

HOSPITALITY REGISTERS USED BY FRONTLINERS OF *ATRIA RESIDENCE GADING SERPONG TANGERANG*

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Abstract

In hospitality industry, there are many kinds of English terms used by the staff both written and spoken. These English terms in hospitality industry are part of English for Specific Purposes (ESP) which are called registers. This research aims to find out registers as the formal English terms used by the front liners or Front Office Staff of *Atria Residence* Gading Serpong Tangerang, and to analyse the lexical and contextual meanings of the registers used. This research employs descriptive qualitative method to collect and analyse the data. The subject of this study is the staff of Front Office department of *Atria Residence* Gading Serpong. The data will be obtained through participant observation, semi- structured interview and review of the documents. In collecting data, some conversations between guests and front office staff are recorded. The findings uncover the majority of terms used in Front Office department in the hotel, and to which categories they are used in general and in specific context. This research also reveal the terms have different meanings in both lexical and contextual aspects. As one of language varieties in sociolinguistics, hospitality registers are discipline language or formal language the hotel staff must use in their work place as to follow standard of operational procedure (SOP). Moreover, the English terms used in a specific work setting are part of English for Occupational Purpose (EOP) as a part of English for Specific Purpose (ESP).

Key words: Sociolinguistics, registers, lexical meaning, contextual meaning

Introduction

Language and society are closely related. The relationship of the two is deeply rooted. Language performs various functions in the society and so does the society. As Wardhaugh (2010: 12), claims that sociolinguistics concerns with a language variation investigating the relationship between language and society to be a better connection of the structure of language and its language functions in communication. In building communication, language has primary functions for establishing peace and order in our society, for showing authority and power, and for attaining goals and objectives. The social function of language refers to the way we relate language to our relationships with other people (Cheprasove, 2021). This means it is how we use language and how we communicate in a social setting. Society on the other hand controls our language by giving us preferences as what are acceptable and not, because each one of us has our own perception or point of

view. A group of people may accept our language, but for others, it could be kind of offence or insult. A certain social group may have its own special language terms that are used as their standard language. Thus, it is not just enough to use language to communicate, but one must also use it in a way that it fits the type of social relationship he or she has with his or her audience.

Language varies because of several factors. This may be caused by geographical distance, or because of social factors. Geographical distance or location plays an essential role in language variation and the emergence of dialects. Nordquist (2020) claims that varieties of language develop for a number of reasons: differences can come about for geographical reasons; people who live in different geographic areas often develop distinct dialects— variations of standard English. There are lots of variations of a language between different communities and cultures. Beside geographically, language varies historically and socially. In sociolinguistics a language variety is a specific form of a language or language cluster. It is a general term for any distinctive form of a language or linguistic expression. This may include languages, dialects, registers, styles or other forms of language, as well as a standard variety. Language variation can be viewed from two different focuses, focus on users and focus on uses (Holmes, 2013). From users' perspective, variation involves regional and social dialects, variation by gender and age, and variation by ethnicity and social networks. From use's perspective, variation covers the aspects of styles, contexts, and registers.

The use of language between one speaker with other speakers varies. The difference is motivated by the situations and the role of speaker as a member of communities, namely in terms of education, social groups, work environment and others. Speakers use language appropriate to his needs. For example, the language of hospitality will vary with the medical language. The differences in the use of language can create particularities or special terms on language. The different ways in which the language varies are based on who it is addressed to and the setting in which it happens and also the medium in which it is used like in spoken or written. One of the language variations that is used formally in work-setting is register. The term register is defined as the way a speaker uses language differently in different circumstances. Holmes (2012:246) claims the term register describes the language of groups of people with common interests or jobs or the language used in situation with such groups. For instance, airport staff have their formal language with their special terms or registers to serve or talk with their customers.

