

CHAPTER 1.INTRODUCTION

1.1 Background

Hotel service is one of the most important things in the hospitality industry. Services must provide satisfaction and fulfill the desire and needs of guests. The quality of the employees services will be a major influence on guests satisfaction while they are staying at the hotel and have a very important role. According to Juliana (2021), the quality of employees services also become one of parameters in determining the level of success of a hotel. It has a positive effect on visitor loyalty too. The fulfillment of service quality must be supported by a workforce that has good skills and professionalism in carrying out their duties.

A department in the hotel which take the most important role in giving services to the guest is front office. It tends to be the most vital position that affect hotel quality. Vallen (1985), said that front office is the central part that works as the heart and center of all guest activities at the hotel which handles the check-in and check-out process which is the principle in dealing with the front. From that explanation, the Front Office is a position that represents all the quality of the hotel because it will greatly affect the first impression of guests when they come to the hotel.

There are many hotels that still need to improve their quality. One of the hotels that now is still struggling to increase the quality of its front office staff is Nadia Bromo hotel. Nadia Bromo hotel is a two-star hotel which is about 13 km from Mount Bromo that has 24 hours front desk. It is a hotel that really pay serious attention to its staff's professionalism and the guests services. The writer got those information based on the preliminary study which conducted in February 2023. The writer contacted the hotel owner by using whatsapp because the owner were very busy. Then, the owner asked the receptionist staffs by using whatsapp to handle the rest informations that the writer want to know. One of the problems that the receptionist told was that some hotel staff at the front office had difficulty in speaking English when talking to foreigners. There are seven front

office staffs in Nadia Bromo hotel, three staffs as receptionist and four staffs as bellboy. Among them, only two staffs can speak English well. The rest of them looked confused when receiving foreigner or international tourists. This condition made the services take longer time especially when the tourist asked for room reservation details. The staff who can not speak English usually rely on Google translate. They have to write the sentences and use the Google Translate English voice for the translate and giving the phone to the customer. So tourist have to read and speak through the cellphone. The situation getting worse because there is only two people on duty per shift, one person for bellboy and one person in receptionist desk, so there was no back up from other staff. Beside that, this language problem appear because one of the receptionist staff has just worked for five months and she was not familiar with English. When recruiting employees, the hotel only looks at diplomas, adequate physique and majors in accordance with the field. Thus, employees who use English need to study further and get used to using the language. Moreover, the position of the front office at Nadia Bromo hotel, namely receptionist and cashier only filled by three people and they have to worked alone each hours per shift. This only one staff handled all receptionist job such as receiving guests, handling reservations, handling telephone call, and being cashier. Unfortunately, This is feared to hinder hotel services to foreign guests. Based on these facts, the hotel owner is looking for ways to solve this problem to improve hotel quality. Therefore, he thought that the staffs need to be guided and trained so they can improve their knowledge and skills in speaking English to serve the international guests. Unfortunately, Nadia Bromo hotel is not be able to provide training because it reduces working hours and inefficient. Besides, it is quite costly to conduct training with an expert. The process of training requires a special time and place as well as the presence of trainers in conducting training. In consequence, providing training to the staffs is not the solution taken by the Nadia Bromo hotel.

Therefore, after discussing that problem, the owner of the hotel asked the writer to make a media, namely a tutorial video, which hoped can help the staffs of front office learn English conversations with the guests independently. They

also get knowledge about the terms used in hotel area and practice it by themselves. The owner wanted the front office staff to be able to view the video anytime and anywhere. They can directly practice the knowledge from the video at work place. Nadia Bromo hotel owner hoped that this tutorial video can make his employees have better English skills so they can improve hotel quality.

Based on this situation, the writer helped to solve the Nadia Bromo hotel problem by making a tutorial video. The video was contained about how to communicate in English with the guests. The writer make this tutorial video in two languages or bilingual. This tutorial video is very beneficial for Nadia Bromo hotel front office staffs since they work in areas around tourist attractions where foreigners come more often like Mount Bromo. In addition, they can save the video in their cellphone so they can open it whenever they want. The writer also asked permission to the hotel owner to upload this tutorial video on social media such as YouTube so that this video utilized by more audience and can be used as a learning video in general.

1.2 Objective

The objective of this final project is to make a tutorial video on how to become a front office staff to help the front office staffs of Nadia Bromo hotel in increasing their English speaking skills.

1.3 Significances

The writer hopes that this final project and product can provide benefits to several parties, especially:

1.3.1 For the Writer

By conducting this final project, the writer can apply the knowledge and skills that have been learned such as Writing, Speaking and Translation.

1.3.2 For the Viewers

The product of this final project can help the viewers to get the knowledge and skill how to communicate with foreign guests in front office area.

1.3.3 For Nadia Bromo hotel

The product of this final project can be used as a medium to help the staffs do their job better and at the same time it introduce Nadia Bromo hotel to the public so that people are more familiar with this accommodation because it contains some information about the Nadia Bromo hotel.

1.3.4 For English Study Program Students

This final project can be used as a reference for students of the English Study Program who wants to do a similar final project, especially in making tutorial videos.

