

CHAPTER III

ANALYSIS

3.1. DESCRIPTION

To achieve succeed of working, people learn many theories to be applied in the work. These are the applied and unapplied theories in Hotel Surya Indah:

3.1.1. Compatibility of theory and practice

Hotel management subject set for student who take major of hotel about tourism, it provide material about how to run a hotel so that customer will be satisfied by the service has given to them by the hotel. Even though the kinds of services are depends on the kind and size of the hotel, but generally the principle are the same. Be friendly and willing to help is the primary services in a hotel. From the theories there found somethings that compatible with the applied, the classifications are:

- Ownership

Hotel Surya Indah is an independent hotel, belong to a person, and the management is independently set by the owner.

- Hotel Target Market

It is a semi Bed and Breakfast Hotel, which has room like home with many bedroom in it with equipped by some facilities.

- Level of service

Intangibility is the service that showed here which is have another intention despite servicing guest. Most of hotels they try to create the impresson only, but here the employee trained to have a good relation between guest and employee, further they would be like a family. This is the trick used by this hotel to get visitor and also make them to be a member.

As one of the operational department, The Front Office play a big and important role to any guests or visitors to provide the “ face” of the entire hotel operational departments any property will ensure that all the faces attending the area will show their freshness and smartness as lead to welcome to the property and prove to the guests that they are in good hands (Gabriel W, 1998).

One way with Hotel Surya Indah, the most important things need to be hold by the employee is being friendly to guests, so they would feel comfort to stayed in. After the arrival guest will be welcomed warmly followed guest will do reservation in the receptionist desk, then guest will be lead by the bellboy to go to their room. After

opening the door bellboy would explain some things like how to turn on tv, ac and hot water, where the lamp button is, and somethings asked by the guest. After all guest understood bellboy will leaved guest.

3.1.2. Incompatibility

Profesionalism service would make guest having a good impression of the hotel. It shows by the employee which is work in the front line or in the Front Office department. Hotel which has a good quality they has standard of service, has a clear job desk, and also has the clear organisation division. But in Hotel Surya Indah, found various things that slowing down the expansion of the hotel. The things are :

- a. Open and shut the guest door car.

Basically a Doorman should open the guest door car when they just arrived in the hotel and help the guest to bring their luggage. But the Doorman in Hotel Surya Indah does not do this things to open and shut guest door car, he just wait on the desk and does not welcome the visitors. Just like me when I came there he just waiting on the desk of receptionist and not asking why I came t the hotel, after a few minutes later, he was greeting us and ask what our purpose to come at that hotel.

b. Collaborate with bellboy to load and unload luggage

Help the visitors to load and unload guest's luggage is one of the responsibility as a Doorman, but the Doorman in Hotel Surya Indah is different, when a guest come to hotel for the first time, the Doorman did not collaborate and take the guest's luggage directly he is just waiting on the desk receptionist.

c. Watch over the traffic around the lobby door.

One of the challenge faced by the Doorman's job is watch over the traffic while the guest come to the hotel, a Doorman has to handle and organize the traffic around the lobby door. Hotel Surya Indah Salatiga sometimes did not watch over the traffic around the lobby because the Doorman doing multitasking job at the same time such as receptionist, room boy and even became the security at that hotel.

d. There is no clear management set by the owner or manager. It use a flexible management that can be change everytimes depends on the situation.

“ya, managerial disini itu serabutan ya, tidak seperti hotel-hotel berbintang itu, itukan managment perhotelan benar, kalau ini kan ndak, Front Office pun bisa jadi Roomboy, bisa jadi Manager, bisa jadi satpam.. kan gitu”

e. Family Principle

Because of this family principle, sometimes some guest served improfesionally showed in the statement of

“... kalau memang dia nggak mau dibantu ya terserah, yang penting kita tawarkan bantuan”

It shows that the decision to help and serve guest took by the guest, seems like the employee is only care to just doing what they need to do when he said *terserah*, and that is all. Usually in a hotel the Doorman will directly help the guest to load or unload stuff without asking wether the guest wanted to be helped or not. But because of the family principle it could be different, they relate good and employee would be flexibel of helping guest.