Registers, as terms used in different circumstances of social setting may be used by hotel especially front liners that include front office manager, receptionist, cashier, bell boy or bellman, doorman, porter, and valet parking. This staff must have good communication skill and good command of English as they are the staff who will meet the guests in their first arrival, welcome them, help them park and take care of their luggage, check in, explain the hotel facilities, and escort them to their room. These staff must follow the standard of operational procedures in serving the guests and must use polite and formal language which is specifically used in handling the guests. This research deals with the specific English terms called register used by the front office staff in communicating with their guests.

In sociolinguistics there are a lot of language varieties commonly used in society. There is a language variety as a result of geographical distance that is called dialect. Some other language varieties are used by certain social groups and the language they used can only be understood by the group of people in the community such as slangs and jargon. Other language varieties present as language develops and is influenced by culture such as taboo words, borrowing words, code-mixing and code-switching. This research, however, focuses on analyzing registers as specific English terms used by the front office staff in *Atria Residence* Gading Serpong Tangerang. When communicating with other co-workers in their work setting, hoteliers may utter or use specific terms which have become their formal or office language. Clients or guests should be aware of the terms when used, not to misunderstand the meaning. Miss-interpreting the meanings of such terms may cause misunderstanding because the meaning of words is not only seen from the lexical meaning, but also the meaning based on the context or contextual meaning.

Concerning the above issue, the writers choose to analyze the registers used by the front-liners of *Atria Residence* Gading Serpong, to find out their lexical and contextual meanings. As the problems emerge during the process of this research, the writers tried to seek the answers for the following research questions:

1. What registers are used by the front office staff in *Atria Residence* Gading Serpong Tangerang in communication with their guests?
2. What are the lexical and contextual meanings of the registers are used by the front officestaff in *Atria Residence* Gading Serpong Tangerang in communication with their guests?

Based on the research focus, the objectives of the study are:

1. to find out registers which are used by the front office staff in *Atria Residence* Gading Serpong Tangerang in communication with their guests.
2. To analyze the lexical and contextual meanings of the registers are used by the front officestaff in *Atria Residence* Gading Serpong Tangerang in communication with their guests

The result of this research is also expected to deepen the knowledge about registers, not to be confused with jargon, and to understand the meanings of registers used by the hotel front-liners both lexical and contextual. Practically, the result of this research is expected to be useful for the hotel staff specifically for the front-liners to improve their English vocabulary and to use the appropriate terms in serving their guests. This research can also be one of references in preparing English materials for vocational schools of Hotel and Tourism. The researcher also hopes that the result of this research will help people understand registers used by hotel front-liner. Further, the result of this research is expected to be useful to other researchers who are interested in conducting a sociolinguistic study on registers.

In the hotel business, English is used as the lingua Franca and it is the most commonly used languages in the hotel industry worldwide (Blue & Harun, 2003:77). Therefore, it is important to do field research related to particular English language in hotel industry, the findings could be used as a guideline or

reference, information and material for ESP practitioners, curriculum designer and especially for those who are interested in English for hotel staff and for those who will be or are currently having a career in the hotel industry.

Literary Review

Sociolinguistics

Sociolinguistics according to Chaer and Agustina (2004) is a branch of linguistics, and it is interdisciplinary with sociology, with the object of study have between languages with social factors in the speech community. Sociolinguistics is the study or discussion of language with language speakers as community members. Additionally, it is said that sociolinguistics studies and discusses aspects of social language, especially the differences of variation that exist in language related to social factors (Nababan, 1991: 2). Generally, sociolinguistics explains the relation between language with language speakers as the members of society. This case refers to a function of language generally named as the communication tool. Sociolinguistics is defined as the study of the relationship between language and society (Holmes, 2012: 2).

Language Variations

In the notion of language variation, Sociolinguistics offers the elaboration of language variation in terms of characteristics between social societies. According to Hatman and Stork (1972), Language variation is divided into three types, (a) the geographical and social background of the speaker, (b) the media used, and (c) the topic. While Chaer (2010), suggests language variation is distinguished based on the speaker and the user. Speakers see who is using language, where they live, their social status in society, what gender they are and when they use language. In the real communication, language is used in different fields, contexts, and forms. Language variation in terms of Utilization is called function dialect (Nababan, 1991: 68-70), they are called style or register. Language variation is usually talked in field of utilization, style, or level of formality, and utilization tool. Language variation based on style concerning in the language to needs or other. For example, field of literature, journalistic, military, agriculture, law, economy, tourism, education, and science. Language variation used in these fields has its own specific terms that are different between one field with another. In other word, every field has specific vocabulary which is not used in other fields.

