Communication Strategy Applied by Hotel Waiter

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ARTICLE INFO	ABSTRACT
	The front office personnel of the Lombok Vaganza Hotel was the subjects of this research, and its purpose was to investigate the kind of strategic communication they utilized. The many forms of strategic communication used by staff, as well as the motivations for such utilization of strategic communication by staff. The front office employees of the Lombok Vaganza Hotel are the focus of this particular piece of study. A qualitative approach has been used for this research. Observation, interviews, and voice recordings are the methods used for data collection. The findings revealed that the front office personnel used the following strategic communication in their daily operations: With a proportion of almost 52 percent, paralanguage had the highest percentage of strategic communication out of all the languages. There are several languages that have a proportion of 5% allocated to each tactic. Paralanguage is a communication method that is used to offer more information to visitors in order for them to visualize clear things, and to make the discussion more pleasant due to the fact that it will be the first conversation at this time.

1. Introduction

The process of sending messages from communicators in order to accomplish certain objectives is known as communication. A person's ability to communicate enables them to transmit information that may alter another's behavior (Nisa & Sujarwo, 2020). If the meanings of two or more persons are sufficiently similar, communication will take place between those people (Hartati et al., 2017). There are five components to communication, all of which are interdependent on one another. These components are the source, also known as the sender, the encoder, the communicator, and the speaker. Someone has to get in touch with the individual so that communication may take place. Communication plays an important part in human existence, from the most basic tasks, which can only be accomplished via communication. Because communication is a fundamental need for people, it enables them to satisfy their requirements and advance toward their objectives in

life. As a result, as social creatures, people have a need to have relationships with other humans. Human employs a variety of different tactics in the process of communicating. The approach to communication is used to ensure smooth communication operations (Ozkan Yildiz & Yilmaz, 2021). When it comes to communication, using methods may assist speakers in expressing their thoughts in a more understandable way. A communication strategy is seen as a tool utilized in negotiation between interlocutors striving to attain the objectives of a conversation (Jalaludin & Ihkasan, 2014). When communicating, making substantial use of communication methods will considerably improve how smoothly communication goes (Achim et al.. 2021). People may use communication techniques in English for Specific Purposes while speaking to tourists in English. These methods are intended for people who work in the tourism industry and are required to be able to interact effectively with people from other countries (Paramita & Putra, 2020). It is believed that the growing number of visitors is evidence that Lombok has the ability for tourists to visit the island. To be successful in the tourist industry, you needed to know other languages (Gossling et al., 2020). Working knowledge of a foreign language is essential for those who work in the hospitality sector since they must communicate with customers from various nations. In this situation, the English language's status as an international language is critical for communication between many different nations. The Front Office is the primary division that has achieved fluency in English. When a visitor arrives at the hotel and checks out, the front desk should be one of the departments that provides them with their first and final impressions of the establishment, respectively (Putra, 2018). One of the essential components that welcome and assist visitors upon their arrival at the hotel is the front desk. Because of this, employees working at the front desk need to have strong language abilities in English for Specific Purpose speaking for English. This is because they are responsible for attracting the attention of tourists and providing them with a positive first impression of the hotel's service.

Language serves as a tool for communication in many different sectors, including the commercial world, the economics, the social sector, the tourist industry, and the technology sector, among others. (Rose et al., 2020). According to the previous explanation, the researcher may conclude that language is vital. Language use will enable individuals to express their thoughts or exchange information and also allow them to obtain information from other people. On the other side, we also communicate to convey our feelings via words and body language (Morgan et al., 2021). In most situations, more than one individual is

involved in the communication process to understand one another better. In most cases, two or more persons are involved, all communicating with one another during the process (Wildan et al., 2019). It is possible to describe communication as the act of ascribing and transferring meaning in an effort to produce mutual comprehension or knowledge (Johansson et al., 2020). To communicate effectively, you need to have a strong command of your speaking abilities. However, developing one's speaking abilities is not simple and requires significant effort. According to other research findings, having a good command of the English language is necessary to interact effectively with people from other countries (Permai et al., 2021). Having a strong command of the English language and being able to communicate effectively are both very important abilities to acquire. This research also gathers information regarding the reasons why front office workers utilize the majority of these communication tactics, as well as the majority of instances in which these strategies are used. This study aims to analyze the different types of communication strategies used by the front office staff of Lombok Vaganza Hotel.

