

A FINAL REPORT
PROBLEMS IN COMMUNICATION WHILE BEING IN A STAFF FOOD
AND BEVERAGE DIVISION IN BEKIZZAR SURABAYA
Presented in partial fulfillment of the requirement for the Diploma Degree in
English Language



By
Gemilang Abdi Pratama
Students Number: 151511813027
Major: Business Communication

ENGLISH DIPLOMA PROGRAM
FACULTY VOCATIONAL EDUCATION
UNIVERSITAS AIRLANGGA
2019

A FINAL REPORT
PROBLEMS IN COMMUNICATION WHILE BEING IN A STAFF FOOD
AND BEVERAGE DIVISION IN BEKIZZAR SURABAYA

By:


Gemilang Abdi Pratama

Student Number: 151511813027

Approved to be examined

Surabaya, 18 June 2019

Final Report Advisor



Triubaida Maya A, S.Pd., M.A., M.Pd.

NIP. 199007162016033201

Head of English Diploma



Rina Saraswati, S.S., M.Hum.

NIP. 197805182007012002

ENGLISH DIPLOMA PROGRAM
FACULTY OF VOCATIONAL EDUCATION
UNIVERSITAS AIRLANGGA

2019

This is to certify that the Final Report of

Gemilang Abdi Pratama

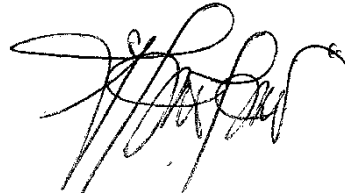
Has met the Final Report requirements of Faculty of Vocational Education

Universitas Airlangga

Surabaya, 18 June 2019

Board of Examiners

Examiner I



Sidarta Prasetyo, M.A. TESOL

NIP. 198407182015043101

Examiner II



Triubaida Maya A, S.Pd., M.A., M.Pd.

NIP. 199007162016033201

Manager of Business Service



Siska Septian A

HR TRAINING & COORDINATOR

STATEMENT OF ORIGINALITY

I, Gemilang Abdi Pratama(151511813027), honestly declare that the final report I wrote doesnot contain the works or parts of the works of other people, except those cited in thequotation and the references, as a scientific paper should

Surabaya, 18 June 2019



Gemilang Abdi Pratama

151511813027

The writer dedicates this final report to his big family, best friends, and beloved people in his life who have become his motivation and inspiration to pursue his dreams.

Thank you for all the love and endless support.

TABLE OF CONTENTS

A FINAL REPORT PROBLEMS IN COMMUNICATION WHILE BEING IN A STAFF FOOD AND BEVERAGE DIVISION IN BEKIZZAR SURABAYA Presented in partial fulfillment of the requirement for the Diploma Degree in English Language.....	1
Gemilang Abdi Pratama.....	iii
STATEMENT OF ORIGINALITY	iv
The writer dedicates this final report to his big family	v
TABLE OF CONTENTS.....	vi
Acknowledgement.....	x
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background of the Report	1
1.2 Statement of Problems	6
1.2.1 What kind of problems that were often faced by the staffs of Food and Beverage in Bekizaar Hotel when serving guests of the hotel?	6
1.2.2 What were the steps in finding solutions done by the staffs Food and Beverage in Bekizaar Hotel when serving guests?	6
1.3 Purpose of the Report	6
1.3.1 To discover the problems that staffs of Food and Beverage in Bekizaar Hotel faced when serving guests of the hotel.	6

1.3.2	To discover the solutions to solve the problems faced by the staffs of Food and Beverage in Bekizaar Hotel when serving guests	6
1.4	Significance of the Report.....	6
1.5	Review of Related Literature	7
1.5.2	Hotel.....	8
1.5.3	Service and Service Quality	8
1.5.4	Food and Beverage.....	9
1.5.5	Importance of Customer Service in the Hospitality Industry.....	10
1.5.6	Common problems in serving guests and the solutions in overcoming such problems.	11
1.6	Methods of the Report.....	12
1.6.1	Location and Participants.....	12
1.6.2	Data Collection.....	12
1.6.3	Data Analysis	14
CHAPTER II.....		16
COMPANY DESCRIPTION.....		16
2.1	Company History	16
2.2	Organization Charts	17
2.3	Location.....	18
2.4	Facilities	18

CONCLUSION AND SUGGESTION	37
4.1 Conclusion.....	37
4.2 Suggestion	39
4.2.1. Suggestions for the company/ institution.....	39
4.2.2. Suggestions for D-III English Language.	39
Appendix 1	40
APPENDIX 2.....	45
BIOGRAPHICAL SKETCH	48
REFERENCES.....	49

Acknowledgement

First of all, I would like to thank Allah SWT for all the bless that He gave to me so that I could complete this final report. I also want to express her gratitude to the people who helped her in writing this final report. I would like to thank:

1. Mrs. Rina Saraswati, S.S., M.Hum., as the head of English Diploma, who had developed the D – III Bahasa Inggris better and better.
 2. Triubaida Maya A, S.Pd., M.A., M.Pd., as a lecturer of D – III Bahasa Inggris and also being the writer’s final report advisor as well as internship advisor.
- Thank you for the time, the guidance and the patience.

3. All lecturer in D – III Bahasa Inggris that has given the writer so much knowledge and experience that was very useful during studying at Universitas Airlangga.
4. My parents and my brothers for their prayers and support.
5. All the staff Bekizzar Hotel.
6. All friends in EDSO Universitas Airlangga
7. For everyone that cannot be mentioned by the writer one by one. Thank you for everything

Finally, the writer hopes this final report will be useful for the students who want to accomplish their final reports at similar major. The writer also hopes this report will give a contribution and positive influence for Universitas Airlangga in general and Faculty of Vocational Education specifically. Therefore, the writer realizes that due to limited knowledge and weaknesses, he welcomes any comments, critics, and suggestions from the readers.

CHAPTER I

INTRODUCTION

1.1 Background of the Report

Globalization is spread all through the world lately and with the globalization time ruling and spreading over the world, it is a must that each segment of business ought to be enhanced with the end goal to compete with other companies in the era of globalization. The hotel industry is also one of the industries that have been recognized as a global industry, with its producers and consumers spread across the whole wide world. The use of hotel facilities such as room, restaurant, bar, nightclub or health club is no longer considered a luxury. For many people, these services have become an integral component of lifestyle. Moreover, in the last two decades, Kandampully (2000) stated that the request for hospitality service which became higher than traditional services which were usually given to travelers have made the growth and development of global hospitality industry intensified.

