

THE EFFECTIVENESS OF ENHAII TRAINEES' ENGLISH COMMUNICATION TOWARDS THE CUSTOMERS' UNDERSTANDING

Retno Budi Wahyuni and Naniek Kuswardhani
Sekolah Tinggi Pariwisata Bandung
retnonaniek@gmail.com

Abstract

The trainees' English speaking skill ability at Enhaii hotel can not be separated from their knowledge of language functions in hotel service business. Enhaii Hotel is a training hotel for hospitality students of STP Bandung. It is identified that sometimes the trainees use inappropriateness of vocabularies and English terms. In other words, there is sometimes misunderstanding between the trainee and the guests. This research is aimed to describe the customers' understanding level towards trainees' technical terms and vocabularies chosen in a hotel business. Therefore, it is used as the basis of improving the trainees' quality communication service at Enhaii Hotel Bandung. The writers use observation technic to identify the effectiveness and appropriateness of vocabularies and terms chosen in serving the hotel guests.

Keywords : *effectiveness, customers' understanding, hotel service*

1. INTRODUCTION

Language as a tool of communication has an important role in all aspects of human life., includes in hospitality industry. Therefore , the use of language could be an integral part to develop service quality in a hotel. As stated by Somat (2014:30) that there are some important functions to communicate to customers; they are what benefit customers could get from the products bought, what information customers could get from the company, whether their goals needs could be reached and any good facilities are provided to send their problem or complaints, and finally whether good services are provided.

Front liners in a hotel who have good communication could provide better service quality. As they could understand and know well what the guests need and want. Good communication is related to the words chosen and appropriate words used should be matched with the guests competency or understanding.

Hotel customers have different demographic, different level of education. Go customers who have good education, under intention and know well a lot of hotels ' tens used while customers who have low education, know and understands hotels ' terms Example : the receptionist asks the customer which type of room they want to have, twin bed or double bed. For repeater guests, the could understand well the meaning of that guests. However, a new guest with low education, that question is confusing for them who couldn't get the meaning or the point of the question.

As stated by Sonat (2014 : 134) that one of the obstacles in communication is language used and words chosen are not understandable by both the speakers and listeners. Indonesian Language used in hospitality industry used a lot of English words mixed in Indonesian communication the reasons why hotel staff used a lot of English words or terms as stated by Marcellino (1993) that Indonesian Language doesn't have special word or ten to translate the English words or terns, could give complete meaning in semantics field/knowledge could fulfill the registration needs in hotel and could be matched with Indonesian Language used.

This research is focused on who work at Ehaii Hotel as Hotel Front lines use English terns or wolds in communicating with the customers.

2. REVIEW OF RELATED THEORIES.

Communication in Hotel Business

Hovland in Somat (2014:115) communication is an individual process sending a message verbal to make the listener as the meaning in the message.

The function of communication in business industry is the main tool to be able to have good communication between the customers and service provider as stated by Somad (2014:18), as communication is the media to convey information from one person to the others or interaction process from one person to others or among groups to send and receive a message.

Hotel industry has standard operational procedure for the hotel staff to communicate and provide the best service for their customers. The main purpose of communication could run well dive to both parties.

Communication could run effectively as long if the main purpose of communication could reach the goals easily. However, there are obstacles in having communication individual or organization obstacles. As stated by Somad (2014:134) that obstacles in communication could be individual obstacles or organization obstacles. Individual obstacles are different perception, couldn't get the message appropriately different Language or terms used, not focus on the message delivered, different emotional condition and different education.

While organization obstacles are too much information delivered, complicated message, different receivers' status, unstructured communication, wrong media chosen, impolite communication and other obstacles.

One of the obstacles is semantic disturbance that could have ineffective communication, as stated by Cangara in Somad (2014) semantic disturbance is disturbance understanding of communication that could be caused by inappropriate language used, such as too much foreign jargon used, different language used even different language structure used could have disturbance understanding of communication.

Therefore, effective communication could be gained if the speakers use appropriate and good language and terms chosen on the contrary, ineffective communication could be happened if the speakers use inappropriate language or terms.