The points of language variation show difference that is reviewed from who uses the language. There are several definitions about the language variation. Hudson in Wardhaugh (1998: 21) defines a variety of language as a set of linguistics items with similar distribution. That there are six terms of language variation, namely Style, Slang, Colloquial, Jargon, Argot, and Register.

Registers

Register is defined as the way a speaker uses language differently in different circumstances (Nordquist, 2020). The words one chooses, his tone of voice, even his body language. One probably behave very differently chatting with a friend than he would at a formal dinner party or during a job interview. These variations in formality, also called *stylistic variation*, are known as registers in linguistics. They

are determined by such factors as social occasion, context, purpose, and audience. Registers are marked by a variety of specialized vocabulary and turns of phrases, colloquialisms, the use of jargon, and a difference in intonation and pace. Registers are used in all forms of communication, including written, spoken, and signed. The register has a different meaning to different people and different field of study use different perception. The concept of register comes under the larger concept of language variation in applied linguistics. According to some applied linguists there are two main types of variation in language, i.e. variation based on the user of language and variation based on the use of language (Gregory, 1967).

According to Hudson (1980:48), the term register is widely used in sociolinguistics to refer to 'varieties according to use'. The term register was first used by the linguist Thomas Bertram Reid in 1956 and brought into general currency in the 1960s by a group of linguists who wanted to distinguish between variations in language according to the user (defined by variables such as social background, geography, sex and age) and variations according to use, in the sense that each speaker has a range of varieties and choices between them at different times (Halliday in Hudson, 1980). The focus is on the way language was used in particular situations, such as the language of a biology research lab, of a news report, or of the bedroom. Language varies according to the situation in which it is used and these varieties of language can be referred to as registers. If we examine a text we can make guesses about the situation; on the other hand, if we are in a particular situation we make certain linguistic choices based on that situation. In other words, the language one uses needs to be appropriate to the situation in which he or she uses it.

This research deals with the specific English terms called register used by the front office staff in communicating with their guests. Front office staff have magic words or specific words or phrase called courtesy language such as please, thank you, excuse me, etc. They also have standard phrases to address individual guests, for instance if they do not know the guests' name, they must address him or her as "Sir", "Madam". They have standard phrases to use when a guest requests for something, for example, 'Certainly Sir/Madam', 'Of course Sir/Madam, it's my pleasure (I'll be happy to do it)'. In handling a reservation for instance a cashier is asking for a security. In a general meaning or lexically, it means safety or a safety guard. However, in hotel context, the security means a sum of money to guarantee a room the guest reserved.

Lexical Meaning

Terms may simply be interpreted by relating them to the words or vocabulary of a language or practically by referring to the nature of a lexicon or dictionary. Lexical meaning refers to the sense (or meaning) of a word (or lexeme) as it appears in a dictionary. It is also known as semantic meaning, denotative meaning, and central meaning. Murphy (2010) explains that lexicon can refer to a dictionary, especially dictionary of a classical language, or the vocabulary of a language (also called 'lexis'), or a particular language user's knowledge of his or her own vocabulary.

Contextual Meaning

Words or terms in isolation are not fully meaningful. They may connote several meanings. Contextual meaning cannot be interpreted based on the user's language knowledge or based explanation in words glossary or dictionary. It should be gained from where or which setting a term or a word is used. The term 'security', for instance, may be interpreted lexically as the state of being free from danger or threat. In a certain social setting such as in a hotel reservation setting, it has a contextual meaning as a thing or some money deposited as a guarantee, a partial payment or down payment to guarantee the reservation.