In this modern age, hotels are popular and important to almost everyone across the globe. Many people are relying on hotels for not only a place to stay when they go on vacation but also a place to refresh their mind when they are on a busy business trip. Priyambodo (2011) stated that the hospitality industry right now was the fastest growing and developing industrial sector in the world. According to the World Travel and Tourism Council (WTCC), employment is expected to go up from 6.3 percent of 6,766,000 jobs, or one in every 15.8 jobs in

2010 to 6.5 percent of total 8,457,000 jobs, or one in every 15.5 jobs by 202 and the expected escalation of the number of employment is made possible by the contribution of the travel and tourism economy. As the world begins to descend into a more modern era which requires its participants to travel from a place to another place far away, it goes without saying that they will need a place to stay and expect such a good service by the hotel. Excellent customer service is crucial in the hospitality industry. It is the first point of contact between, for example, the hotel guest and the representative of the hotel. It is the first opportunity a hotel gets to impress and create a lasting great impression. It is the job of the host, in this case, the hotel, to provide the best service that they can give in order to create loyal customers.

Any business needs to keep customers and clients happy, but in the hospitality industry, it is so important to keep guests engaged in order for repeat business and for referral purposes. For the customer to return, all hotels need to do are delivering what was promised. Hotels and restaurants and everything in between in this type of industry is a hospitality service provider that has a job to sustain customer's happiness and satisfaction. That includes any type of business where customers are paying attention to the type of service they receive. Great businesses that put their customers at the forefront of their operation will generally have a steady flow of loyal customers to keep the business afloat.

Hotel or hospitality industry is especially popular in big countries where there are many tourist attractions and companies to run a business. People who go on vacation and business trip may have to sleep at hotels, and they will expect the

best service that they can get because they are paying and they will think that a country with many tourist attractions and companies should have the best hospitality service. Orton (2011) stated that hospitality can be described as a business to host and it is not a matter whether the business is active in a hotel or tourism sector. The saying above is not without reason. In Indonesia, especially East Java, the number of foreign tourists that visited East Java in 2016 was 135.303 people, and in, 2017, it went up to 151.522 people (Salam, 2017). The number showed that the excitement of foreign people to visit East Java became higher every year. Even though East Java is not as popular as Bali and Jakarta, the province is still recognizable in the eye of foreigners. This is because East Java has many tourist attractions that interest tourists to visit like Bromo Mountain, Papuma Beach, and Hero Monument. Besides that, East Java is now becoming of the busiest place in Indonesia to conduct business where there are many companies starting to grow. The beauty of those cultural tourism objects and business places are not enough if not balanced with good management, promotion, and service to the tourists.

The service provided to the guests and visitors is important. Service and hospitality are important because they can give the host an additional percentage of the guests to come back later. When a guest or visitor is given a great service and hospitality by the guest, it will also improve the quality and reputation of the host itself. This is also applied in the hotel industry. In the hotel industry, the quality is decided by how great the service and hospitality of that hotel and also the facilities, but great facilities will mean nothing if they are not balanced with

great service for the customer. It is the quality of the service that will make the customers come back to stay at the hotel in future times.

One of the services that can and should be improved in order to make good impressions on customers is food & beverage. The job of the food & beverage department of a hotel is to provide meals and drinks to the guests and visitors of a hotel as well as a restaurant. There must be improvement made in order to give great services and hospitality to customers, additionally, the hospitality service must be upgraded over time in order to be able to satisfy the customer's needs. In food and beverage, customer service is also an important matter to consider besides the quality of the food and drinks themselves because customer service is a big matter to preserve and provide in order to create a great impression on the customer. Great food and drinks would not be enough to satisfy guests if they are not balanced with a great customer service for the guests.

Stated by Solomon (2016), today's customers, including the important millennial demographic, demand a customer service style that feels authentic and unscripted, or can be called as an "eye level" or "peer to peer" style of customer service. They are looking to be served by a fellow human being who speaks authentically rather than following a script. Without hiring the right personnel in the department of food and beverage in a hotel, the hotel, therefore, will fail to impress the guests regarding their customer service. Solomon (2016), also states "in a customer-focused field like the hospitality industry, it is essential to hire the right people: employees with the necessary *traits*—empathy, warmth, and conscientiousness, to name a few—that equip them to serve customers

successfully, day in and day out”. In a great hotel like Bekizaar Hotel, the customer service quality is incredibly crucial. This is because the hotel will receive many amounts of compliments if the hotel conducts success activities of customer service in a high quality. On the contrary, the hotel will leave a very bad impression to the guests if the hotel does not succeed in creating a great customer service for its guests.

From above, it can be inferred that the writer was interested to play a role in providing customer service, especially in Bekizaar Hotel. The writer thought that the hotel was the best place to do his internship and be able to participate in the development and growth regarding on how to give the best service to the hotel’s customers and more, especially in the food and beverage area where the writer was assigned to.

1.2 Statement of Problems

- 1.2.1 What kind of problems that were often faced by the staffs of Food and Beverage in Bekizaar Hotel when serving guests of the hotel?
- 1.2.2 What were the steps in finding solutions done by the staffs Food and Beverage in Bekizaar Hotel when serving guests?

1.3 Purpose of the Report

- 1.3.1 To discover the problems that staffs of Food and Beverage in Bekizaar Hotel faced when serving guests of the hotel.
- 1.3.2 To discover the solutions to solve the problems faced by the staffs of Food and Beverage in Bekizaar Hotel when serving guests

1.4 Significance of the Report

In writing this internship report, there are several profits emerge for some different parties including the writer, alma mater or English Diploma Program, and also the Bekizaar Hotel itself.

1. For the writer, the internship program itself can apply practical skills during college, able to get experience by working in a real workplace and have a new connection with other people outside the campus.
2. For alma mater, the establishment of a bilateral relationship between *Universitas Airlangga* and Bekizaar Hotel.

