

THE POLITENESS AND GESTURE STRATEGY STAFF IN FRONT OFFICE OF MEGALAND HOTEL SURAKARTA

FATHONI RAHMAD¹, SRI WAHYUNI SAMARATUL ZANAH²

¹ *Akademi Bahasa Asing Harapan Bangsa, Jl.Ir.Sutami 46 Jebres, Surakarta – Jawa Tengah*
fathonirahmad247@gmail.com

² *Akademi Bahasa Asing Harapan Bangsa, Jl.Ir.Sutami 46 Jebres, Surakarta – Jawa Tengah*
samaratulzanah@gmail.com

Abstract

The purpose of this research is : To know the mistake of politeness and gesture of front office staff of *Megaland Hotel Solo* when serving foreign guest. And to find out the problems affecting the faults by front office staff related to the use of English with foreign guests through an interview on WhatsApp Messenger. The Writing of this report is presented descriptively to obtain an overview of various information relating to the provision of services to hotel guests. methods of collecting and using documentation, direct observation, interviews and literature study are data from apprentices described in sentence form. The data obtained are then analyzed and presented descriptively. The results show that the front office department of *Megaland Hotel Solo* has a significant role in providing services to guests, as the front office department has direct contact and will give first and last impression to the upcoming guest. Internship results can be seen that the quality of front office staff services consisting of the speed of service, the accuracy of the service and the hospitality service has been well done by the hotel front desk staff, but it is better for the front office staff to master the correct English, polite and good gesture. especially for foreign guests interested in returning to stay at *Megaland Hotel Solo*.

Keywords : *polite, good gesture, service, english language*

Abstrak

Tujuan dari penelitian ini adalah: Untuk mengetahui kesalahan dari kesopanan dan sikap staf front office *Megaland Hotel Solo* ketika melayani tamu asing. Dan untuk mengetahui masalah yang mempengaruhi kesalahan oleh staf kantor terkait dengan penggunaan bahasa Inggris dengan tamu asing melalui wawancara di WhatsApp Messenger. Penulisan laporan ini dilakukan secara deskriptif untuk mendapatkan gambaran berbagai informasi yang berkaitan dengan penyediaan layanan untuk tamu hotel. metode pengumpulan dan penggunaan adalah dokumentasi, observasi langsung, wawancara dan studi literatur dari peserta magang yang dijelaskan dalam bentuk kalimat. Data yang diperoleh kemudian dianalisis dan disajikan secara deskriptif. Hasil akhir menunjukkan bahwa departemen front office di *Megaland Hotel Solo* memiliki peran penting dalam memberikan layanan kepada para tamu, karena departemen front office memiliki kontak langsung dan akan memberikan kesan pertama dan terakhir kepada tamu yang akan datang. Hasil magang dapat dilihat bahwa kualitas layanan staf front office yang terdiri dari kecepatan layanan, akurasi layanan dan layanan perhotelan telah dilakukan dengan baik oleh staf meja depan hotel, tetapi lebih baik bagi staf dari front office untuk menguasai bahasa Inggris yang benar, sikap sopan dan baik. terutama untuk tamu asing yang tertarik untuk kembali menginap di *Megaland Hotel Solo*.

Kata kunci; kesopanan, sikap yang baik, layanan, bahasa inggris.

INTRODUCTION

Effendy (1994: 11-19) defines the communication process “Communication process is the process of conveying the thoughts and/or feelings of someone to others by using the symbol (symbol) as a medium”. Symbols as primary media in the communication process are verbal messages (language), and nonverbal messages (gestures, images, colors, etc.) that directly able/able to translate thoughts and/or feelings of communicators to the communicant. Effendy (1994 : 12) states that “communication will work (there are similarities of the meaning) if the message conveyed by the communicator matches the terms of reference, which is a blend of experience and understanding acquired by the communicant.

Solo city has many kinds of the hotel that can as an option to stay for foreign guests. Based on the background of the study, The writer interests to analyze the conversation of front office staff with foreign guests. In this research, the writer reviews several researchers conducted by the previous writer references as composition. For example, as revealed by Sendjaja (1994: 33) defines “A student wants to talk about the development of hotels in the solo area.