The use of foreign words in Indonesian language could, be avoided as it's caused cultural contact with other people from different countries nowadays in nowadays. The used of foreign words in Indonesian Language couldn't be avoided as it's caused cultural contact in education, science, technology, economy field, etc with other people from different countries nowadays. Consequently, Indonesian language as our national language communication is developing through additional vocabularies by absorbing parallel foreign words. As Grosjean (1983:311) said that there are some reasons borrowing foreign words or terms, they are : couldn't be found the appropriate words or terms in our own language with the same meaning, the foreign words or terms are more familiar than Indonesian words, such as twin bed or double bed, and Indonesian words for dubur, air kencing tahi are assumed more polite if we use anus, urine, feces and instead of mentioning dubur, air kencing, tahi, people prefer to we anus, urine, feces which are more polite.

One of the requirements to have good communication is both speakers and listeners understand the message therefore, words or terms chosen in having good communication should be understandable by both parties.

Pateda (2007) stated that understandable of hospitality vocabularies or terms used especially in hotel industry. Pateda (2007) Stated that there are some indicators people understand towards hospitality vocabularies or terms used especially in hotel industry, they are understandable synonym words or terms and antonym words or term, could respond or react as the words meaning so the listeners will respond or react as the words meaning completely it could be said that the main goals of the communication could be reached well.

Enhaii Hotel Bandung.

The history of Enhaii Hotel Bandung cannot be separated from the history of Bandung Institute of Tourism located at Setiabudi Street number 186 Bandung. The building used for Enhaii Hotel now was actually student girls' dormitory. In 2005, the dormitory building was renovated as Enhaii Hotel. It has 32 rooms. The hotel also has two meeting rooms, swimming pool, hotel lobby,

dining room and parking lot. In peak season, the occupancy of the hotel reaches 1005, however in low season it could reach only 30%. Due to the location of the hotel is in strategic area and the room rate is not expensive at all. While the guests are from any other cities in West Java with different social status, and there are also some guests from foreign countries such as from other universities which has a collaboration with STP Bandung. The hotel was built as the place to practice the students as the trainees even they also have the permanent employees.

3. DISCUSSION AND ANALYSIS

1. Problem Discussion

Data needed in this research is any information related to customer's competency about synonyms, antonym of foreign words or terms in hotel industries used by Enhaii Hotel staff and trainees. Data sources in this research are foreign vocabularies used by Enhaii Hotel staffs and trainees in communicating and providing hotel service between hotel staff or trainees with their customers.

There are five categories in this research. The first group category is a group of foreign vocabularies used between hotel trainees and the customers. The second category is the hotel trainees' competence in using and finding the appropriate of hotel synonyms terms used. Next, the hotel trainees' competence in using and finding the appropriate of hotel antonym terms used. The fourth category is the customers' competence in understanding the foreign vocabularies used in hotel industries. The last category is the customers' response towards hotel's trainees foreign vocabularies used.

a. In Hotel Services

The data taken is from doing observation, giving some questions and interviewing. The writer observed the Enhaii Hotel Trainees in communicating with the hotels' guests by recording them and participating directly in their communication. Then, the writer identified foreign vocabularies used by the hotel's trainees and the guests. After that, foreign vocabularies used are recorded and the writer found the synonym, antonym and understanding the foreign vocabularies used in hotel industries.

The following table is the description of hotel vocabularies used by hotel's trainees in providing the service.

- 1). This technique given is to find out the respondents understanding about English terms used in hotel communication and to know whether the customers know the synonyms, antonyms and their understanding the English terms in Indonesian language. All respondents are asked to find the synonyms, antonyms and their understanding in their communication.
- 2). Lincoln and Guba (1985) stated that interview is a conversation or asking and answering questions to get information about activities related to the topic observed. This technique used is to know how the customers response towards English terms used by the trainees in communication with their customers in providing hotel services. Beside that, this technique is hoped to be able to describe the customers condition how easy they could communicate with the hotel's trainees or what the problems the customers have in getting hotel services due to their communication usually uses English terms.