3. For the institution, a good relationship is expected to be built that the writer hopes will last in the future and it is able to facilitate students of English Diploma Program to do an internship at the Bekizaar Hotel.

The writer also hopes that this report will benefit anyone who wants to write other related reports later.

1.5 Review of Related Literature

1.5.1 Hospitality

The term “hospitality” has emerged as the name by which lodging and food service managers would like their industry to be perceived (Lockwood, 1979). As well as shortening the phrases “lodging and food services” (as used in the United States) or “hotel and catering” (UK terminology), it also conveys an image that reflects the tradition of service that goes back over many centuries to the earliest days of innkeeping. Many industry associations, academic journals, and publications have adopted this term, even though it is not necessarily widely used by the general public.

Definition of the word Hospitality is relatively straightforward. A typical dictionary defines it as “kindness in welcoming strangers or guests”. However, defining the hospitality industry is much more difficult as government agencies, market intelligent consultants and other experts, use different criteria for defining the industry. Bachmann (1950) said that, in essence, hospitality is made up of two distinct services: the provision of overnight accommodation for people staying away from home, and the provision of sustenance for people eating away from

home. The food service industry is also made up of a number of different sectors. These include restaurants, offering fine dining, specialty menus, social catering, and various other types of food services.

1.5.2 Hotel

According to Johnson (1995), a hotel is a tourism business unit which, as its main endeavor, rents room accommodation to the general public for the minimum duration of one night. Frequently this activity is supported by the provision of food and drink and other related services. Hotels vary in the number of rooms available, the level of service provision, target market, tariff charged, and operation.

1.5.3 Service and Service Quality

According to Lockwood (1979), service can simply be seen as those points of interaction between service providers, normally the employees of an operation, and their customers. A broader description would include all the elements that go to make up the complete service package or experience, which might include, as in a hotel, a complex mixture of products and services.

Fitzsimmons (1994) stated that service quality is a measure of how well the service delivered to meet customer expectations, resulting from comparing these with the actual performance on both the outcome and the process dimensions of the service. From the provider's perspective, delivering service quality means conforming to or exceeding these expectations consistently.

1.5.4 Food and Beverage

According to tutorialspoint.com (2018), Food and Beverage Services can be broadly defined as the process of preparing, presenting and serving food and beverages to the customers. F&B Services can be of the following two types:

1. On-Premise: Food is delivered where it is prepared. The customer visits the premise to avail the food service. The premises are kept well-equipped and well-finished to attract customers to avail F&B service. For example, restaurants, pubs, etc.
2. Off-Premise or Outdoor Catering: This kind of service includes partial cooking, preparation, and service at customer's premises. It is provided away from the F&B Services provider's base on the occasion of major events which call for a large number of customers.

There are two broad types of Food and Beverage Services operations (tutorialspoint.com, 2018):

1. Commercial: In this case, F&B Services is the primary business. The most known commercial catering establishments are hotels, all kinds of restaurants, lounges, cafeterias, pubs, clubs, and bars.
2. Non-Commercial: Non-commercial operations are secondary businesses in alliance with the main business. These F&B services mainly cater to their consumers with a limited choice of food and beverages. These establishments often run under contracts. For example, food and beverage services provided at hospitals, hostels, and prisons.

1.5.5 Importance of Customer Service in the Hospitality Industry

When it comes to the hospitality industry, customer service is the key component of the service on offer. In fact, the very definition of good customer service is to be hospitable to customers and exceed their expectations. From restaurants to hospitals to hotels, customer delight and satisfaction should be at the forefront of the business as a hospitality service provider. In this aspect, industry standards need to be abandoned in preference for a unique approach to each customer. This does not mean quality can be compromised in any way; rather it involves giving each visitor a positive and individual experience that they will remember. Effective customer service is what will set the difference between making visitors feel like *guests* as opposed to *customers*.

Customer service is so important in the hospitality industry because, at the end of the day, travelers make trips to have a relaxing time and enjoy a good experience. Even if a hotel is situated in the most idyllic of locations or provides the best facilities in its locality, guests want to feel that they are being taken care of by the hotel they are staying in. This means that the hotel staffs will need to take whatever extra measures are necessary to ensure that guests are kept happy. Disgruntled guests who have received poor service will generate negative word-of-mouth that can completely destroy a hotel's reputation, and this can take years to rebuild.

1.5.6 Common problems in serving guests and the solutions in overcoming such problems.

The hospitality industry, especially in the food and beverage sector, is very risky. There are a lot of stuff that needs to be looked after if a hotel or restaurant wants to succeed in satisfying its guests. In order to serve perfect service, several problems have to be overcome so that a hotel or restaurant can keep evolving in the matter of giving the best service to guests. Based on restaurantengine.com (2015), there are at least two common problems that occurred when the staffs of food and beverage are serving the guests:

1. Bad customer service.

Poor customer service is such a deal breaker for customers. It does not matter whether the hotel has great food and beverages. A hotel may have great food, delightful ambiance, or even exquisite table setting, but if the service is bad, customers will remember. The solution to this problem is looking for the key to thrive in the hospitality industry. The key to success is happy customers who want to return again after their previous visits. Every contact the staffs of food and beverages make with customers must be pleasant, welcoming, and accommodating because the way the staffs handle customers along every step of their dining experience will impact on the name of the hotel or the restaurant later.

2. Hiring and training staff.

A successful restaurant or hotel will know the importance of hiring and training the right employees. But, unfortunately, a common problem yet occurs when many of those companies decide to hire the wrong people which eventually can damage the current and future customer base. The solution to this problem is that hotels and restaurants need to pay attention to finding the perfect employees for the field. Afterward, Training is the next step to do in order to inspire the staffs to do better. The staffs needed to be trained to address any situation, good or bad, that arises.

1.6 Methods of the Report

The following subsection is composed of location and participants, data collection, and data analysis of the case study of the final report.

1.6.1 Location and Participants

The writer conducted the case study on the ground of which his internship program was located, the Bekizaar Hotel. The case study involved one staffs of food and beverage department of Bekizaar Hotel and two guests of Bekizaar Hotel from New Zealand.

