

CHAPTER IV

DATA ANALYSIS

In Chapter IV, the researcher analyzed and interpreted data collected. The data collected are related to the answers to the research questions of this thesis. The research aims to (1) find what English jargons are used by the hotel front officers in Semarang, (2) examine when and also with whom the jargons are used.

After completing the data collection, the researcher conducted some categorizations of the English jargons found, according to the conditions the jargons are used, and to the participants of conversations. The data were presented in the form of a table. It was found 88 English jargons are used in the daily conversation of hotel front officers. The following table shows a total number of English jargons used in the hotel conversation of the front officer of two hotels in Semarang observed by the researcher.

Table 2

English jargons used by hotel front officers

<u>Situation</u>	<u>FO-FO</u>		<u>FO-G</u>		<u>FO-HK</u>		<u>FO-A</u>		<u>FO-All</u>	
	Fr.	%	Fr.	%	Fr.	%	Fr.	%	Fr.	%
Reservation	11	23%	11	55%	0	0	0	0	22	23%
Check-In	9	19%	9	45%	0	0	0	0	18	19%
Report	24	51%	0	0	8	80%	16	94%	48	50%
On Duty Conversation	3	7%	0	0	2	20%	1	6%	6	8%
Total	47		20		10		17		96	

Table 2 presents the data generated from both interviews with two managers and the documents of communication between different staffs of a hotel with other staffs in different departments. The above table summarizes the general finding concerning the mapping of the frequency of jargons used by different hotel staffs, in this case in front office department, when the jargons are used, and also with whom the jargons were used. In reservation, check-in time, report, and on duty conversation, the jargon was used between the front office to the guest, to accounting, to housekeeping and also to the front office.

The researcher divided the jargons in the table based on the situation that the front office did communication. Although in the same situation, the frequency of the use of jargons in the front office is different from the participants (speakers) of the conversation.

Doing communication between front office to the front office the most frequent in the “report” situation, the frequency is 24 out of 47 and the rarely is when the on-duty conversation situation with the frequency is 3 of 47. While in check in the situation and reservation situation, the frequency 9 of 37 and 11 of 37. However, its proportion reverses when doing communication between front office to the guest, in a report situation the frequency is 0 out of 20 and when in duty conversation situation the frequency is 0 of 20. The most communication between the front office to the guest is when reservation situation, the frequency is 11 of 20 and when in check-in situation the frequency is 9 of 20.

The front office also communicated using jargon with other departments like with the housekeeping and with the accounting. The front office doing

communication with housekeeping and with accounting in report situation. From the report situation, the frequency is 8 out of 10 between the front office and housekeeping and 16 out of 17 between front office and accounting.

The overall result, the front officers most frequently used jargon in duty hour is when they were in report situation, it is proved by the frequency of 48 out of 96 or 50%. In On Duty Conversation situation, however, the frequency of use was getting less, i.e. 6 out of 96 or only 8%. The researcher found when and with whom the jargons were used.

4.1 Reservation

Based on the documents from Registration Cards and Reservations Forms, DSR, EA report, ED report, Guest in House Report, and HotCom were additional data instruments given by the front office managers interviewed., reservation derives from word *reserv* whose meaning in Bahasa is “memesan”. In the context of hospitality business, the word *reservation* is mainly an activity to book room.

Reservation is a situation in a hotel when the guests come to the front office to book a room for that day or for the following days, usually, the guest will ask how much room rate per night and is still available for them. Even though, nowadays, we also can do reservation by an online travel agent. Reservation is also divided into two, there are guarantee reservation and non-guarantee reservation. Guarantee reservation is a reservation that the guest finishes all payment before checking in or usually using an online

travel agent, and non-guarantee reservation is a reservation where the guest has not paid the room or usually make a reservation by phone.

From the data collected, as attached in the appendix, the researcher found some jargon used and the participant who used them while in reservation stages. For example, the researcher will give some word and sentences which were used in the reservation situation. They are explained as follows:

a. Method of Payment

Method of payment is one of the important things that we should know because, when we handle reservation or check-in we always ask the guest what method of the payment. Some example method of payment is cash, credit card, Online Travel Agent, etc.

b. Taken by

When we handle reservation or check-in we should give information who take or handle the reservation or check-in. It is used for knowing who handle the reservation or check-in so when the guest has a complaint we can re-check with the front officers who handle that guest.

c. Arrival Date

Arrival date is a date that the guest is coming and do the check-in.

d. Departures Date

Departures date is a date that the guest should check-out and leave the hotel.

e. No of Nights

No of Nights have a definition of how many nights the guest will spend the night. This happens when the front officers handle the reservation and check-in.

f. Room Type

Every hotel always has their own type of room. Room type is used for differentiate a room with other room. There are some of the example from room type are junior suites, executive room, deluxe room, president suites room, etc.

g. No of Rooms

No of Rooms have a definition is how many rooms that the guest will booked.

h. Smoking/Non

The front officers will always ask to the guest smoking room or no smoking room when they have reservation or check-in because the room for the smoker is on different floor.

i. Rate

The rate is a price that the guest should pay.

j. Special Request

Every guest has a different character, sometimes get a guest without many requests and sometimes get a guest with many request.