TABLE 1
THE DESCRIPTION OF HOTEL TERMS USED BY HOTEL TRAINEES IN SERVING THE
CUSTOMERS

N O	KATA ASING YANG DIGUNAKAN	SINONIM	ANTONIM	MAKNA REFERENSIAL
1	<i>beverage</i>	minumam	makanan	berbagai jenis minuman yang disediakan dan dijual di restoran atau di hotel
.2	<i>breakfast</i>	sarapan	makan berat	makan sederhana yang biasanya dilakukan pagi hari
.3	<i>cash</i>	tunai	kredit	sistem pembayaran hotel dengan menggunakan uang tunai atau kartu debit
.4	<i>check in time</i>	waktu masuk	waktu keluar	waktu masuk hotel untuk menginap yang biasanya mulai pukul 13.00
5	<i>check out time</i>	waktu keluar	waktu masuk	waktu keluar dari kamar yang biasanya tidak lebih dari pukul 12.00
6	<i>coffee break</i>	istirahat ngopi	beraktivitas	waktu istirahat sambil menikmati makanan dan minuman ringan dari sebuah aktivitas biasanya berkisar pukul 10.00 dan pukul 15.00
7	<i>complain</i>	keluhan	penghargaan	keluhan tamu akibat pelayanan yang tidak sesuai standar
8	<i>confirmed booking</i>	konfirmasi pemesanan	penolakan	konfirmasi persetujuan atas pemesanan kamar dari pihak hotel
9	<i>corporate rate</i>	tarif tamu perusahaan	tarif biasa	harga khusus untuk tamu perusahaan yang biasanya sudah berlangganan
10	<i>deluxe room</i>	kamar di atas standar	kamar biasa	jenis kamar hotel yang sedikit di atas dari kamar standar
11	<i>dinner</i>	makan malam	makan siang	makan malam yang biasanya mulai pukul 19.00
12	<i>double bed</i>	tempat tidur besar	tempat tidur sendiri	kamar yang dilengkapi dengan tempat tidur ukuran besar yang diperuntukan berdua
13	<i>extra bed</i>	tempat tidur tambahan	standar	tempat tidur tambahan yang dapat dipesan di luar tempat tidur yang tersedia
14	<i>food</i>	makanan	minuman	berbagai jenis makanan yang disediakan dan dijual di hotel atau di restoran
15	<i>group rate</i>	harga kelompok	harga perorangan	harga khusus tamu rombongan yang biasanya ada potongan
16	<i>high season</i>	ramai	sepi	kondisi ramai untuk

				pemesanan kamar biasanya terjadi pada saat liburan
17	<i>house keeping</i>	tata graha	bagian lain	salah satu bagian di hotel yang mengurus kebutuhan penginapan
18	<i>late check out</i>	terlambat keluar	tepat waktu	keterlambatan tamu dalam melakukan check out
19	<i>laundry</i>	pencucian	tempat lain	tempat pencucian berbagai jenis pakaian ataupun yang lainnya di dalam atau di luar hotel
20	<i>laundry attendant</i>	petugas pencucian	petugas lainnya	petugas yang mengoperasikan bagian laundry
21	<i>middle shift</i>	jadwal kerja sepertiga kedua	pertama atau ketiga	waktu kerja yang berkisar antara pukul 15.00 s.d. 23.00
22	<i>overtime</i>	lembur	jam kerja	waktu kerja yang dilakukan pada jam di luar waktu normal
23	<i>reception</i>	penerimaan	bagian lain	salah satu bagian di hotel yang bertugas menerima tamu hotel
24	<i>roundtable style</i>	meja bundar	bentuk U	bentuk meja pertemuan yang melingkar
25	<i>safe deposit</i>	laci pengaman	laci lainnya	lemari yang diperuntukkan menyimpan barang berharga milik tamu
26	<i>single bed</i>	tempat tidur sendiri	tempat tidur berdua	tempat tidur kecil peruntukan satu orang
27	<i>standard room</i>	kamar standar	kamar lebih bagus	jenis kamar di hotel yang paling sederhana kelasnya
28	<i>superior room</i>	kamar superior	jenis kamar lainnya	jenis kamar yang kualitas dan fasilitasnya di atas kamar deluxe
29	<i>transit</i>	mampir	langsung	salah satu jenis hotel yang biasanya disinggahi tamu-tamu yang hanya sekedar mampir
30	<i>twin bed</i>	kamar dengan tempat tidur kecil kembar	tempat tidur besar untuk berdua	kamar dengan fasilitas tempat tidur ganda
31	<i>waiter</i>	pelayan	tamu	pelayan laki-laki yang biasanya bertugas di restoran
32	<i>welcome drink</i>	minuman penyambut	menu lainnya	menu minuman ringan yang diperuntukkan bagi tamu yang baru