1.6.2 Data Collection

Data collection is crucial in helping the writer to finish his research and eventually help him in writing the final report for the requirement of graduation. In conducting data collection, the writer used observation and non-structured interview as the techniques to collect the data related to the statement of problems

such as problems that were often faced by the staffs of food and beverage department of Bekizaar Hotel and the steps in finding solutions conducted by the staffs of food and beverage of Bekizaar Hotel when serving guests.

1.6.2.1 Observation

The writer used the observation method for the purpose of investigating the problems that were often faced by the staffs of food and beverage department of Bekizaar Hotel and the steps in finding solutions conducted by the staffs of food and beverage of Bekizaar Hotel when serving guests. the writer decided to observe one staff of food and beverage department of Bekizaar Hotel and a couple of husband and wife from New Zealand.

1.6.2.2 Non-structured Interview

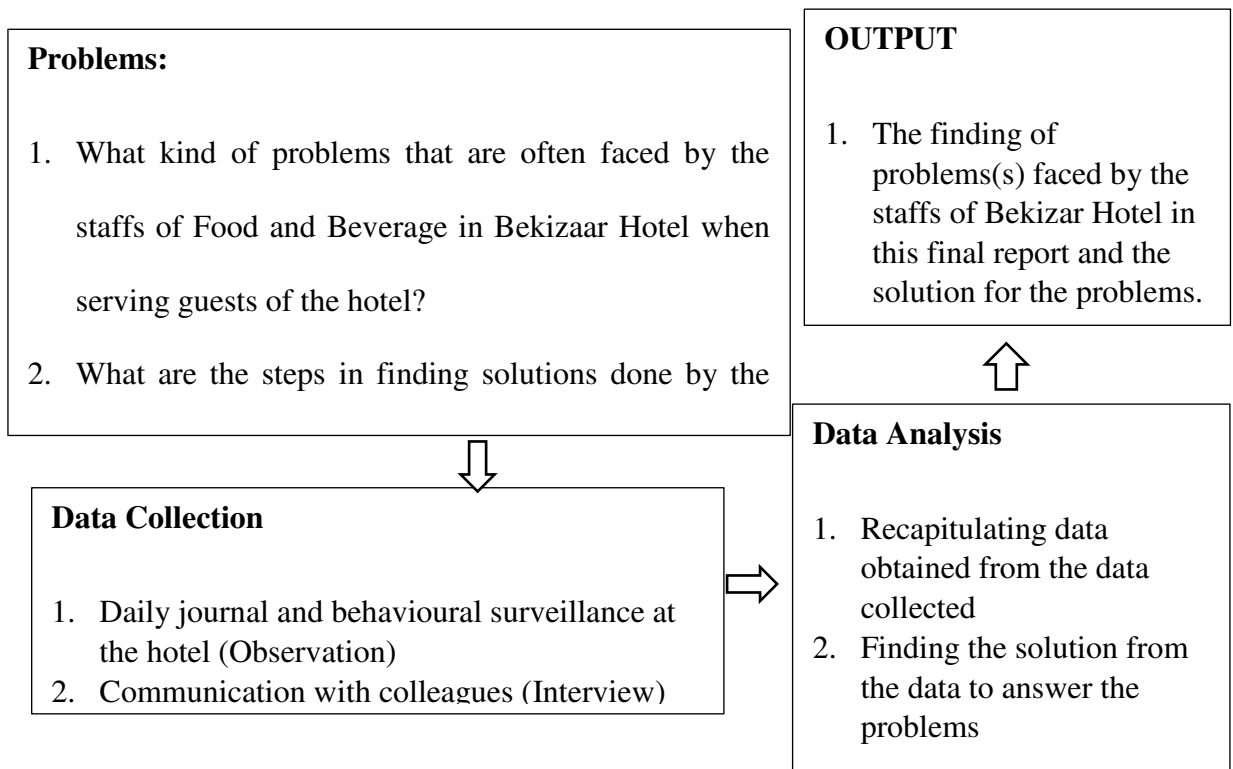
The writer decided to conduct this technique after the observation in order to be able to look closer to the problems related to the final report. The writer was able to conduct the interview with the staff of food and beverage department of Bekizaar Hotel after the staff's shift was over. The examples of questions included in the interview are: what kinds of problems that were faced by the staffs of food and beverage of Bekizaar Hotel, kinds of miscommunications that happened between the staffs of food and beverage of Bekizaar Hotel, what steps that should be done in order to avoid miscommunications between the staffs, and so on. Afterwards, the writer also interviewed a couple of husband and wife from New Zealand. The examples of questions included in the interview are: what kinds of complaints that the guests have regarding the service from the staffs of the hotel,

what kinds of steps that should be done in order to upgrade the level of service from the hotel to the guests, and so on.

1.6.3 Data Analysis

The writer finally conducted the data analysis by combining the results of the data collection taken from the observation and interview that he has done during his internship at Bekizaar Hotel. The data analysis is aimed to be useful for helping the writer in carrying out the writing of his final report.