Front-liners

Front-liners or commonly called front office staff are those who work in the front office of a hotel. They include Front office manager, receptionist, cashier, bell boy or bellman, doorman, porter, and valet parking. These staff must have good communication skill and good command of English as they are the staff who will meet the guests in their first arrival, welcome them, help them park and take care of their luggage, check in, explain the hotel facilities, and escort them to their room. These staff must follow the standard of operational procedures in serving the guests and must use polite and formal language which is specifically used in handling the guests.

Methods

The method used in this study is qualitative as it focuses on describing and analyzing one of the language phenomena in socio-linguistic field – that is registers as formal specific language used in certain circumstance or job setting, in this case, in the front office of Atria Residence Gading Serpong, Tangerang. In addition, the data of this research are in the form of words or terms which are identified and supposed to be specific English terms called registers. Seliger (2015, p.116) claims that qualitative research is concerned with providing descriptions of phenomena that occur naturally without the intervention of an experiment or an artificially contrived treatment. Qualitative research is heuristic and inductive since decisions regarding research questions or data are made before the research begins. Further, Green and Wallat (1981) require that the research has a holistic perspective of the research area or question in order to gather as much information as possible and to avoid any manipulation or interference in the research context. Some forms of qualitative research narrow the focus of the research scope as the research progress, but this is viewed as an organic development dictated by the research in progress and not by a predetermined focus or hypothesis.

The process of conducting the qualitative research will follow the following stages:

1. Define the language phenomena to be described.
2. Use qualitative method to gather the data.
3. Look for patterns in the data.
4. Validate initial conclusions by returning to the data or collecting more data.
5. Recycle through the process or the data, redefining the area of focus on the basis of the first cycle.

Two main types of techniques can be identified in analyzing qualitative data:

(a) deriving a set of categories for dealing with text segments from the text itself (in this case, the terms used by front-liners of the hotel, the interview scripts, terms gained from hotel document such as brochures and manuals). This is an inductive procedure in which once the categories have been established they are applied to the remainder of the data; this leads to refinement of the categories and the discovery of new commonalities or patterns.

(b) An ordering system of categories already exists at the beginning of the process and the researcher applies this system to the data. The system is derived either from a conceptual framework or from the specific research questions. The segments are selected and sorted according to the existing system. Then, in a second phase, the categories are investigated, for instance by cross-referencing, to see whether there are relationships that will assist in the understanding of the phenomenon under study (Tesch, 1987). This technique is applicable for this research since the data are categorized and analysed based on the conceptual framework and the research questions.

In summary, qualitative analysis is the process used to reduce data obtained from qualitative research to its essentials. The process is not mechanical but rather involves skilled perceptions on the part of the researcher. The data need to be analysed systematically. Thus, the data of this research are analysed qualitatively and are presented in discussion or essay.

The subject of this research is the front office staff of Atria Residence Gading Serpong, Tangerang in using their specific English terms called registers to communicate with or to serve their guests. There are at least five (5) front office staff involved in gaining data of registers used – they are: Front Office Manager, receptionist, cashier, bellboy or porter, and doorman.

There are several other departments and divisions in the hotel, such as Housekeeping Department, and Food and Beverage Department. However, to focus on the study, the writers limit this research on registers used by the front office staff. The consideration of taking front-liners as the subject of the research it is assumed that the front office staff are those who deal and communicate much with the guests. The data of this research are gained by conducting observation, semi-participant interview, and document review.

In obtaining the data, the writers use conduct observation, semi-participant interview, document review. In the observation step, the front-office staff are observed when they are serving and talking with the guests. Then the interview is conducted with the front office manager to find out the use of registers by his staff. To support the data analysis, some documents such as hotel brochures and manuals are reviewed to get some registers which are used in written forms. This study tries to seek for the specific English terms called register used by the front-liners of *Atria Residence* Gading Serpong, Tangerang, and to explain the lexical and contextual meanings of the registers used.

