

CHAPTER I

INTRODUCTION

A. Background of Research

Hospitality is known as a company or organization that provides accommodation, food and beverages. It is an industry that is also related to courtesy, service and comfort for the guests. As stated by **Baker (2000:2)**: “Hospitality industry can be broadly defined as the collection of businesses providing accommodation and/or food and beverages to people who are away from home.” Accommodation, food, beverages and other kinds of services that have the purpose to entertain the guests with full of respect to give them comfort are provided in hotel accommodation. It is also a part of travel industry as stated by **Nykiel (1989:35)**: “Hospitality industry is away-from-home services including the travel industry, lodging, and food and beverage industry.” Hotels also have various departments consisting of front of the house that is directly in touch with the guests such as Front Office, Housekeeping, Food & Beverages who give main impression to the guest, and back of the house that is not directly in touch with the guests such as Human Resources, Accounting, Sales & Marketing.

One of the most important departments in hotel is room division department which has a huge role to play in hotel such as managing rooms, managing reservations, acting as one of information center (Front Office Department), handling complaints, handling check in & check out, counting occupancy and delivering an accurate information to the upper management or to the guest as efficient and effective as possible while all of those actually requires one vital thing,

which is communication. More and more humans develop to create better techniques and skills in handling guest, meanwhile in hotel internal information is also very important as stated by **Ragusa (2010:28)**: “Internal communication can enhance service quality by ensuring an understanding of customer needs at every level”. English is one of the most important and used language in the world where people use it as a form of international communication and in terms of hospitality since it exist and runs across the globe it is mandatory for an individual to understand the English language as it acts like a channel for communication and use it in a good manner just as stated by **Richards & Rodgers (1998:17)**: “Interactional views of language are those that views language as the means to achieve relationships and performances between people”.

That is why vocational schools and practical area are created to enhance one’s skill and knowledge according to the major they take so that when they graduate they are immediately prepared for work and one such school the writer’s choice will be STP (Sekolah Tinggi Pariwisata) NHI (National Hotel Institution) Bandung, specifically for Front Office Section in Room Division Management Online practical which is further supported by **Bagyono (2006:21)**: “Area ini merupakan tempat yang paling sibuk di hotel, dengan lokasi di bagian depan maka Kantor Depan termasuk departemen yang mudah dicari dan dilihat oleh tamu”. Which means Front Office department is of the busiest section in the hotel where guests can easily find them as they are located inside the front part of the hotel while also act as information center too. However nevertheless, English is not used correctly during the practical week of Room Division Management at Sekolah Tinggi Pariwisata Bandung and it has been going on like that for years that it

becomes a tradition to them and believe that what they say are correct and nothing can change it, hence they used it as a magic word in a wrong and incorrect way. For example: Their Magic Word 'Permit' is often used by the students as a means of getting the authorization by stating it like this "Permit to go to the toilet" while the correct statement according to the usage of English language should be "May I go to the toilet?". Most of the Magic words they use are also wrong.

Based on the writer's experience since the first semester until the end of fifth semester, the writer feels lacking when it comes to communication during practical week especially the brand that is promised by one of Room Division Management study program which is GRADES. One of the word that comes from GRADES is "English" which in word means that students of Room Division are expected to be able to communicate well in English which the writer finds very lacking and in order to fix that the guide has been made and approved by the Head of study program to implement it during practical week. Anyone who indulges in the guide shall be rewarded with one of the most important skill in society which is communication that can be developed by one's self while resting assure that any student can face challenges overseas just by learning an international language in a proper way, this is further supported by a statement from **G.G. Brown (2014)**: "Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver". The use of magic words is mandatory for daily basis use of communication which is mentioned and stated by **Kristin Mcauley (2017)**: "Language affects human beings in multiple ways, but when it does so in a negative manner, there's a less likely chance of building a connection. Communication skills

are disappearing everyday most likely because of increased technology use and decreased face-to-face interactions. Studies show that people care less about others and more about themselves than any other time in history. This is why it is imperative that we make wiser choices and actively try to use words to bridge differences and connect with others.” The writer feels there’s a need for an improvement, henceforth propose to create a guideline for practical week and it shall be put in a test for Room Division Management Practical B.