1.7 Framework of the Report



CHAPTER II

COMPANY DESCRIPTION

2.1 Company History

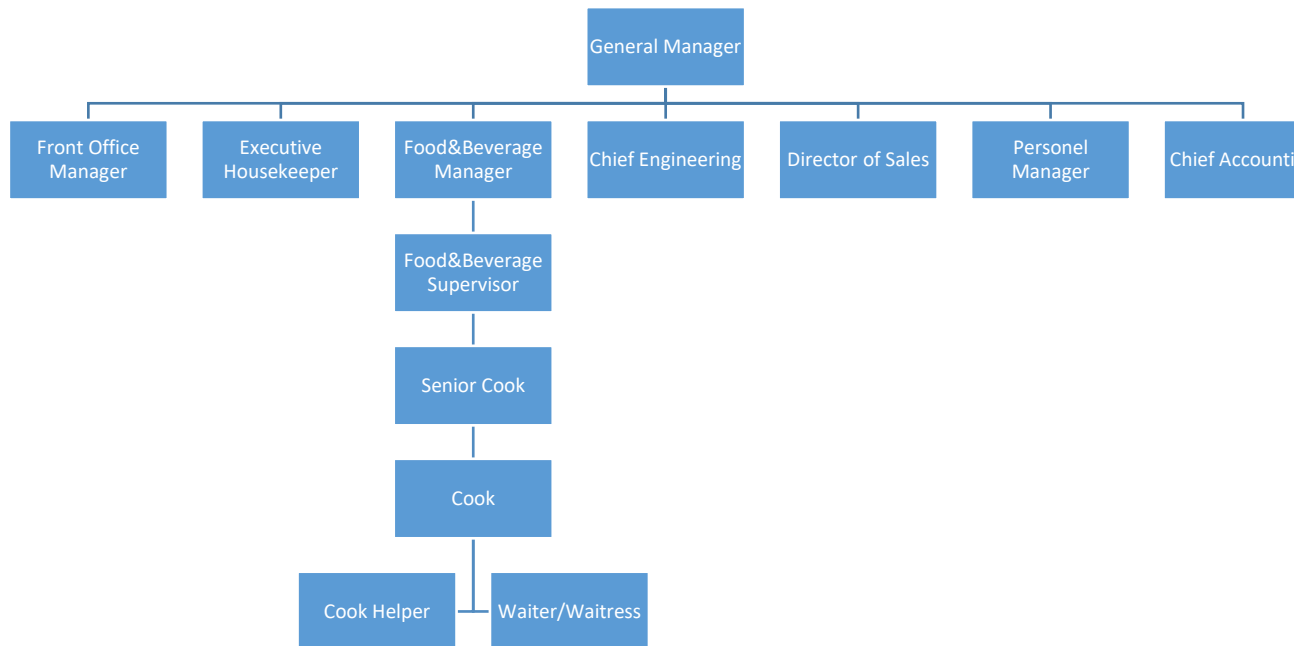
The establishment of Bekizaar Hotel is based from the initiative made by Arif Afanti (Ex-Director of PT. Panca Wira Usaha Jatim) in order to optimize assets of PT. PWU/Wira Jatim Group which location is in downtown but lack of function and activity. Based on that, the building then was renovated and turned into a hotel under the supervision of PT. Industrial Estate Wira Jatim which engages in real estate and property field.

Bekizaar Hotel is a company which engages in the service industry by providing hospitality accommodations. This business operates under the supervision of PT. Industrial Estate Wira Jatim (IEWJ), which is also a subsidiary of PT. Panca Wira Usaha (PWU) East Java or famously known as Wira Jatim Group.

Wira Jatim Group is one of many *Badan Usaha Milik Daerah* (BUMD) of East Java Government. The group has twelve subsidiaries including Wira Jatim Ice Factory, JX International Convention and Exhibition, Loka Refractories Wira Jatim, Lamongan Shore base, PT. Kasa Husada Wira Jatim, Cassava Buana, PT. Puri Panca Puji Bangun, Carma Wira Jatim, Karet Ngagel Surabaya, and Industrial Estate Wira Jatim.

2.2 Organization Charts

Below is the organizational chart of Bekizaar Hotel:



During his internship period at the Bekizaar Hotel, the writer was given the chance to work and fulfil his internship duty as a waiter.

On top of that, the writer was also obligated to work enthusiastically by using Bekizaar Hotel vision and mission as the foundation. Those vision and mission are:

Vision:

To be the leading luxury business hotel with dedication to our customer.

Mission:

Providing the highest standard of service consistently to comfort the guests.

2.3 Location

Name of Hotel : Bekizaar Hotel

Hotel Address : Jalan Basuki Rahmat No. 15 Surabaya

Phone : (031) 5312296 / (031) 5312297

Company : PT. Industrial Estate Wira Jatim

Company Address : Jalan Mastrip No. 70, Karangpilang, Surabaya

Phone Number : (031) 5668000

2.4 Facilities

1. Room

Bekizaar Hotel has a total of 96 rooms which are located in 1st floor until 8th floor. The rooms provided for the customers are divided into two categories, which are Business King / Twin Room and Bekizaar Room.

2. Board Room

Board room is a large room which is usually used as place to held meetings, conferences, or seminars. The board room has many facilities including Complimentary LCD Projector, LCD Screen, Sound System, White Board (for presentation), Free Internet Access. The Board Room is currently able to hold 20 people inside.

3. Café & Restaurant

Bekizaar Hotel has a Café & Restaurant place called Jaloe Resto & Café. The place is located in the Underground floor of Bekizaar Hotel Surabaya. The restaurant adopts minimalism and modern concept which offers various Asian and Western menus beside the obvious Indonesian Specialties. Jaloe Resto & Café has been redesigned to offer more modern, stylish, and elegant atmosphere which focuses on the city view and the view of the biggest shopping centre of Surabaya, Tunjungan Plaza. Jaloe Resto & Café opens every day for breakfast (6 a.m. to 10 a.m.), lunch, dinner, and 24/7 room service facility.

4. Angkringan

Bekizaar Hotel also has an Angkringan which offers menus like *Sate Usus*, *Bakso Bakar*, *Pentol*, *Sosis Bakar*, other types of fried foods, and refreshing drinks. The Angkringan of Bekizaar Hotel opens every day from 6 p.m. to 12 a.m. and is located at the front terrace of the hotel's lobby area.

5. Work Station

Bekizaar Hotel provides work station facility which can be accessible for the guests to use. The work station has a free Wi-Fi connection and many office facilities like printing and photocopy machine, scanner, fax, and other office supplies.

6. Car Renting Facility

Bekizaar Hotel also provides the guests with the facility of car rental that is available to be used for many routes. The car rental is handled by *local transport services*, an organization that is already became an expert in its field.

7. Spa & Massage

Bekizaar Hotel cooperates with Dauni Spa to provide the guests with Spa and Massage service that can be ordered from the guests' respective rooms. Guests of the hotel are able to enjoy the facilities of the Spa and Massage like relaxation massage, body spa, face lift, and else.