4. THE DATA ANALYSIS

In general, The terms used by hotel's trainees are very common terms used and heard in providing hotel services, even though the terms are foreign words or English words that people usually stay in a hotel know and understand well the terms used in hotel industry. This condition has good impacts to the customers' competence towards the English hotel terms used in their process of communication about hotel industry. Consequently, customers who rarely stay in a hotel don't really know and understand the hotel terms used in their communication with hotel's trainees. However, they could know and understand the hotel's terms used by the hotel staff in their communication through reading a lot.

2. The Customers' Competency in Finding the Synonym Words of the Hotel Terms Used in Hotel Services.

As the writer has mentioned before that some English terms used in hotel services are identified then given to the customers in order to know the customers understanding and to find out whether they know the synonym of the terms. In the following table could be seen the recapitulation of the customers understanding about the English terms used in Hotel Services.

TABLE 2
THE RESULTS OF THE CUSTOMERS KNOWLEDGE ABOUT SYNONYM
N=50

NO	ENGLISH TERMS	SYNONYM			TOTAL
		RIGHT	WRONG	NO RESPONSE	
1	<i>beverage</i>	40	5	5	50
2	<i>breakfast</i>	46	0	4	50
3	<i>cash</i>	50	0	0	50
4	<i>check in time</i>	45	5	0	50
5	<i>check out time</i>	45	5	0	50
6	<i>coffee break</i>	35	10	5	50
7	<i>complain</i>	30	5	15	50
8	<i>confirmed booking</i>	12	30	8	50
9	<i>corporate rate</i>	23	18	9	50
10	<i>deluxe room</i>	21	2	27	50
11	<i>dinner</i>	42	0	8	50
12	<i>double bed</i>	34	12	4	50
13	<i>extra bed</i>	38	8	4	50
14	<i>food</i>	48	0	2	50
15	<i>group rate</i>	32	12	6	50
16	<i>high season</i>	29	18	3	50
17	<i>house keeping</i>	12	4	34	50
18	<i>late check out</i>	21	2	27	50
19	<i>laundry</i>	35	0	15	50
20	<i>laundry attendant</i>	12	2	36	50
21	<i>middle shift</i>	18	0	32	50
22	<i>overtime</i>	37	6	7	50
23	<i>reception</i>	32	2	16	50
24	<i>roundtable style</i>	18	2	30	50
25	<i>safe deposit box</i>	19	3	28	50
26	<i>single bed</i>	32	1	17	50
27	<i>standard room</i>	35	1	14	50
28	<i>superior room</i>	30	1	19	50
29	<i>transit</i>	34	4	12	50
30	<i>twin bed</i>	15	16	19	50
31	<i>waiter</i>	22	16	12	50
32	<i>welcome drink</i>	28	2	20	50
RATA-RATA		30,31	6	13,69	

The Data analysis

Based on the above description that there are 32 terms identified and tested to the customers. The result is there are three groups of customers. The first group of customers could find the right synonym words. The second couldn't find the appropriate synonym words and the last group of customers don't respond the questions. From 50 respondents, there are 30 people or 60% could understand the English terms used in hotel services, 6 persons or 12% couldn't find the right synonym, and 14 persons or 28% don't understand the terms.

There are 3 criterion towards customers understanding : good, enough, and less. Therefore the intervals that could be used are :

