

CHAPTER I

INTRODUCTION

1.1 Background of the Report

Hotels are a type of industry that generates and provides something in the form of goods and services. Thus the hotel only sells intangible products such as in the form of services, entertainment, atmosphere or environment that is comfortable, clean and beautiful (Dimiyati,1989). When going to travel to distant places or places that we have never visited, we certainly need an accommodation such as a place to stay or a vehicle to facilitate access to the roads. In this modern era, mobile applications provide places to stay such as hotels or villas with various prices and many other promotions. Front office department is one of the most important parts of a hotel (James, 2003). James adds that front office department is :

"the heart of hotel activity, the front office is the nerve center of a hotel property. Communication and accounting are two of the most important functions of a front desk operation. Effective communications with guests, employees, and other departments of the hotel are paramount in projecting a hospitable image." (para. 1)

It shows that the front office department plays a significant role in maintaining the hotel good image.

To provide better service, “hoteliers must study the strengths and weakness of their products and services and accurately measure which features will effect optimum guest satisfaction“ (Hartline and Ferell, 1996; Homburg et al., 2009; mital and Lassar, 1996 in Taiwan,2013,p35) . In meeting the good service standards in Aruna Senggigi front office department the hotel always identifies obstacles when receiving guests. From that Aruna Senggigi hotel continues to improve the quality of service. in this modern era, English is very important and very considered for development of the hotel, because of to improve the quality of the hotel and the employees are required to be able to speak in English.

By mastering English, we have a higher chance, English is now not only used for children or office workers, but English can also be added among small children who make us aware of English. Hutchinson and Waters (1996) say that the English language as the requirement in target situation, in this Front Office Division, so that big company make English language skills as one of the main requirements for the employees' recruitment, for example in the hotel sector, especially in four and five-star hotels such as the Aruna Senggigi Resort and Convention which are of an international standard where all staff are required to master English. This is due to the increasing number of foreign tourists coming to Indonesia for vacation or business trips.

One of the most important parts of the hotel is the front office because the front office department always interacts both face-to-face and indirectly by telephone with guests every day. Front office department does a lot of communication with guests including selling goods and services and handling complaints. As guests have different characters. The front office department has to be always ready to deal with them. In this case, communication strategies are needed to succeed in selling goods and services such as rental cars, spas, or accommodation for guests to go to other destinations, and handling guests' complaints. Therefore front office staff must be able to speak English well and correctly. The more the hotel and tourism industry in Lombok growing up, the more English skills are needed for people who work in this field.

This study also aims to provide a clear picture to the reader that English is not only a tool to communicate with foreign tourists but can also build a corporate image. With English, we can also benefit from promoting companies, especially Aruna Senggigi Resort and Convention. To strengthen the statement above, I did research on COMMUNICATION STRATEGIES USED BY THE RECEPTIONIST TO HANDLE COMPLAINTS AND PROMOTE PRODUCTS FOR FOREIGN TOURIST IN ARUNA SENGGIGI.

1.2 Statement of the problem

- 1.2.1 What communication strategies were used in promoting hotel products to hotel guest in Aruna Senggigi Hotel and Resort ?
- 1.2.2 What are strategies were applied to handle guests complaints in Aruna Senggigi Hotel and Resort ?

1.3 Purpose of the report

The purposes of internship study are as follows :

- 1.3.1 To discover strategies used by the reception to promote hotel products to hotel guests in Aruna Senggigi Hotel and Resort.
- 1.3.2 To find out strategies to handle guests complaints in Aruna Senggigi Hotel and Resort.

1.4 Significance of Final Report

- 1.4.1 For the writer

This final report is beneficial to develop the writer's communication skill in hospitality businesses and tourism field. She can also demonstrate her knowledge in communication for her future career.

1.4.2 For the Alma mater Universitas Airlangga

To build a good relationship with Aruna Senggigi Hotel and Resort, and It is also beneficial to improve the student's potential during an internship.

1.4.3 For the company/ Aruna Senggigi hotel

This final report is useful for the company to introduce Aruna Senggigi Resort and Hotel for the juniors of English Diploma Program and promote Aruna Senggigi Resort and Hotel.

1.4.4 for the interns

To get more knowledge about hoteliers, so that in particular other interns will also understand communication strategies in promoting hotel products and handling guests complaints that were applied in Aruna Senggigi Hotel and Resort.

1.5 Review of Related Literature

In the hospitality sector, communication strategy is very important because in communication we can promote or sell our products, and listen or answer complaints from customers. In this case, the writer discusses the importance of communication in selling or promoting goods or products and in handling complaints from guests.

1.5.1 Communication Strategies to promote products

A previous study cooperating with the owner /manager investigated the visiting customers through face-to-face interviews and a questionnaire, and the results indicated the important word of mouth.