CHAPTER III

DISCUSSIONS

3.1 Description

3.1.1 Problems often faced by Food and Beverage staffs in Bekizaar Hotel

One of the problems that was often faced by the writer during his time at the internship is the miscommunication that happened over time because a of the crowded situation of the hotel itself. First, it usually happens when the guests were crowding the place and making the situation more hectic for the staffs of food and beverage to handle. One of the miscommunications that happened during the writer's internship period when a guest wanted to order something, then a waiter who was responsible to make the order somehow misheard the order of the guest because his concentration was on something else. The food was still delivered to the guest but then it was rejected immediately because the guest claimed it was not the food that he had ordered. The example above is an example of miscommunication. A customer will always be expecting the best service, no matter the situation. The staffs of food and beverage service are the ones to blame because miscommunication is a mishap that should not be happening when giving service to guests and surely need to be solved. The writer then asked his fellow food and beverages staffs if a mishap like above has already happened in previous times before he worked at the hotel. The staffs then answered the question steadily, saying that that was not the first time a miscommunication happened between the employee of Bekizaar Hotel and the guests. The staffs also added that

miscommunication could happen between one staff to the other. We could take a closer look at the problem by using an excerpt of conversation that the writer made with one of his fellow food and beverage staff namely Alfian in Bekizaar Hotel below.

The writer:

“I saw that you seemed irritated earlier, would you care to tell me why?”

Alfian:

“I was irritated the new waiter who served a guest earlier, he wrote in the order form that the guest ordered a wine, without any kind of special request. The kitchen crew then just prepared the wine as usual, without anything special.”

The writer:

“What happened after that?”

Alfian:

“A few moments later, a guest, who claimed that he ordered something different, was mad because he received the order differently. It turned out that the guest ordered a glass of on the rock, which was basically a glass of wine with ice cube. The waiter did not understand what the guest meant and just simply nodded when the guest placed the order to avoid looking confused in front of a guest.”

A waiter/waitress might have gotten the right order from the customer but sometimes the order somehow got miscommunicated in the food and beverage department, resulting in the wrong kind of food or beverages being delivered to the customer. According to tipsy.com, no matter how long someone has been working as a person who serve guests, no matter how good he/she is at the job, mistakes in hearing orders could happen to anybody. What mattered most is how someone deal with the situation to make the guests leave the venue satisfied even if a mistake on their orders were made. According to McCann (2013), satisfied customers are looking for a memorable experience and an energetic service,

where it matters the most, that is why it is important for the staffs to deal with the situation and try to make the guests leave the venue satisfied.

The writer then found another problem that was often faced by the staffs of food and beverages of Bekizaar Hotel. The other problem that the writer found was that many staffs of Bekizaar Hotel, especially those who were responsible in the waitressing department, experienced miscommunication because of low English proficiency. This is such a big problem for Bekizaar Hotel and a problem that should not have existed in the first place. The problem regarding the inability of the waiter/waitress to understand English is a deal breaker for the guests of Bekizaar Hotel, especially guests who came from English-speaking countries. The inability to understand English will impact how the guests rate the hotel. For example, as mentioned above from the problem mentioned, a guest wanted to order something different from the menu, he/she requested to the waiter/waitress if they could serve the wine on a rock. Unfortunately, the waiter/waitress who did not understand what “on the rock” means would simply nod to the request without knowing the meaning of “on the rock”. The problem mentioned above is why, according to Lisa (2013), English language competency is essential for better guest experience, because staffs who do not possess appropriate English proficiency or competency in serving guests will suffer due to their inability and fail to understand simple instructions and information.

The waiter/waitress would just assume that the guest ordered only wine without any addition and then served it to the guest later without any clue that he/she provided the order wrong. The guest who ordered the wine then accepted

would either complained about the wrong order that he had received which resulted in the bad rate that the guest would give or even received the order in silence and regretting to stay at the hotel later on.

3.1.2 Finding solutions regarding the problem faced by food and beverage staffs of Bekizaar Hotel.

The process of preparing, presenting and serving food and beverages to the customers could be broadly defined as Food and Beverage Services as stated by tutorialspoint.com (2018). While providing good services to guests will allow the company to get great feedback from the guests, bad services, on the other hand, will go the other way. Bad customer service is such a deal breaker for customers. It does not matter whether the hotel has great food and beverages. A hotel may have great food, delightful ambiance, or even exquisite table setting, but if the service is bad, customers will remember. The solution to this problem is looking for the key to thrive in the hospitality industry. The key to success is happy customers who want to return again after their previous visits. Every contact the staffs of food and beverages make with customers must be pleasant, welcoming, and accommodating because the way the staffs handle customers along every step of their dining experience will impact on the name of the hotel or the restaurant later.

After doing some research, the solution regarding problems in giving customer service can be overcome or even avoided if the staffs of food and

beverage in Bekizaar Hotel conducted the proper and correct steps. The first step that the hotel needs to conduct is to look for a team of people who can dedicate their talents in the industry and enjoy their work. In general (redcarpetacademy.com, 2010), stated that employees that work in the food and beverage department should have:

- the ability to serve customers cheerfully, courteously and efficiently
- good organization and multi-tasking skills
- good health
- the ability to work as part of a team
- the ability to work with little supervision
- good verbal communication skills and sensitivity to customer needs
- the ability to work calmly under pressure.

Eventually, the writer took the steps above and applied it in serving the guests at the Bekizaar Hotel. The writer also used the steps above to give example to other staffs of the hotel regarding the qualities that the staffs must possess in order to eliminate miscommunication in serving guests and making the guests leaving the hotel satisfied.

The writer was able to at least figured out the solution in order to make the customer service better for Bekizaar Hotel by observing the situation in the hotel. The writer thought that by hiring more trained staffs who are already educated in serving guests or how to properly serve guests in a good manner will increase the chance of Bekizaar Hotel in getting positive feedbacks from its guests with a minimal amount of error. Besides that, the writer also conducted an interview

with a couple of husband and wife namely Oliver and Grace who at the time was waiting for his order to be delivered to him. The conversation can be seen below.

The writer:

“Good Afternoon, Mam. Are you currently enjoying your visit at this hotel?”

Grace:

“Good Evening. I am not quite sure though, on one side, the food here is amazing, but I am a little bit disappointed about the service from the waiter recently. I had to tell and explain what I wanted to order to him in multiple times. It seems that he had trouble in understanding English because he kept asking me to repeat my order.”

The writer:

“Ah, I see. From your perspective, do you have any opinion or suggestion regarding on how to make the customer service better for Bekizaar Hotel?”

Grace:

“I think the most important thing is that the waiter is able to comprehend the order that guests make. Guests who are asked multiple times for his/her order will be irritated. The hotel must provide the necessary training or even hire skilled personnel to accommodate guests from abroad.”