Megaland Hotel Solo requires a reliable front office staff to acquaint themselves with good English-language courtesy strategies. The strategy is not only to be promoted but also to create a sense of satisfaction and comfort to the hotel guests. The first review related to this research and the title is "The Roles And Activities Of Front Office Department At *The Royal* Surakarta Heritage Hotel Solo" by Cahyaningsih (2016).

The role of the front office is so important that the department is given a title depicting the center in which all other departments depend on it. Without the front office, the hotel activities become disrupted. Even in the end, the wheel of product and service rotation will stop. So it is with the first and last impression that will determine the passion and motivation of the guest to return again or not to the hotel. Bagyono (2006 : 22).

The second review related to this research “Is The Quality Of English Language Used By The Front Office Staff At *Kusuma Sahid* Price Hotel“ by Wulandari (2016). She is from Sebelas Maret University Surakarta. She does research show about the front office staff must master the English language in order to ease communication with a foreign guest.

Based on Jerome J Vallen (2000:2), says “Front Office Department is indeed the heart and the hub and the nerve center of guest activity”. While Agusnawar in his book *Resepsionis Hotel* explains that “Front Office is one of the hotel departments that operationally relate to the guests”. Agusnawar (2004:1).

Language politeness is a matter of showing awareness of the dignity of others in the language, both when using oral language and written language. Modesty according to Frasher (1978) is a property associated with speech and in this case in the opinion of the opponent said, that the speaker does not transcend his rights or does not deny in fulfilling his obligations. In short, Frasher (1990) views politeness as a language of ethical consideration.

Brown and Levinson (1987 : 75) argue in his theory that power is an essential component in some way in the relations of acting speech to ask. Long before, Lakoff (1989 : 25) was the first to have an explicit opinion of the close connection between politeness and power. In his opinion, if the theory of politeness is extended again by looking at the professional and institutional context then we can see politeness from a different perspective, because of many contexts in speech involving power relations and social status.

The observation of the connection between politeness and power was carried out by Perez de Ayala and Harris in 2001 on political discourse. Another study by Penman in 1990 on the courtroom discourse also tried to find a relationship related to politeness with power although not yet in detail. However, Fairclough (2001) in his book *Language and Power* finds a background in the role of politeness in various institutional arrangements (powers) because politeness is manifested in every arrangement in the institution.

Eelen (2001 : 61) argues that politeness will be very productive when analyzed not as a norm system, but as a good, dynamic, and interactive social practice with variables as a positive component. Harris (2003 : 96) also argues that people who are relatively strong in power such as judges, doctors, and police even in institutional contexts where their power is built into the hierarchy of structures, are still often polite and use strategies to cover and reduce speech form.

Communication will be well established if it meets several principles in communicating, among other principles of cooperation and decency. In fulfilling the principle of cooperation and decency, a speaker must pay attention to politeness and ethics in communicating. Persistence in a person's language is not determined by the level of position or position, but is determined by the level of one's culture. Pranowo (2009: 33).

METHODS

The Writing of this report is presented descriptively to obtain an overview of various information relating to the provision of services to hotel guests. methods of collecting and using documentation, direct observation, interviews and literature study are data from apprentices described in sentence form. The data obtained are then analyzed and presented descriptively. The results show that the front office department of *Megaland* Hotel Solo has a significant role in providing services to guests, as the front office department has direct contact and will give first and last impression to the upcoming guest.

RESEARCH FINDING & DISCUSSION

RESEARCH FINDING

The writer discovers some of the activities performed, speech expressed as well as courtesy and gesture by the front office staff at *Megaland* Hotel Solo. the writer found data in *Megaland* Hotel Solo. Data consists of several activities performed, speech and reflection of politeness and gesture in speech Greeting, Assignment room rate, Registration, Checking the method of payment di front desk *Megaland* Hotel Solo. The receptionist said too hastily and at that moment the hand was scratching the head so it showed a bad gesture during the guest check out session.