Special request is a request from the guest. The example of a special request is like city view, smoking room, connecting room, etc.

k. Guarantee

There is two reservation status, the first is guarantee reservation and non-guarantee reservation. The guarantee reservation is a reservation and the guest have finished all the payment before check-in. The guest who makes a reservation using an online travel agent like traveloka, pegi-peggi, agoda, and other online travel agent is a guarantee reservation too, because they should do full payment first, but if the guest using an online travel agent like booking.com, the reservation status cannot be changed into guarantee reservation because booking.com can only book the room but for the payment will be finish when the guest checks in.

4.2 Check-In

From the documents were taken from Registration Cards and Reservations Forms, DSR, EA report, ED report, Guest in House Report, and HotCom were additional data instruments given by the front office managers interviewed., check-in is a process that you do before spend the night at the hotel. The participants who handle the check-in is front office start from the concierge opening the door, reception present the product, registration process until the bellboy accompanies and carries the guest suitcase to the room. Check-in has a big function in a hotel because it is the first process before the guest spends the night. If the first process of service is not good,we

fail to get a guest satisfaction, but if we give good service when check in happens it will be a good step for the hotel to get a guest. Good service in the check-in does not only mean to get the guests' transaction at that time, but it also expects guests to become satisfied, interested in doing another transaction for upcoming stays, and thus become a repeater guest.

The researcher found how some jargons were used and the participant who used the jargon while in Check-In. For example, the researcher will give some word and sentences which were used in the Check-In context of the situation. They were explained as follows:

a. Identification Card No

One of the requirements of the check-in is showing the id card. Id card or id card number used for do registration before we spent the night at the hotel.

b. Room No

The room number is a number for a room in a hotel. The first digits usually represent the floor number.

c. RC

RC is an abbreviation from Registration Card. RC used to note the guest name, address, phone number, check-in date, check-out date, hotel policy, and signature. Sometimes RC form fills in form paper and sometimes fill in form system than printed and the guest just gives the signature. Usually, the reception asks the identity card to a guest than copy to fill the RC and the guest just simply needs to sign.

4.3 Report

Jargons related to reports were taken from the documents that get from Registration Cards and Reservations Forms, DSR, EA report, ED report, Guest in House Report, and HotCom were additional data instruments given by the front office managers interviewed. The report is an important thing that has a big function in every job. A report in the hotel also has a function in every department. A report in the hotel can happen between front office to front office, front office to housekeeping, front office to accounting, and many others. To make the report efficient, the hotel employee uses jargon. A report in the hotel could be a printout and could be verbal. Reports are done by the staff in the same department (in this case Front Office Department) may include over-handling. While in a different department, (in this case Front Office and Housekeeping department) may include the ready status of rooms, may also include fund or finance reports (in this case Front Office and Accounting department).

From the data collected, as attached in the appendix, the researcher found some jargon is used by the participant while they were doing report. For example, the researcher will give some word and sentences which were in report situation. They were explained as follows:

a. EA

EA is an abbreviation from Expected Arrival and has a meaning the guest who will do check in today. When there is an EA label, then this delivers the meaning of order to prepare the rooms until the status is

changed into *ready to use* because there are several expected guests arriving. Front Officers on the night duty shift always make and print this report and give the report to morning shift front officers and housekeeping staffs. EA, ED, and GIH it will be a group report between FO and HK.

b. ED

ED is Expected Departure or the guest who will check out today. As mentioned before, ED has the same function as EA since they are used as labels in the report. This function is to give commands to the housekeeping to prepare how many rooms they will have to clean up.

c. DnD

DnD is an abbreviation from Do Not Disturb. This is jargon for reminding the housekeeping and front office that the guest does not want to get disturbed. This sign usually hangs in on outside the door after the guest does check in. When the guest does not change the sign into PMR, the housekeeping cannot clean the guest room.