Word of mouth referred to as personal selling, face to face interaction with one or more prospective buyers, which aims to make sales. This is common in business-to-business marketing transactions (Rowley2019).

Stokes & Lomax (2002) further state that the owner or manager intervenes to improve quality, thus demonstrating that word of mouth (WOM) can be a valuable part of marketing strategies for small companies. According to Scot (2009) there are several strategies to promote products and services.

First is push strategies, which refer to the channel network for products and services. Push communication related to strategies such as tour operators, hoteliers and transport providers who are collaborating on packages to make product distribution chains and promoting offers through distribution channels.

Second is pull strategies. Scott (2009) states that pull strategies tend to be directed at the end-user and the provision of messages designed to inform, remind, or persuade. Therefore pull strategies aim to produce and attract people to take certain actions from consumers. Like when the guests are checking in, and the receptionist

explains the hotel regulations, the receptionist tries to offer available hotel products, making guests interested and curious about what the explanation explains.

Third is profile strategies, Scott states that profile strategies are related to maintaining the image of the company for all stakeholders. This profile strategy largely applied to this destination is the need to carefully monitor and respond to reports. The ideal form of promotion is the conversation that takes place between expert sales professionals and their customers. It should be interactive and unique for both parties needs and news media.

1.5.2 Communication Strategies to Handle Guest Complaints

Communication skills in handling complaints from business actors or customers are the center of attention in the hospitality industry. This is done to provide suggestions or having effective communication skills in handling complaints.

According to Cook (2008), there are 4 ways of handling complaints:

First is attracting customers feedback and complaints (Cook, 2008). Attracting customer feedback is necessary for each division to see how guests understand their services.

Second is gathering customers feedback and complaints (Cook, 2008). It is not much different from the first strategy. It is useful to increase the efficiency of all hotels. For example when the guests wants to check out from hotel, the reception

asks, 'how was your stay? Please give us a review or comment in the e-commerce application that you used too booked the room'.

Third is applying remedies (Cook, 2008). In this case, correcting mistakes is the most important thing because the way customers can see directly the hotel services.

Fourth is offering compensation (Cook, 2008). Compensating customers who complain about mistakes from the hotel itself can satisfy these customers

Fifth is speedy response in handling complaints. According to Cook (2008) it is one of the most important factors in handling complaints. Although two hotel managers felt that serious complaints should be given first priority, the majority of participants were more likely to say it had no effect on speed, or should have an effect but this was not always possible. But speed of response from employees or managers is still highly needed when dealing with various levels of customer complaints.

In the hospitality sector there are two types of complaints, namely light complaints and heavy complaints. Usually, interns are not permitted to handle complaints unless permitted to handle complaints and accompanied by a senior.

First, the light complaints at the reception are usually about guests who complain about their rooms which are not ready and angry because they have waited here for long time. Because our receptionists really understand how guests feel we

provide compensation like giving free massages or traveling with available tour packages without having to pay. In this case, compensation and apologies (remedies) are just a few examples of communication strategies in handling complaints.

While heavy complaints that involve superiors such as managers or head offices or other senior officials are very rare. There is a guest who complains because the room's picture in Traveloka looks better than the real one. In this case, we as a front office team have to explain as well as apologize to the guest. But the guest does not want to receive the team's explanation and apologies. Then that is time for our manager to handle the guest. After it is settled down, we immediately offer the guest to move rooms. Unfortunately, the guests refuses, so that the hotel compensate him with free massage or free dinner.

1.6. Methods of the Report

1.6.1. Location and Participant

The writer conducted a case study in the reception desk of Aruna Senggigi Hotel and Resort, Lombok for four weeks, the writer studied her own intern experiences and one of the writer's senior receptionist in the hotel named Octa. The writer was guided on the first day of the internship about what the receptionist did or did not.

Throughout the internship, the writer cooperated with Octa in fulfilling her duties as an intern receptionist.

1.6.2. Data Collection

To collect the data, the authors use observations to find out how a receptionist uses communication strategies in handling guests complaints and communication strategies in promoting products. The writer, wrote a daily journal to explain daily activities, and the writer used an audio recorder for interviews with seniors.

1.6.3 Data Analysis

In terms of data analysis, the writer used observation and semi structured interview to answer the statement of the problems. First, the writer analyzed the data from observation and semi-structured interview separately. Then after the data were analyzed separately, I used data from daily journal to answer the first problem statement. After that I used semi structured interview to answer the second problem statement.

Unit of analysis	Data collection Tecniques
Communication Strategies in promoting hotel product	1. Observation: Daily journal
Communication strategies in handling guests complaint	1. Semi structure interview

Tabel 1 data analysis

1.7 Frame of the report