The writer divides in the data code reflection politeness or impoliteness and also a good gesture or bad gesture when serving guests at the hotel (see details on Table 1). Based on the above research the authors divide the data into sections that make the reader easily sort this research where the reflection politeness or impoliteness and also good gesture or bad gesture is disclosed and consists of details of each section (see Table 2). The writer makes some summaries of the above data starting from check in and check out and contains details of each data, the authors get the total points from the research that there are points with total 20, impolite with total 4, good gesture with total 19 and bad gesture with a total of 5.

Politeness

Always smiling under all conditions
Always pay attention to guests
Answered guest questions politely
Speak softly, clearly, to the point and-
easy to understand
When talking to guests using the
word sorry, of course, and please

Impoliteness

No Attention to guests
Speaking with low intonation and-
unclear
No Smile when facing guests

Good Gesture	Bad Gesture
Smile	Sullen
Facial expression friendly	No Smile
Hands in greeting position	Silly facial expression.
The angle of bowing is 15° then stands upright	Does not maintain Eye Contact
Maintain Eye Contact	Hand movement scratching head
Hand movement as necessary	Put your hand into your pants pocket
A nod	Hand movement holds the nose
	Crossed both hands in front or back
	Unnecessary Head Movement

When receiving guests front office staff should serve the guests as well as possible. In the table above shows, front office staff should pay attention to politeness and good gesture which it can reflect the greatness of the hotel. So we know that politeness and gesture are very needed by the front office staff of the hotel.

DISCUSSION

Based on the finding, the writer found an explanation in this discussion. This will explain the relationship between the activities performed by the front office staff which one of them check in and check out related to hotel guests, it will be known research such as the main core of speech and gesture that is said and reflected by the front office staff in *Megaland Hotel Solo*. Previous work background of each staff also influenced politeness and gesture like a staff member who before working at the *Megaland hotel* already had a background in the world of hospitality or previously had a hospitality education background, it could also help facilitate the staff in their work.

The formation of politeness and gesture for hotel staffs has been made and determined by the hotel where the form of SOP (*Standar Operasional Prosedur*) of the hotel, containing a work system that must be fulfilled by the staff and some of the SOP only a few are mention the politeness and gesture of staff so an attitude is needed good personality and background of each staff is needed in order to succeed reflection politeness and gesture

The dominant gesture is done by front office staff, such as: smile, facial expression friendly, hands in greeting position, the angle of bowing is 15° then stands upright, maintain eye contact. It was also a special expression by the front office staff who showed politeness. Gesture and utterance are sometimes also expressed by the front office staff simultaneously, as during the session the check in receptionist performs Greeting with a clear tone and an expression of smile.

CONCLUSION

The attitude reflected by the front office staff should reflect the strategy of politeness and gesture at the hotel is an important point for the service to guests ranging from greeting guests, conveying information, offering, asking and closing should be as good as possible with a clear attitude, intonation, expression, and good movement. The writer has found some flaws and tried to complement the issues related to politeness and gesture in the world of hospitality is very useful for readers and further researchers as a reference and research materials.

This research can make conversation of hotel staff with foreigners more interesting. Conversations that provide learning and benefit to students, hotel staff, researchers, and readers. For hotel staff to be more careful in using words that reflections politeness and gesture to handle guests from home and abroad to avoid misunderstanding with guests.

REFERENCES

- Agusnawar. (2001). *Resepsionis hotel*. Jakarta: Pradyan
- Brown, P. and Levinson, S. (1987). *Politeness: Some Universals in Language Usage*, Cambridge: Cambridge University Press
- Cahyaningsih, T. A. (2016). *The Roles And Activities Of Front Office Department At The Royal Surakarta Heritage Hotel Solo*. Surakarta: Universitas Sebelas Maret.
- Collins Dictionary Online. (2018). Utterance. Retrieved from <https://www.collinsdictionary.com/dictionary/English/utterance>
- Effendy, O. U. (1994). *Komunikasi Teori dan Praktek*. Bandung : Remaja Pengantar Ilmu Komunikasi.
- Gesture. (2018). Retrieved from <https://pangkalanbenteng.wordpress.com/2014/06/11/gesture>
- Larasati, S. (2016). *Excellent hotel operation*. Yogyakarta: Equilibria
- Leech, G. N. (1993). *Principles of Pragmatics*. New York: Longman.
- Megaland Hotel Solo. (2018). Picture rooms and meeting Megaland hotel solo". Retrieved from <https://www.megalandhotelsolo.com>
- Moleong, Lexy J. (2011). *Metodologi Penelitian Kualitatif*. Bandung : Remaja Rosdakarya