d. ARR

ARR is Average Room Rate or usually also called DRR (Daily Room Rate). ARR is for knowing average room rate per day. Night shift will make ARR give a report to accounting in the morning. To know the ARR, there is a formula, the formula is the room revenue is divided based on how many guests spend the night at a hotel or we called occupancy. For example, the revenue is 6.000.000 and the occupancy is 30 rooms so

the ARR is 200.000. This kind of report is handed in the printed version while it also has backup systems in the computer.

e. Forecast

From the data and the interview, the forecast is to know the estimate of how many guests who will spend the night at the hotel. The forecast also to estimate the income for accounting and estimate how many breakfasts that the FnB should prepare. Usually, total forecast and occupancy is a little different. Accounting will ask FO how many forecasts for today in the morning, so they can estimate the income report for that day.

f. OCCUPANCY

Occupancy is a percentage of room sold. Occupancy usually uses in room sales report and HotCom report.

g. VC

VC is Vacant Clean. Housekeeping will give a report to the front office when they finish cleaning the room, but the front office still cannot sell the room because the room still needs to check with the housekeeping supervisor. This report can be printed also can be converted using HT.

This the sample of the conversation:

h. VR

VR or Vacant Ready. VR is room status which the room is cleaned and made ready by the housekeeping staffs, and is checked by the

housekeeping supervisor. Housekeeping staffs will give the report to the front office. By then, the front office can change the room status at a system from VC into VR. In the VR status, front officers are able to sell the room to the guests.

i. VD

VD is an abbreviation from Vacant Dirty, that means the room is dirty and the FO cannot sell the dirty room. After the guest checks out, the housekeeping always checks the room and after that, the housekeeping staff gives a report to FO that the room status is VD. Sometimes when the high season and the room almost full, FO will ask HK which room still VD and which room VR so, the FO can give fast service to the guest and not give the guest room with status VD.

j. GIH

GIH or Guest in House is one of the report jargons that has a meaning the guest who spends the night at the hotel. GIH is needed to count the percentage of occupancy. Other hand GIH reports also important because if the front office does not have GIH report, maybe the "front office can give the guest room but that room there is another guest who checked in". That is very worst service if happens in a hotel, that's why front office needs GIH report. Usually, GIH report will be printed to FO and HK. It is also important for HK because if HK does not have GIH report maybe HK can come into the room but there is a guest inside the room.

k. HotCom

Hot Com or Hotel Competitor from the data and interview have a function to compare our hotel performance with another hotel in the same area. Hot Com or sometimes we called with RGI (Revenue Generated Index) usually printed. The night shift of FO will make this report by calling another hotel in that area than they will print or sending an email to accounting. Hot Com usually only for another hotel in the same area with the same classes, so If our hotel budget we do not need to know the five-star hotel because it will be useless.

l. MTD

MTD is an abbreviation from Month to date. It is present the hotel competitor monthly report.

m. YTD

YTD is an abbreviation from Year to date. It is present the hotel competitor yearly report.

n. Complimentary Room

There are two types to spend the night at the hotel for free, there are Complimentary and House Use. They almost have the same meaning but are actually different. From the data Complimentary Room is room sell for free because the guest is the owner, owner's family, owner's partner, the guest wins a voucher spend the night at that hotel for free and many more. The FO will give confirmation to accounting if this room is complimentary so the accounting knows and does not collect deposits

from FO. The confirmation happens after the guest check-in and if the guest checks in while the accounting at home, the confirmation can be via message or wait for tomorrow morning when the accounting come.

o. House Use

As the researcher mentioned before that there are two types to spend the night at a hotel for free. If we have been discussed Complimentary room in point P, now we will discuss House Use. House Use is the room sell for free because the guest is the hotel employees to do something and finish till late at night. The hotel employees need to get permission first from the manager to spend the night at a hotel for free. After getting permission the hotel employees can spend the night at a hotel for free and FO should give confirmation to accounting and HK because the room use but, there is no room use in a system.

p. Revenue

Revenue is income in a hotel and usually, need the formula to count the revenue.

q. Room Available

Every hotel has a different room available. Room available counted from how many rooms can be used.

r. RO/RBF

RO or RBF is an abbreviation from room only or room breakfast. This is used to sign the guest in the room request for breakfast or not.

s. Reservation By

Some of the guests do individual reservation and some of the guests do reservation using an online travel agent. That is why when do report we need to know reservation by so, we that we know more guest do reservation using an online travel agent or individual travel agent.