2. Research Method

The research method used in this study was descriptive qualitative research which analyzes the kinds of communication strategies employed by front-office employees. The reasons for applying communication strategies. This study was the reason it was chosen. The purpose of this research was to investigate the communication methods used by the front office employees of the Hotel Staff while interacting with the guests. During this investigation, the researcher used two methods of data collection; observation and interview. Through the use of the observation method, the researcher was able to record the discussion that took place between the staff and the visitor. Following this, the researcher was able to assess the different types of conversational techniques that were used by both parties. During the interview, the researcher asks the staff members some questions regarding how they cannot comprehend the meaning of what the visitor is saying. The act of altering data to identify usable information, offer conclusions, and provide support for decision-making is what data analysis is all about. In addition, it was about the method of responding to the study questions using the data gathered in the field. The data analysis method employed in this investigation was descriptive qualitative. The analysis of the data involves three separate but contemporaneous flows of activity: the reduction and presentation of the data; the drafting and verification of conclusions.

3. Research Findings and Discussion

Research Findings

The researcher conducted observations over the course of two months. Because of the epidemic was still active, the researcher spent considerable time collecting the data. At a minimum, the researcher participated in ten data collection sessions. It was determined from the data transcriptions that the employees used a total of 7 communication tactics. Seven distinct categories might be used to classify the various communication tactics, Approximation, circumlocution, language switching, paralanguages, and modification were the communication tactics that were used. In the following paragraphs, a concise explanation will be provided for each of the five tactics used by the staff. Explaining difficult phrases or sentences to visitors using other terms that have a somewhat comparable meaning is known as an approximation. The investigator has just discovered six approximations that occurred. The researcher communicated an approximation technique to the visitor to establish a brief dialogue with the guest; nevertheless, the guest did not comprehend what the staff meant by the expression. Therefore, the researcher used an approach that approximated the meaning of the term or employed a comparable connotation to increase the guest's level of comprehension of what the staff was saying.

The circumlocution involves narrating a word by providing a description, illustration, or explanation pertaining to that word. The researcher who was recording the dialogue only discovered the circumlocution approach that the staff utilized to provide the visitor with a clearer understanding at one point throughout the recording that they were doing. During the sixth observation, there were two instances of circumlocution, both of which were performed by personnel. We are able to witness the circumlocution performed by the staff when we go to the Sixth observation. This tactic was used in response to the guest's inquiries about the hotel. In the third kind of communication technique, the researcher discovered that the staff employed language switching many times, namely to expose the visitor to the Indonesian language: In further observation, the visitor either altered or supplemented the welcome statement. The term "paralinguistics" refers to the expressions and movements made on one's face and body when communicating. According to the description provided in chapter two, a communication approach known as paralinguistic is one that uses mime, gestures, and facial expressions to make the meaning more evident. The staff members' utterances at each and every meeting were gathered to create the paralinguistic database. According to the findings of the investigation, the staff used the paralinguistic method a total of 22 times. According to

the explanation provided in chapter two, there are two different types of modification devices. The first of these is a comprehension check, which refers to the use of statements like "Do you understand?" to assess the visitor's comprehension. The second kind of inquiry is known as a "clarification request, "Do you mean this?," or accurately repeat the language or expression of the tourists. The researcher discovered more than 10 clarifications. The frequency of communication that was identified in talks held during eight separate meetings was around eight circumlocutions, according to the findings of an examination of the data (3), Switching languages (3), using other languages (20), and using a modification (12).