1.0 – 33.33 % = less understanding

33.34 % - 66.66% = enough

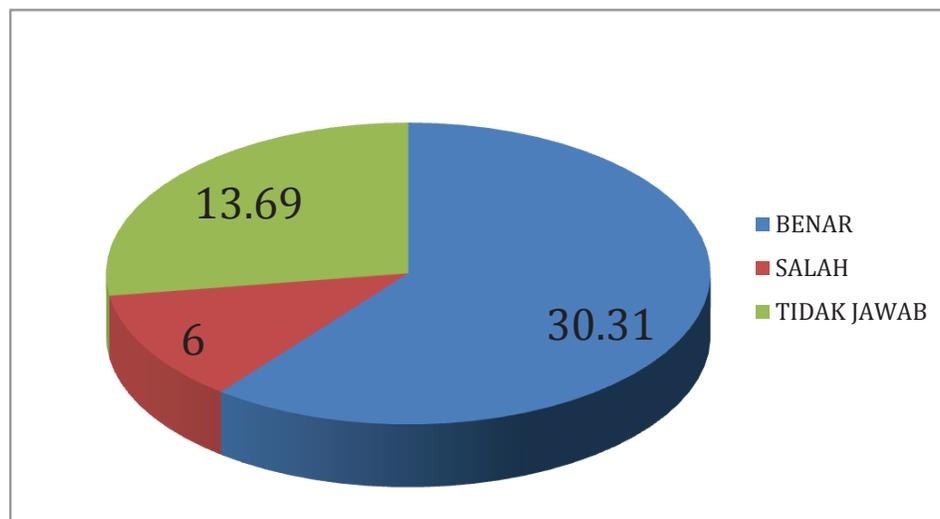
66.67% - 100 % = good

So, it could be stated that the customers understanding about the English terms used in Hotel Services is in the middle place or understand enough.

However, for certain terms, such as : breakfast, cash, check in time, check out time, they are understood good. On the contrary, the customers don't have good understanding for the synonym towards certain terms such as deluxe room, superior room, housekeeping, late check out, laundry attendant, middle shift, round table style, safe deposit box, single bed and twin room.

The following pie chart is the description of the customers understanding about synonym.

PICTURE 1
DESCRIPTION OF THE CUSTOMERS KNOWLEDGE ABOUT SYNONYM



3. The Customers' Competency of Knowing the Antonym of English Terms used in Hotel

TABLE 3
CUSTOMERS KNOWLEDGE OF ANTONYM
N=50

NO	ENGLISH TERMS	ANTONYM			TOTAL
		RIGHT	WRONG	NO RESPO NSE	
1	<i>beverage</i>	45	0	5	50
2	<i>breakfast</i>	48	0	2	50
3	<i>cash</i>	50	0	0	50
4	<i>check in time</i>	50	0	0	50
5	<i>check out time</i>	50	0	0	50
6	<i>coffee break</i>	25	5	20	50
7	<i>complain</i>	30	0	20	50
8	<i>confirmed booking</i>	12	0	38	50
9	<i>corporate rate</i>	33	1	16	50
10	<i>deluxe room</i>	39	2	9	50
11	<i>dinner</i>	49	0	1	50
12	<i>double bed</i>	44	1	5	50
13	<i>extra bed</i>	22	8	20	50
14	<i>food</i>	50	0	0	50
15	<i>group rate</i>	42	2	6	50
16	<i>high season</i>	49	1	0	50
17	<i>house keeping</i>	1	4	45	50
18	<i>late check out</i>	44	2	4	50
19	<i>laundry</i>	3	0	47	50
20	<i>laundry attendant</i>	2	0	48	50
21	<i>middle shift</i>	32	0	18	50
22	<i>overtime</i>	47	0	3	50
23	<i>reception</i>	12	0	38	50
24	<i>roundtable style</i>	38	2	10	50
25	<i>safe deposit box</i>	12	0	38	50
26	<i>single bed</i>	42	1	7	50
27	<i>standard room</i>	45	0	5	50
28	<i>superior room</i>	36	1	13	50
29	<i>transit</i>	18	4	28	50
30	<i>twin bed</i>	13	16	21	50
31	<i>waiter</i>	19	1	30	50
32	<i>welcome drink</i>	18	2	30	50
AVERAGE		31.6	1.7	16.7	

