

# Chapter I

## Introduction

### 1.1. Research Background

Bandung is one of a big city in Indonesia. Bandung is nice place for people to visit because Bandung has many beautiful tourist places. Quoted from Antara News according Arief S (2024): "The calculation of the number of tourist visits to the city of Bandung during 2023 has reached 7.7 million tourists, with a proportion of 95% of domestic tourists and 5% of foreign tourists". Based on the data Bandung has many accommodation place to stay or enjoy the moment while visit many place, the accommodation place in Bandung there are such as Restaurant and Hotel. Many hotels in Bandung are a favorite choice of domestic and foreign tourists, one of which is the Ibis Hotel. Tourist choose Ibis Bandung Trans Studio Hotel because the strategic location, affordable price and has many room.

Ibis Bandung Trans Studio Hotel is under Accor group which is many of the Accor groups have existing branches throughout the world. Not only domestic guest but had some foreigners who came to visit Bandung while stay in Ibis Bandung Trans Studio Hotel. If guest want to stay or need vacation Ibis Bandung Trans Studio Hotel is the right place to choose. The price is so standard in the middle for many people it was not too expensive. Guest able to get enjoy and do their own thing in hotel or maybe only want to relax with family it was suitable.

The Ibis Bandung Trans Studio hotel is strategically located in the Integrated Trans Studio Bandung Complex, with a shopping center call TSM or (Trans Studio Mall) and indoor theme park, and close to the airport, ideal for leisure or business.

Enjoy your meal in comfort at Oopen Restaurant. The outdoor events Ibis use the Oopen Terrace. Experience the best sleep in Ibis Bandung Trans Studio Hotel comfortable beds. Enjoy your staycation or business trip. The 3 stars (\*\*\*) Ibis Bandung Trans Studio hotel is perfect for a staycation with friend and family. Ibis easily accessible by car from the Buah Batu toll exit (gate), 30 minutes from the airport, less than 25 minutes from the train station, 5 minutes drive to the culinary area, and near the Riau factory outlets. Ibis Bandung Trans Studio provides the easiest access to Trans Studio Bandung and Trans Studio Mall Bandung. The hotel area is a one-stop destination for your stay, shopping and playing with your family and colleagues. Bandung has many tourist attractions with craters such as Tangkuban Perahu or Pangalengan. The city of Paris Van Java spoils your eyes with its art deco-style building architecture, accompanying you with various culinary choices and other interesting places.

Ibis Bandung Trans Studio Hotel located in Gatot Subroto No. 289, Batu nunggal. Ibis Trans Hotel has 22 floors with 554 rooms and has three type of rooms which is standard, premier, and executive. But for premier and executive are not published yet, which is you can book for that two type from walk in or by phone call. Ibis Bandung Trans Studio Hotel is the largest Ibis Hotel for the 3 star hotel. Ibis Bandung Trans Studio is really nice play to stayover, family vacation and do the business thing.

Many guest come to try facilities in Ibis Bandung Trans Studio before check in process guest will be face the Guest Service Agent in the first line. Guest Service Agent (GSA) is a center of the whole information as well guest like to ask more such as the facilities the access to the room or maybe to the mall and the

transportation nearby around hotel. Everything need explain by English speaking without master it the guests easily lost translation or don't understand about the information in hotel. It doesn't matter about the star of the hotel, the 3-star hotel such as Ibis is under Accor management, the founder is from aboard as the part of the team we must to master it English speaking skill because not only from Indonesia guest but sometimes there are foreigners guest come to the hotel.

From January until July there are many foreigner guests come to Ibis due to business trip or just to have family staycation. The guest is mostly from United State, United Kingdom, Canada, and Australia. Since the first date on January until march 2023 around fifty until one hundred guests come from United State, United Kingdom, Canada. And Ibis Bandung Trans Studio Hotel has nine people as Guest Service Agent (GSA).

From the data there is many foreigner guests come to stay the night in Ibis Bandung and GSA need to understand and master English speaking well. Nine of them as Guest Service Agent (GSA) need to explain and answer what the requirement from guests. Understand about English speaking is very important part of being Guest Service Agent (GSA). The fluency of Guest Service Agent (GSA) to answer the question is important too.

