employee skill of writing needs to be improved. Although the data shows that some of the writing is understandable and can convey the message clearly to the readers, it is necessary for them to use the correct terms and grammar for their professional work performance. As someone who works at a 4-star hotel where most of the guests are foreigners, all of the employees of the Sales & Marketing need to have the skills of non-verbal communication to represent their best value and also their company, The Royale Krakatau Hotel Cilegon.

2. What types of grammatical errors are found in the writing of Sales Marketing Employees at The Royale Krakatau Hotel Cilegon?

All the data that has been analyzed shows that there are 6 types of grammatical errors that were found in the writing. There are articles, tenses, pronouns, prepositions, punctuation, and spelling. The data shows there is 3 respondent that is found to have a problem with articles, 3 respondent using the wrong punctuation, 3 respondents with tenses, 3 respondent using the wrong pronoun,

3 respondents with preposition, and lastly, there is two respondent found having a problem with correct spelling. This error happened because the respondents did not acknowledge the importance of correct grammar and its impact.