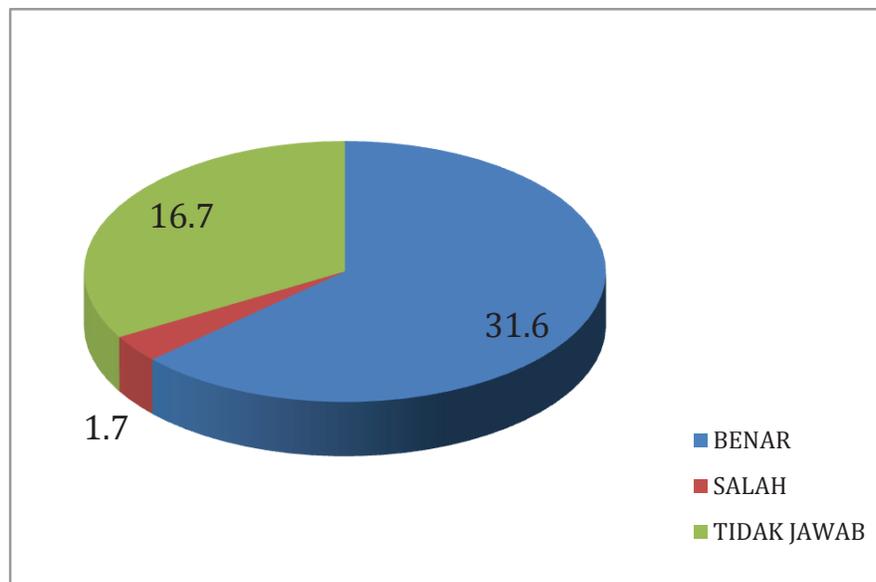
Whenever the customers understand the written English terms used in hotel services, so they know the synonym or antonym of those terms

Based data collected that from 50 respondents, there are 32 persons or 64% know the English terms, 2 persons or 4% find the wrong antonym, and 16 persons or 32% don't answer the antonym words. There are some English terms that is hard to find the antonym words, such as: coffee break, complain, confirmed booking, extra bed, housekeeping, laundry, reception, safe deposit box, transit, waiter, and

welcome drink. The main problem to find the antonym words are such as : extra bed – kasur ukuran normal (normal size bed),. It is caused the antonym for the words extra bed is “ kasur ukuran lebih besar “. It also happens to the word “ double bed that the customers have difficulty in differentiating to the words twin bed. Sometimes the customers are confused for those terms.

The next picture is about how many customers could find the antonym words appropriately.

PICTURE 2
DESCRIPTION OF THE CUSTOMERS KNOWLEDGE ABOUT ANTONYM



4. The Customers Competency in Understanding the English Terms Used in Hotel Services

The customers understanding to the English terms used in hotel services is the main indicator to know whether the communication could run well without any misunderstanding between the hotel trainees and the customers, whenever the customers could understand well all English terms used in providing hotel services. The customers could find the synonym or even the antonym words in Indonesia. The customers' understanding could be described in complete sentence or found the similar meaning could be described in complete sentences or found the similar meaning words, so the writer could differentiate the customers who fully understand the English terms or the other ones who could only know the synonym words, for example late check out the synonym words are terlambat check out, antonym words tepat waktu or on time check out. People who don't understand the meaning of late check out they don't know when check out should be done and what are the effects of late check out. If they understand well they will accept the consequently of being late check out.

Based on the above data that from 50 respondents, there are 36 persons or 72% understand well the English terms used in hotel services, 10 persons or 20% understand some of the terms used, and 4 persons or 8% couldn't understand at all the terms used in hotel services.

The problems that the customers have, are understanding some English terms, such as : extra bed, group rate, housekeeping, late check out, laundry attendant, roundtable style, and middle shift. They still could get the meaning of extra bed as tempat tidur dengan ukuran lebih besar dari ukuran normal, to differentiate the terms double bed and twin bed.

The competency of the customers in understanding the hotel terms is influenced by their knowledge about hotel.