t. MPI

From data and interview the researcher get word *MPI*. *MPI* is an abbreviation from Market Penetration Index and has a function to know how efficient we sell the room. This report will be printed to accounting and the accounting will be analyzed.

u. ARI

From hotel competitor report the researcher gets word *ARI*. *ARI* is an abbreviation from Average Room Index. This use to make us know the average room rate monthly and compare with the competitor.

v. RGI

RGI is an abbreviation from Revenue Generated Index. This use to know the hotel income monthly and compare with the competitor.

w. PMR

From the data *PMR* is an abbreviation from Please Make up Room. This happens usually in the morning when the guest wants to leave the hotel but not for check out, the guest come to reception and ask them to clean the room. The FO will confirmation to HK that the guest from 301

PMR. HK should give PMR first priorities because if the guest come back and the room still dirty, the hotel will get complaints from the guest.

4.4 On Duty Conversation

On Duty, Conversation is a situation when the hotel employees do conversation with their partner in the same department or different department. Jargons that used when on duty conversation were taken from documents like Registration Cards and Reservations Forms, DSR, EA report, ED report, Guest in House Report, and HotCom were additional data instruments given by the front office managers interviewed. The conversation takes place during working hours. The conversation usually talks about the guest request, reservation, over the handle, report, and many others. The participant is all of the hotel employees, but in this case, the researcher will focus on the conversation between FO to FO, FO to HK, and FO to Accounting.

From the duty conversation, the researcher found some jargons that are often used on duty hours conversation and the participants who use the jargon. For example, the researcher will give some word and sentences which were in report situation. They were explained as follows:

a. Log Book

A log book is a book that used to note the problem since duty hour.

After shifting change, the front officers with the later shift will get over

handle from the shift before him and after that, he should look into the Log Book so he knows what happens in the shift before him. Every department at the hotel has a log book. For example, noted in the logbook is like “room 301 the air conditioner is hot, please ask the engineering to repair the air conditioner”.

b. House Bank

From the data and the interview, house bank is a money deposit for FO. Money deposit used for gift refund or buy something when the accounting day off but need to buy something. Usually accounting gift deposit to house bank first, but sometimes the house bank can be increased because some guest gifts them tips. Only the front office knows how much money in-house bank. This jargon is very secret because when the guest what is house bank it becomes a danger and house bank can be stolen by a stranger.

c. Early Check-In

Early Check-In is a case that the guest comes early before check-in time. The guest will get a room when the room sold last night is low, but the guest should pay the charge. When the guest comes at 6 until 9 A.M. the guest will pay the charge 50% from the published rate, but when come at 10 until 12 P.M. the guest will pay the charge 25% from publish rate. Sometimes when the guest does reservation using an online travel

agent, they take note that they will come early, so the front office askshousekeeping to prepare the room before check-in time.

4.5 General Findings

Looking from the data and interview transcripts, the researcher will sum it up to general findings to answer two research questions.

To answer the first research questions, the researcher found 88 jargons which were used when the research participants were in duty hours. The researcher divides the jargon into four situations (Reservation, check-in, report, and duty hour conversation) that happens as a daily conversation in front office activities. Report situation is the most frequent situation that the front office uses the jargon. In this situation front office use, 48 jargons from 96 data found in duty hour or takes 50% because when front office use jargon when making a report so that it becomes more efficient. It is inversely proportional when it is on "reservation" and "check-in" situation. When in "reservation" situation, it only uses 22 jargons from 96 data found and in "check-in" situation use 18 jargons from 96 data found. It happens because when in "reservation" and "check-in" situation, the front officers more often communicate with the guests so, they rarely use the jargon.

After collecting the data and interpreting the interview transcript, the researcher found the answer to the research question. The researcher divides the situation and the participants who use the English jargon when they are in duty hour. The situation where the jargon was most frequently used in duty hour is when in "reservation", "check-in", "report", and "duty hour

conversation" situation. It is from that situation that the researcher found the participant who used the jargon. The participants, in this case, include the front officers, housekeeping, accounting, and the guest. The front officers still use jargon to the guest when presenting the product although the guest does not know the meaning of the jargon.

From the interview, the researcher also found a statement that jargon is useful, and every job field needs the jargon. Like in the hotel, the employees need to use jargon because it can make the communication easier and the employees can give the guest a faster service. Hotel jargons were specifically used based on the situation and the participant.

The researcher confirmed Juddin's statement that jargon is a special language and is used by profession or groups in society. The jargon is more useful when communication is between partners of the same profession than with people of different professions. The jargon also helps the hotel employees to make more efficient and can give fast service to the guest.