The topic is important to know how fluency English speaking of Guest Service Agent while give the information and hotel knowledge to the guest especially to foreigner guests. Many people always being under pressure and exhausted every time face with English language. They don't know how to explain in English.

Speaking is one of the four skills in language that has an important role in mastering English. English language become an International language now. Many country learn and master it English language. By English language we can understand what they need and what they want and what they feel as well. For tourists are going to travel the other country they must speak to the other people on that country so they have to know how to speak in English. English is the most important language for now. English speaking skill people easy to communicate with one another. Speaking connect people so they can delivery the messages to the other. Leong & Ahmadi (2017) they explain that speaking instruction is the learners' first concern and a field needing more attention.

Fluency in speaking is can handle with confidence but not with facility most social situations, including introductions and casual conversation about current events, as well as work, family, and autobiographical information. Can discuss particular interests of competence with reasonable ease. Rarely has to grope for words. And able to use the language fluently on levels normally pertinent to professional needs. Can participate in any conversation within the range of one's experience with a high degree of fluency. Has complete fluency in the language such that speech is fully accepted by educated native speaker.

The reason the writer choose this research to know how the fluency English Speaking skill of Guest Service Agent in Ibis Bandung Trans Studio of master the knowledge about hotel. And how the level of English speaking skill of Guest Service Agent with the theory scale fluency by Jong and Hulstjin. Futhermore this research related to the previously research with the title "The Influence of Speaking Skills of Guest Service Agent (GSA) in Sharton Bandung Hotel & Towers" by

Inayatun Nasya published in 2018 and “An analysis of Speaking Skills of the Guest Service Agent at the Front Office of Aryaduta Hotel” by Desy Fauziah published in 2019. The differences between previous research and this research on the object but still has the same topic.

## **1.2. Identification of Problems**

The purpose the writer make this research because want to know how fluency and how level speaking fluency of Guest Service Agent in Ibis Bandung Trans Studio when they explain the information and hotel knowledge. Because in Ibis Bandung Trans Studio Hotel is not only about the local guests who come to maybe just to say or have their own business but many foreign guests who also need the explanation about many information about the hotel and everything they need. Guest Service Agent need to have speaking skill to explain that. When the GSA explain to guest they need to full fill the information as much as guest needed. What kind of thing they want to know about or what kind of thing they need about, throughout good and fluent in speaking skill the guest will be happy and not worry about something they need all the time when guest stay in Ibis Bandung Trans Studio. Guest Service Agent need to have speaking skill to explain that.

## **1.3. Limitation of the Problem**

The writer choosed Guest Service Agent of English speaking fluency as the topic because it was very important to know how fluency when they explain the information and hotel knowledge to guest. The GSA is the most important person

to help the guest in the first line. Speaking skill of GSA in hotel help and make it everything easier to give information or answer every single question from guest. We also need to know how the level speaking fluency of Guest Service Agent in Ibis Bandung Trans Studio. On this research the writer chose respondents from the GSA by shift, morning shift until night shift. The GSA must to have nice fluent English speaking skill while explain all the information with the guests.

#### **1.4. Research Problems**

1. How is the English Speaking skill fluency of the Ibis Bandung Trans Studio Hotel's Guest Service Agent regarding hotel knowledge?
2. How is the level of the Ibis Bandung Trans Studio Hotel Guest Service Agent's English speaking skill measure by Jong and Hulstjin's scale fluency theory?

#### **1.5. Objective of Study**

1. To identify how is the English Speaking skill fluency of the Ibis Bandung Trans Studio Hotel's Guest Service Agent regarding hotel knowledge.
2. To know how is the level of the Ibis Bandung Trans Studio Hotel Guest Service Agent's English speaking skill measured by Jong and Hulstjin's scale fluency theory

#### **1.6. Significances of the Study**

1. This research is useful to understand how the fluency English Speaking skill of Guest Service Agent in Ibis Bandung Trans Studio regarding the hotel knowledge.

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2. This research is very important to know how the level of English speaking skill of Guest Service Agent with the theory scale fluency by Jong and Hulstjin.