

CHAPTER I

INTRODUCTION

1.1 Background of the study

English is widely considered the international language of business, tourism, and civil service, and it is estimated that more than one billion people speak English worldwide. English is essential for mastering technology-based communication and for communicating effectively with people from diverse cultural backgrounds. As a global language, it has become a necessary skill for anyone seeking to succeed in today's interconnected world. Having good communication skills, including proficiency in English and cultural awareness, can be a valuable asset for anyone working in a customer-facing role. It can help improve customer satisfaction, build strong relationships, and ultimately contribute to the success of the business.

In the case of hospitality, English language proficiency is considered essential since it is the language most commonly used in interactions with foreign visitors. Courses in English for Specific Purposes (ESP) are designed specifically to meet the needs of students who will use the language professionally in the fields they work in. For example, employees in five-star hotels require a high level of English proficiency since they interact with foreign guests daily. These professional criteria are particularly addressed in the curriculum and materials of ESP courses. In addition to this, ESP has shown to be a successful approach to teaching English, giving students the knowledge and language skills they need to succeed in their chosen fields.

Being proficient in English can give tourism professionals an advantage in their careers by allowing them to communicate effectively with a wide range of international clients, colleagues, and partners. Also,

English is frequently the language used in terminology and jargon that is peculiar to the tourist and hospitality industries, therefore workers in these fields must have a strong command of the language. Enhancing one's English language abilities can also increase customer satisfaction because it enables travel industry professionals to interact with their customers more clearly and efficiently, resulting in better experiences and services. This entails learning the language used in industry-specific contexts. For example, in the hotel industry, English is used for particular purposes such as in Food and Beverage Services.

Food Beverage Service is an essential part of the hospitality industry, and it plays a critical role in providing guests with a memorable experience during their stay at a hotel. However, giving a memorable experience through service is not enough; the important thing is being able to communicate effectively with international visitors. Food Beverage Service is in charge of managing restaurants, bars, and other establishments while maintaining high standards for food and service. In addition, service providers who can communicate clearly and effectively will be better equipped to provide great experiences and build long-lasting relationships with their customers. However, in practice, some staff members still struggle to communicate with foreign guests. They find it difficult to articulate their thoughts and needs clearly in English, highlighting a significant issue that impacts service quality and customer satisfaction. This indicates a need for further research to determine the specific aspects of the English language they need to learn and improve upon.

Riyantika et al. (2020) highlighted that inadequate English proficiency or difficulties in communicating with foreign customers can negatively impact service quality and customer satisfaction. Santoso (2016) emphasized that communication issues arise when there is a lack of understanding of others' needs and wants. Misunderstandings can occur if

the speaker and listener are not clear about each other's intentions. To prevent such misunderstandings, both parties must be aware of each other's goals during communication. Santoso (2016), referencing Wardaugh (1992), described communication as the process of transmitting information from a source to a receiver. Without a clear understanding of individual needs and wants, effective communication can become challenging.

There are some previous studies concerning English language needs in the food and beverage service department. Pongganta (2020) found that both listening and speaking skills play a significant role in performing duties as hotel food and beverage professionals, as they require the English language as the medium of communication. Also, both of them were indicated as having the “highest” level of needs.

Another study by Santoso (2016) aimed to identify the English language needs of waiters and servers at Pepito Grand Wahid Hotel Restaurant in Salatiga, Indonesia. The research revealed that speaking and listening skills are crucial for these employees in their roles. The study highlighted that speaking is the most essential language skill for meeting workplace requirements. Key language functions identified include greeting guests, offering menus, inquiring about customer needs or orders, confirming details, handling billing, apologizing, and managing complaints.

The study on the need analysis of English for specific applications in food and beverage was also carried out by Riyantika et al. (2020). Through needs analysis, the study aimed to identify the linguistic requirements for hotel workers to improve their English language proficiency. It has been discovered that speaking and listening skills are the most important skills for staff members in their jobs. The results of this

study demonstrate that speaking fluency is the primary language ability people need to meet the demands of their line of work.

In conclusion, few studies have examined the English language oral communication requirements of hotel food and beverage staff to date, even though numerous studies have shown that oral communication or speaking is the most frequently used skill for customer interaction and the most common issue for staff in the tourism industry has serious issues. Therefore, the current study intends to close this research gap by investigating the English language needs focusing on communicative proficiency among the food and beverage service employees at The Onsen Hot Spring Resort Batu.

1.2 Research Problem

According to the provided research background explanation, the researcher will proceed to analyze the research problem as follows:

What are the English Language skills needed by the employee at The Onsen Hot Spring Resort Batu?

1.3 Research Objective

According to the research problems above, the purpose of this study is:

To know the most English Language skills that are needed by Food and Beverage Service employees of The Onsen Hot Spring Resort Batu.

1.4 Scope and Limitation

The scope of this study is Food and Beverage service employee at The Onsen Hot Spring Resort Batu. Then, the limitation of this study will only concentrate on Food and Beverage service employees at The Onsen Hot Spring Resort Batu, and it will not extend to other departments or employee groups.

1.5 Research Significance

The theoretical significance of the study is that it contributes to the understanding of language skills in the hospitality industry. Specifically, the study identifies the specific English language skills required for food and beverage employees to communicate effectively with English-speaking guests. This can lead to a better understanding of language use in the hospitality industry and how it affects customer service and satisfaction.

The practical significance of the study is that it will provide insights that can be applied in the development of training programs and strategies to enhance the language proficiency of the employees at The Onsen Hot Spring Resort Batu. By identifying the specific language skills and components needed for effective communication with English-speaking guests, the hotel can develop targeted training programs that focus on improving those skills. This can ultimately result in better customer service and satisfaction, leading to increased customer loyalty and revenue for the hotel.

1.6 Definition of Key Terms

This research includes specific definitions aimed at explaining the key terms utilized:

1. English Language Needs

English language needs refer to specific language requirements and demands for fluency in the language within a particular environment. These demands include all of the abilities, expertise, and skills needed to engage, comprehend, and communicate in English in a way that is appropriate for the context or situation in which they used

2. Food and Beverage Service

Food and beverage service is the process of preparing, serving, and selling food and drinks to customers in a restaurant, cafe, or hotel. It also has the main responsibility to gain customers satisfaction during their stay.

3. The Onsen Hot Spring Resort Batu Staff

Staff are the employees or workers who are employed in an organization to carry out specific duties or tasks. The Onsen Hot Spring Resort Batu is one of the unique places in Batu, that has a Japanese concept. Therefore, the staff are required to be able to speak both Japanese and English.