Pengertian Bisnis Perhotelan. (2018). Retrieved from

<https://akomodasiperhotelan.wordpress.com/2012/06/23/pengertian-bisnis-perhotelan/>

Poerwadarminta, W.J.S. (1976). *Kamus Umum Bahasa Indonesia*. Jakarta : Departemen P dan K, Balai Pustaka.

Sendjaja, S. D. (1994). *Introduction to Communication*. Bandung: Universitas Terbuka

Vallen, Jerome J. (2000). *Check in – Check out, Principles of Effective Front Management*. English: development index report

Vocabulary. (2018). Communication. Retrieved from

<https://www.vocabulary.com/dictionary/communication>

Vocabulary. (2018). Data. Retrieved from <https://www.vocabulary.com/dictionary/data>

Wulandari, Nita Dwiastuti. (2016). *Is The Quality Of English Language Used By The Front Office Staff At Kusuma Sahid Price Hotel?* Surakarta: Universitas Sebelas Maret.

TABLES

Table 1. Politeness and gestures when serving guests at the hotel

Session	Code Of Data	Politeness		Gesture	
		Polite	Impolite	Good Gesture	Bab Gesture
Check-In	1/CI/U/I/G	✓		✓	
	2/CI/U/I/AR	✓		✓	
	3/CI/U/I/AKR	✓			✓
	4/CI/U/I/ANP	✓		✓	
	5/CI/U/I/ANG	✓		✓	
	6/CI/U/I/ACR	✓		✓	
	7/CI/U/ARR/AD	✓		✓	
	8/CI/U/ARR/OPR	✓		✓	
	9/CI/U/R/AFR		✓	✓	
	10/CI/U/R/ABC	✓		✓	
	11/CI/U/CMP/AMP		✓		✓
	12/CI/U/CMP/ELR	✓		✓	
	13/CI/U/C/OH	✓		✓	
	14/CI/U/C/OHA	✓		✓	
	15/CI/U/C/F	✓		✓	
Check out	1/CO/U/I/G	✓		✓	
	2/CO/U/I/ANG	✓		✓	
	3/CO/U/T/AK		✓		✓
	4/CO/U/T/AWB	✓		✓	
	5/CO/U/T/ACB	✓		✓	
	6/CO/U/T/AMP	✓			✓
	7/CO/U/C/OH	✓		✓	
	8/CO/U/C/AS		✓	✓	✓
	9/CO/U/C/F	✓		✓	
Total		20	4	19	5

Table 2. Details on Politeness and Gestures

Session	Parts	Details	Politeness		Gesture		
			Polite	Impolite	Good gesture	Bad gesture	
Check in	Introduction	Greeting	✓		✓		
		Asking : Reservation before	✓		✓		
		Asking : kind of room	✓			✓	
		Asking : Number of People	✓		✓		
		Asking : Name of Guest	✓		✓		
		Asking : Check the Room	✓		✓		
		Assignment Room Rate	Asking : Decision	✓		✓	
			Offering Preference: the Room rate	✓		✓	
	Registration	Asking: Fill Registration List		✓	✓		
		Asking: Borrow Id Card	✓		✓		
	Checking the method of payment	Asking: the method of payment		✓		✓	
		Explaining: The Location of The Room	✓		✓		
	Closing	Offering : Help	✓		✓		
		Offering : Help added	✓		✓		
		Expressing Farewell	✓		✓		
Check out	Introduction	Greeting	✓		✓		
		Asking : Name of Guest	✓		✓		
	Transaction	Asking : Key		✓		✓	
		Asking : Waiting for Bill	✓		✓		
		Asking : Checking Bill	✓		✓		
		Asking : The Method of Payment	✓			✓	
	Closing	Offering : Help	✓		✓		
		Asking : Sign The Hotel Guest Book		✓		✓	
Expressing Farewell		✓		✓			
Total			20	4	19	5	