Table 1 Communication Strategies

No	Communication Strategies Used by the Staff	The Reason for Using Communication Strategy
1	Approximation	- To make the tourist understand about all of the explanation which given. The different words which have the same meaning will help the guest to understand. - To make the communication clearer.
2	Circumlocution	- To explain more about the unknown word so the guests will understand the meaning. - To make the guests understand the message when the staff does not know about the vocabulary.
3	Paralinguistic	- To give clearer information so the guests can imagine about the thing being asked - To emphasize the utterances - To make the conversation more polite because it will be the first look when the communication happened.
4	Language Switching	- To avoid hesitation when communicating with the guest. - To make the communication run well when the staff forgets about some terms.
5	Clarification request	- To make sure that the guests got what he/she wanted. So there would not be misunderstandings that could distract the deal. - To clarify that the staff had the same understanding as to the guests. - To make sure about the guest's booking.

It is possible to draw the conclusion from the explanation given above that there were two different reasons why the employees employed communication styles while talking with the tourists. The first motivation was to exchange and receive understandable information. Therefore, there won't be any problems with communication. Certain circumstances are going to be really hazardous because there are going to be misunderstandings between the employees and the visitors.

Discussion

Communication is the act of transferring an idea or information. Therefore, communication is a vital component of the hospitality industry. This is because communication is crucial to enhancing the productivity of the hospitality industry (Thelen & Formanchuk, 2022). It cannot be divorced from the fluidity of information circulating. Communication, because it integrates managerial duties, is a crucial component in the administration of a company (Cooper et al., 2021). The primary purpose of communication

is to facilitate the completion of work and contribute to accomplishing organizational objectives. Approximation, circumlocution, and language switching were discovered to be effective communication tactics via an analysis of the talks. Paralanguage, as well as a mechanism for modification. Prediction, also known as an approximation, is the methodical process of predicting something that is most likely to occur. A prediction does not have to provide a definitive response to the question of what will occur; rather, it seeks to provide an answer that is as near as possible to what will occur. The purpose of this method used by the personnel is to ensure that visitors comprehend all explanations. The visitors will have an easier understanding, and communication will be clearer if they use several terms that indicate the same thing. Second, continue to circle around. This tactic provides additional information about the unfamiliar term, elaborating on its significance and enabling visitors to comprehend the message even when the staff does not know the language. Ineffective communication makes the one doing the communication feel uninterested in the activity (Nomleni et al., 2019). Third, the study of paralinguistics, a nonverbal component of the speech process, is known as paralinguistics (verbal communication). This component encompasses the voice loudness, pitch height, and tone of speech used in a discussion (Taufik & Rahman, 2021). The real meaning of a statement may be uncovered by using paralinguistics. The staff uses this tactic to offer more specific information to visitors so that they can better understand what is being requested, highlight speaking and make the dialogue more courteous since it will be the first appearance when communication takes place. The staff uses this tactic to prevent hesitation while speaking with customers and to ensure that communication is effective even when the staff forgets certain things. The request for elaboration tactic is used by the staff to guarantee that the customer receives what he or she has requested. Make it abundantly obvious that the staff has the same understanding as the visitors, and ensure that guest reservations are handled correctly so that there will be no misconceptions that may impede the implementation of the agreement (Mafimisebi et al.. 2021). When interacting with customers or tourists, the staff may find that having a communication plan to fall back on is helpful. This research has the potential to provide employees with ideas and recommendations on the usage of communication tactics, particularly those who work in front office service.

4. Conclusion

Communication is a vital component of the hospitality industry. This is because communication is crucial to enhancing the productivity of the hospitality industry. Approximation, circumlocution, and language switching were discovered to be effective communication tactics via an analysis of the talks. Paralanguage, as well as a mechanism for modification When engaging with visitors, the staff uses this communication method to provide and receive unambiguous information. For there to be an efficient flow of communication, paralanguage had the highest percentage of strategic communication out of all the languages. Paralanguage is a communication method that offers visitors more information to visualize clear things and makes the discussion more pleasant because it will be the first conversation at this time.

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