Knowledge or experience that the future staffs possess will go a long way in working as a staff of the food and beverage department, especially as a

waiter/waitress where miscommunications usually happen. Other than that, selective personnel is also necessary to minimize the mistakes made in giving food and beverages services when the guests who ordered spoke English. More selective personnel who are more capable of understanding English will have no problem accepting or receiving orders from foreign guests who ordered in English. The ability of the staffs in understanding the orders made by guests in English will ensure that the guests are going to leave the hotel without any feeling of regret, thus giving the Bekizaar Hotel positive feedback in return. After hiring more selective personnel, the Bekizaar Hotel should give training in order to make the new employees readier to work later because the growing demand for well-trained professionals in hotel industry made it mandatory to receive formal training in the hotel industry. Reynolds (2018) stated that the importance of employee training and development in hospitality cannot be ignored, because every job ultimately aims for guest satisfaction.

Workers in every face of hospitality, from dishwashers, food and beverage departments and to managers and owners, affect the guest experience. Without proper training and hiring, employee-guest encounters can go off track, and eventually will be affecting the name and the reputation of the hotel. Training can be expensive, but the benefits can outweigh the costs involved, especially for a five-star hotel that should be having qualified personnel at the first place. For example, the personnel who are able to work under pressure sometimes do not possess a good understanding of the English Language could be given training in how to have a better understanding of English. This is crucial as the staffs who

possess the ability to work under pressure but lack the ability in understanding and speaking English, after the training, will have both the skills in overcoming miscommunication and also how to engage the guests in English. On the other hand, staffs who possess the ability to understand and speak English Language but lack the ability to work under pressure will also benefit from the training provided by the Bekizaar Hotel.

3.2 Obstacles

3.2.1 Obstacles in finding problems that are often faced by F&B staffs of Bekizaar Hotel when serving guests.

The first problem that the writer experienced was that he had trouble adjusting to the time schedule between the internship at Bekizaar Hotel and the study time schedule in college. Little (2012), stated that no one is saying that they love waking up at 5 A.M., working out, eating right, and saying goodbye to their social life. If anyone says otherwise, it can be inferred from the statement above that he/she is lying to his/herself. It is just difficult to adjust to the world of adulthood. This was the first kind of trouble that the writer had to deal with during his early days of the internship program at the Bekizaar Hotel. He was used to the life of college that eventually made him distressed in adapting to the new environment, or in this case, the life of internship at Bekizaar Hotel.

During his time of being a student in Universitas Airlangga, the writer was able to almost chose freely the schedules of lectures that suited his preference. This is because the university, or D-III English Language Program has given its

students the kind of freedom to pick lectures or courses schedules that suited to their own liking as long as the courses or lectures have slots available for them to take. Besides that, the staffs of Bekizaar Hotel were obligated to wear a uniform when they are working at the hotel, contradictive to the life at the college where the writer was able to choose his own style of clothing to be worn to courses or lectures as long as the clothes are polite and neat. According to Little (2012), the trouble when adjusting to time schedule is preferably known as the Peter Pan Syndrome. The name of the syndrome itself is taken from the story of Peter Pan, a boy who was a grown-up that refuses to be so, only because he wants to stay a kid forever without the responsibilities that an adult usually does. Little then stated that there are some steps that any person could do in order to overcome the Peter Pan Syndrome.

The problem above was not the only obstacle that the writer had to overcome when working staff of food and beverage in Bekizaar Hotel. The writer also experienced problems related to how the writer identified problems faced by the F&B staffs of the hotel, the problem was that he had troubles of doing the job as an intern for the food and beverage department of Bekizaar Hotel. This happened because the writer almost did not have any experience at all in working at a hotel, especially in the food and beverage department. The writer was only able to depend on the knowledge that he got from college, Hotel and Tourism course to be exact. The fact the writer was new and did not have any experience at all regarding how to serve guests and the world of hospitality, really slowed him down in identifying the problems that the F&B staffs faced at the hotel. As time

went by, the writer slowly was able to adapt and do the job with the help of his colleagues at the food and beverage department and his supervisor.

The next problem that the writer experienced in identifying the problems faced by the F&B staffs of the hotel was that the staffs of Bekizaar Hotel occasionally ask the writer to do his/her job even though the writer was on a break. The writer was occasionally asked to do other people's job because of the slacking habit of his fellow staffs. The slacking then culminated to the part where the writer was forced to do other people's job, simply because he was just an intern. While the slacking did benefit the writer because it enabled the writer to work more, learn more regarding how to work as a staff of food and beverage, and use his English skills and hotel knowledge when serving customers, the slacking behaviour still need to be stopped because the staffs of a massive hotel like Bekizaar Hotel should not slack in the first place. the slacking behavior will affect the work other people work-time. For example, the writer who was supposedly allowed to take a break and relax after a hectic work-time was forced to continue working without any rest, simply because other staffs felt their responsibilities were too much and decided to pass them to the writer. Besides that, the writer who supposed to identify the problem faced by the staffs was being inhibited by the fact that he had to do other staffs' responsibilities instead of focusing on his own task and research.

3.2.2 Obstacles in finding the solutions of the problems faced by F&B staffs

The writer finally experienced problem(s) in identifying the solutions regarding matters faced by the staffs that he encountered during his time doing an

internship at the Bekizaar Hotel. The problem that the writer experienced was that the Bekizaar Hotel lacks any guidelines or rules regarding how to do the right work at the hotel, especially at the food and beverage department. The problem was burdening the writer as he was forced or obligated to take other staffs' responsibilities when the other staffs requested him to do so. The writer who did not have any guidelines or rules regarding how to execute other people responsibilities only could try as best as he could and he knew how. If only the hotel would kindly provide everyone with a written guideline, it would make the job at the department easier, because it would obviously able to at least showed what are the things that a staff supposed to do when they are doing other staff's responsibilities and the things that a staff supposed to avoid. Taken from closerlookatstemcells.org (2017), "a professional guideline is important because it is able to provide a practical and ethical framework for decision making and eventually instilling a sense of responsibility and accountability". From the statement above, it can be inferred how crucial a written guideline for the hotel is. If Bekizaar Hotel wants to upgrade the quality of customer service, especially in the food and beverage department, the hotel needs to place a guideline to maximize the productivity of its staffs.