Therefore, the writer has decided to discuss this in the final paper entitled **“BEGINNER’S GUIDE TO NEW AND IMPROVED MAGIC WORDS”**.

B. Problem Identification

According to the problem background that has been previously described, the writer identifies the problems as follows:

1. Is the guide useful for students of Room Division Management Practical B during their practical week?
2. Is the guide understandable and easy to grasp for the students of Room Division Management Practical B during their practical week?
3. Is the guide improving the students of Room Division Management in using Magic Words as a form of communication during the practical week?

C. Objectives of the Research

1. The purpose of this research is to see if the guide will improve the usage of English language during practical week.
2. Operational Purpose:
 - a. To find out if the guide is useful for students of Room Division Management Practical B during their practical week.
 - b. To find out if the guide is understandable and easy to grasp for the students of Room Division Management Practical B during their practical week.
 - c. To find out if the guide is improving the students of Room Division Management in using Magic Words as a form of communication during the practical week.

D. Research Method and Data Collecting Technique

1. Research Method

According to **Helmenstine (2020)**: “In its simplest form, an experiment is simply the test of hypothesis. A hypothesis, in turn, is a proposed relationship or explanation of phenomena.” Experiment is the foundation of the scientific method, which is systematic means of exploring the world around you. Although some experiments take place in laboratories, you could perform an experiment anywhere at any time.

Types of Experiment:

- **Natural Experiments:** A natural experiment also is called a quasi-experiment. A natural experiment involves making a prediction or forming a hypothesis and then gathering data by observing a system. The variables are not controlled in a natural experiment.
- **Controlled Experiments:** Lab experiments are controlled experiment, although you can perform a controlled experiment outside of a lab setting in a controlled experiment, you compare an experimental group with a control group. Ideally, these two groups are identical except for one variable, the independent variable.
- **Field Experiments:** A field experiment may be either a natural experiment or a controlled experiment. It takes place in a real-world setting, rather than under lab conditions. For example, an experiment involving an animal in its natural habitat would be a field experiment.

The writer will go for Controlled Experiment since the writer will compare the students of Practical B by giving them the guideline in a Before and After fashion in which the outcome of the experiment will be visibly clear to the writer and the reader.

2. Data Collection Technique

a. Interview

As stated by **Sugiyono (2009:170)**: *“Yang dimaksud dengan wawancara adalah proses memperoleh keterangan untuk tujuan*

penelitian dengan cara tanya jawab, sambil bertatap muka antara si penanya atau pewawancara dengan sipenjawab atau responden.” The writer will conduct an interview with the subjects in Room Division Management during their practical week in order to get the information regarding the guide that has been bestowed and their way of using magic words and English language as a form of communication.

b. Questionnaire

According to **Sugiyono (2009:199)**: *“Kuesioner merupakan teknik pengumpulan data yang dilakukan dengan cara memberi seperangkat pertanyaan atau pernyataan tertulis kepada responden untuk dijawab.”*

The writer arranges and issues a list of questions to obtain information from the subjects in Room Division Management during their practical week in order to get the information regarding the guide and their way of using magic words and English as a form of communication.

c. Literature Study

As stated by **Nazir (2014:56)**: *“Teknik pengumpulan data dengan mengadakan studi penelaahan terhadap buku-buku, literature-literatur, catatan-catatan, dan laporan-laporan yang ada hubungannya dengan masalah yang dipecahkan.”* Literature study is conducted by gathering theory from books and documents to increase the credibility for the research about communication and language usage for the guide that will be bestowed to the students of Room Division Management.

d. Observation

As explained by Nazir (2014:154): *“Pengumpulan data dengan observasi langsung atau dengan pengamatan langsung adalah cara pengambilan data dengan menggunakan mata tanpa ada pertolongan alat standar lain untuk keperluan tersebut.”* Observation is conducted to see whether or not the students of Room Division Management can implement the guide that is created during the practical week.

E. Location and Period of Research

1. Research Location

This research takes place at Online Practical of Front Office for Room Division Management at STP NHI Bandung virtually.

2. Research Period

This research is conducted from January to June 2021.