Even if this principle has a positive side like creating a close relation to made member but for hotel it is not a proposed principle for building a good hotel. Though some things different with the generally theories, but the Front Officer stated that he never found problems cause of using those principle. “*not at all or never*” he said.

- f. The Doorman was not always greet the coming guest. Sometimes the Doorman busy with another task and had no time to greet guest.

1.1.3. Working Pattern

Serve guests as you want to be served with a full heart, it is the directive of this hotel. The visions are giving superior service and special facilities, with cheap taxes. The missions are give best on services, friendly, dicipline, clear and politeness.

1.1.4.

Things Influence

Incompatibility

There are some things influence the discrepancy and could be some aspect that make the hotel growing slower.

Educational background may hold an important role of the quality of employee. Without having a course and knowledge of managing hotel, someone would not be able to work well in a hotel and applied theories that got in course that should be use to do work.

There is no clear organisation structural make no body doing some invention because they having no clear authority to do. The advance of hotel is not set by the owner only, the main support holds by employee. So the employee here needs to realize that they also has the authority to advance the hotel.

3.2. Role of English

English as the international language need to be learned by people. More in Hotel because sometimes guest may come from abroad, that is why employee of hotel should understand English both written and spoken.

3.2.1. Role of English in the Company

English is not always used here, English is used only when there is foreign guest. Just like when Mr. Joko stated

“itu kan ada yang SMA, itukan ada front officenya tersendiri

untuk menerima tamu yang datang dari luar negeri, tapi kebanyakan tamu asing atau dari luar negeri yang datang ke sini itu kebanyakan bisa menggunakan bahasa indonesia”

Not all employees able to speak English, there is only few of them who graduate from Senior High School and able to speak English well, therefore when a foreign guest is coming then it will be handled by SMA who has been done field study report at Hotel Surya Indah Salatiga. Hotel Surya Indah is not often arrival the foreigner visitor, therefore the Doorman and others employee should not speak English to serve the foreign visitor, but one day if the foreign guest come to the hotel, they will call someone who can speak English to serve them for a couple days and also most of tourist who come at that Hotel Surya they can speak Indonesian and automatically the employee serve them in Indonesian.

3.2.2. Form of the use of English

English that used in this hotel is frequently in written,

“jadi kalau orang asing yang datang ke hotel kita suruh untuk mengisi form yang namanya form A”

such as labling (giving name of something), technical term, and making form (used for tourist / foreign guest to completing information needed to stay in the hotel).

3.2.3. Obstacle of the Use of English

Some obstacles that make employee not use English in this hotel are :

- Education

Lack of knowledge make employee unable to speak English.

- Awareness

There is no awereness to learn English whereas English is important to be understand by employee who work in Hotel.

- Chance

Actually they have chance to learn English with the guest, they can improved skill to speaking English by communicate with foreign Guest. But here rarely guest coming from abroad so there is no much time to learn.

3.3. Reflection

These are things which got after finish the observation and interview:

3.3.1. Advantages

After this observation done, there are some advantages got from this observation, first a hotel should has some tricks to attract visitors attention's so the hotel can survive and reach improvement to be a good hotel in the future. The second is a hotel should has a system and clear managerial, like General Manager, Supervisor, HRD, etc, because a hotel who has a system and clear managerial will able and easily understand what should they do in the future to make the hotel to be know by public.

3.3.2. Disadvantages

The disadvantages got from this observation are first student has no chance to apply theories, just see the activity of the Doorman and analyze it, second the writer get some trouble to analyze the use of English in the Hotel Surya Indah because they not often use English to serve the guest, especially the Doorman that he can not speak English at all, but he only knows that a guest from abroad will be able to speak Indonesian. And also because there is no clear managerial and no organisation structural made dilemma on how student will analyse and compare the apply and theories.

3.3.3. Learning

There are many things that students can learn from this observation :

- A hotel should have a clear managerial.
- A Doorman has to speak English fluently, especially to serve visitors from abroad.
- A staff in a hotel should have only one responsibility, like Doorman has to be responsible for the greeting and welcoming visitors and, but not a Doorman can be like receptionist, roomboy, etc.
- To be professional we have to have a good management so we can fight others.