3.3 Added Values

3.3.1 Added values in finding the solutions on how to give good customer service

The writer was lucky enough to experience what it was like to work at Bekizaar Hotel as a staff of the food and beverage department during his

internship period. The job as a staff of food and beverage department that he did was meaningful because by conducting the internship, he felt that the experience helped him to improve his knowledge regarding the world of the hotel, customer service, as well as how to work in a real work environment under pressure. The writer who has never been experienced what it was like to work in a real-work environment obviously came across problems and obstacles along the way, especially when he was trying to find out the problems that the staffs of food and beverage of Bekizaar Hotel often face. The problems and obstacles, even though they were troubled and burdening, did not make the writer down but instead, it lifted the spirit of the writer to continue his journey in conducting the internship as well as the analysis. As stated by Karly (2008), Challenges are a part of everyday life, they make us stronger and without them, life becomes somewhat meaningless because we have nothing to compare the good times to. It can be inferred from the statement above that truthfully obstacles and challenges that the writer came across during the internship will not do any harm but it will make the writer able to overcome problems and obstacles when working in a real work environment in future times. During his time at the Bekizaar Hotel working as a staff of food and beverage service, especially a waiter, the writer was able to find a couple of problems that slowed down his path in identifying the problems that the staffs of Bekizaar Hotel often face.

The writer did an internship program at the Bekizaar Hotel as the graduation requirement in D-III English Language Program. Besides that, he chose to intern at the hotel in order to obtain new experiences and knowledge that

he has not got before. The writer thought that internship is important as it is the way to experience what it is like to work in a work environment before the writer steps into the real work environment in future times after he graduates from Universitas Airlangga later on. According to Loretto (2018), Internships are a proven way to gain relevant knowledge, skills, and experience while establishing important connections in the field. The statement above is an additional motivation as to why the internship is important for the writer in the present time or in the future. Internships are a great way to learn new various education and knowledge, so even if we find ourselves filing or making coffee, as long as we are learning about the field, take advantage of the opportunity and do not take the experience lightly. Asking questions is one key to learning in an internship and keeping ourselves flexible throughout the internship can open many opportunities and ways ahead after the graduation. Internships are also a great way to test our abilities and find out if a specific field is a right sector that we could see ourselves doing full-time.

There are also added values or benefits related to the statement of problems of his report. firstly, the writer was able to work as a staff of food and beverage department in Bekizaar Hotel, a company that is responsible in giving customer service to guests that chose the hotel as the place to stay whether they are on vacation, leisure, or even business trip. From the internship, the writer was able to collect some problems that are capable to overcome so that eventually the Bekizaar Hotel is able to give more appropriate customer service to guests, especially foreign guests. The writer experienced directly in the process of

searching for the problems that appeared in the Bekizaar Hotel and also got to experience a real-work situation where something is not correctly done that needed to be dealt with as soon as possible. During the internship, the writer also had the opportunity to learn regarding the hotel, how to use English as a job for customer service, working in a real work environment, and how to find solutions to problems when working on a real-life job.

The writer also had the lesson and experience to work as a team in order to give the best for Bekizaar Hotel. The work as a team was needed as the responsibility and job of being the staff of Bekizaar Hotel is massive. With the massive responsibility and job, there need to be relation and cooperation between staffs, especially the writer and his colleagues in giving customer service to guests, in order to create the best outcome. In creating great teamwork, communication with work colleagues is crucial. Communication will play part in the result of the work made by the writer and other staffs. That is why decision making usually also made not by one person, but by several people, because a decision that will be made will affect everyone eventually, and of course the name of the institution itself. For example, when the writer made the decision to skip class or course in college, it will not affect other people rather but himself. On the contrary, at Bekizaar Hotel, the writer's decision to not attend a day of work will affect many aspects as his abandoned responsibilities and tasks will be carried on by other staffs who of course are busy with their own responsibilities.

Regarding the process of finding the solutions of the problems faced by the F&B staffs, the writer glad that he encountered some problems while

searching for the solution. The process made the writer more experienced on how to solve problems that needed to be done as quickly as possible. The experience regarding the activity of finding solution of a problem will help the writer when he is working in a real work environment. The writer will be able to solve problems as decent as possible because he have learned how to solve problems in a company when he was interning at Bekizaar Hotel without falling into confusion or panic.

3.4 Related Courses

3.4.1 Writing I, II, III, IV, V

The output of this course is to help the writer in writing orders or special requests from foreign guests in English. During the internship, the writer was lucky enough to be given the job in providing customer service to guests, especially foreign guests. The knowledge from the Writing Course that he obtained from college has helped him in doing so.

3.4.2 English for Hotel and Tourism

The course has given the writer the basic knowledge about working in the hotel and tourism sector which can help him adapt to the new environment. Besides that, the knowledge regarding hotel and tourism can be applied for the internship that the writer attended Bekizaar Hotel. Without the preparation that the writer got from the hotel and tourism course, he would not be able to do the internship finely because the writer did not have any experience in working at a hotel, especially a massive hotel like the Bekizaar Hotel.

3.4.3 Listening I,II,III

The course helped the writer in how listening to English language speakers properly. The writer found that the listening course was very helpful for the writer to do his job as a staff of food and beverages department of Bekizaar Hotel. While other staffs were having problems in understanding the English language spoken by foreign tourists, the writer, on the other hand, had no problem in listening to the order made by the foreign tourists in English. This is crucial because it enabled him to do his job in attending the need and request from guests with fewer mistakes or problem.

3.4.4 Speaking

The output of this course is the students possess knowledge in speaking in English, know how to speak formally in English, know how to speak with good manner, and know what the right words to say to guests. Knowledge of speaking in English was able to help the writer in doing the internship as the writer was required to be able to speak in English. This is because the writer did the internship at a massive hotel, where the guests and customers are often not only locals but also frequently foreign.

3.4.5 Pronunciation

The output of this course is that the students possess the knowledge and skill on how to correctly pronounce words. The knowledge from the course has helped the writer in how to appropriately pronounce many kinds of food and drinks as well as other words at Bekizaar Hotel.