PICTURE 3
CUSTOMERS UNDERSTANDING ABOUT ENGLISH TERMS USED IN HOTEL SERVICES

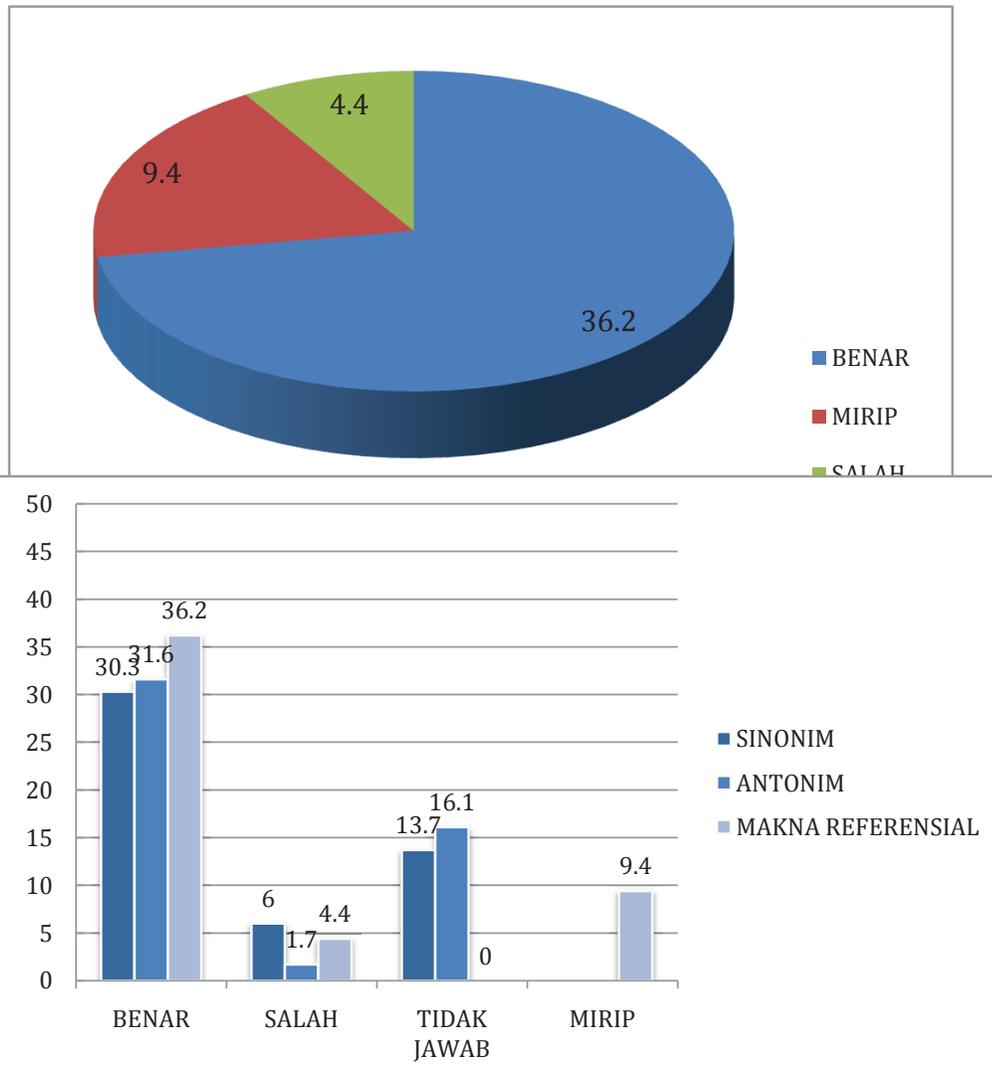


DIAGRAM 1
THE RECAPITULATION OF CUTOMERS UNDERSTANDING OF ENGLISH TERMS IN HOTEL SERVICES

5. CONCLUSION

1. There are 32 English terms used in different situation in hotel services. Some customers have heard and known well those terms in hotel services. Some customers understand the terms but they have problems in finding the appropriate synonym words in Indonesian language, while there are also customers who are more familiar with the English terms than the Indonesian language for those terms
2. The customers understanding is identified by three important factors, they are to know and find the synonym words of the terms, their knowledge of finding the antonym words of hotel terms and fully understand of the terms used in hotel services is good enough or could be

reached 60%. Therefore, the customers who understand well the English terms used in hotel services could have good communication with the hotel staff or hotel trainees.

3. The customers understanding to find the antonym words is good enough or 63%. The customers have good knowledge of antonym words so both parties could have effective communication.
4. Assessing the customers understanding to the English Hotel terms used in providing the services could reach 72%,

Consequently, it could be said that the customers understanding to the meaning of the hotel terms has the highest level. Therefore, the customers could describe the meaning of the terms used in hotel service comprehensively.

Finally, the customers understanding towards English Hotel terms used in hotel service is good.

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