The technique of analyzing the data refers to Seliger (2015, p.116) who claims that qualitative research is concerned with providing descriptions of phenomena that occur naturally without the intervention of an experiment or an artificially contrived treatment. Qualitative research is heuristic and inductive

since decisions regarding research questions or data are made before the research begins. In applying this technique, the data of hospitality registers used by the front-liners of *Atria Residence Gading Serpong* are obtained by observing the staff when communicating with the guests, interviewing them and reviewing the documents that include hotel brochures and manuals. Then, the data are analysed based on the theory from Holmes (2013) to identify the registers found and to analyse the lexical and contextual meanings of the registers they use. Holmes examines the role of language in a variety of social contexts, considering both how language works and how it can be used to signal and interpret various aspects of social identity.

Findings and Discussion

1. Findings

There are more than hundred terms commonly used by hoteliers in the Front Office Department. However, not all the terms are categorized as registers. The hotel registers analyzed in this research are limited to those used formally by the Front Office staff to communicate with the guests whether in spoken or written forms. The spoken forms were gained through direct observation, recording, and interview with the Front Office staff. Besides, the standard language manual from Standard Operational Procedure was also observed, selected and analyzed. The registers found to be used by the Front Office staff of *Atria Residence* can be classified into two forms: words or terms and phrases. Kinds of hotel registers can be found in conversation between guests and front office staff which include the following activities: (1) Receiving or handling reservations, (2) handling checking in, (3) providing information about hotel facilities (GRO) (4) handling the bills, (5) handling checking out.

Table 4.1. Register Terms used by Front Office Staff in *Atria Residence Gading Serpong Tangerang*

No	Registers /Terms	Department/ Section
1	conciierge	Conciierge
2	Assist, assistance	Conciierge, Reception
3	guarantee	Reception
4	Security	Reception
5	Bills	Reception, cashier
6	Book	Reception
7	Complimentary	Reception, GRO (Guest Relation Officer)
8	Amenities	Reception, GRO (Guest Relation Officer)
9	Reserve, reservation	Reception
10	Fully booked	Reception
11	Single room	Reception
12	Double room	Reception
13	Twin room	Reception
14	Suite	Reception

15	Connecting room	Reception
16	Confirmed	Reception
17	Cancellation	Reception
18	deposit	Reception, cahier
19	Down payment	Reception, cashier
20	Room rate	Reception, cashier
21	Bank transfer	Reception, cashier
22	Guarantee letter	Reception, cashier
23	Arrival date	Reception
24	Departure date	Reception
25	Guest card	Reception
26	Room key	Reception
27	Identity card	Reception, cashier
28	Personal account	Reception, cashier
29	Company account	Reception, cashier

No	Registers /Terms	Department/ Section
30	Hold on the line	Reception, operator
31	Ringing for you	Reception, operator
32	Leave a message	Reception, operator
33	Check out time	Reception
34	On disposal	Reception
35	Pick up service	Reception, concierge
36	Registration form	Reception
37	Fill out	Reception
38	Line is engaged	Reception
39	Put you through	Reception, operator
40	Settle (bill)	Reception, cashier
41	Company affiliation	Reception
42	Date of leaving	Reception
43	Date of departure/arrival	Reception
44	Call back	Reception, operator
45	One moment	Reception, operator
45	Under what name	Reception, operator
46	Wake up call	Reception
47	Child minding service	Reception
48	Look forward to welcoming you	Reception

2. Discussion

Based on the finding, it is obvious that most of the registers are used by the Front Office Staff, mostly by receptionist, concierge staff, porter, doorman, and cahier. These registers are standard language they use to serve their guests which include activities: (1) Receiving or handling reservations, (2) handling phone calls (3)

handling checking in, (4) providing information about hotel facilities (GRO) (5) handling the bills, (6) handling checking out. The same terms may be used in two or more different sections.

Registers used in handling reservation include: assist, book, reserve, reservation, fully booked, date of arrival or departure, date of leaving, deposit, guarantee, guarantee letter, company affiliation, personal account, company account, pick up service, single room, twin room, double room, suite, room rate, confirm. In handling checking in the front office staff especially the receptionist may use the following terms: one moment, identity card, registration form, guest card, room key, on disposal, date of leaving, on disposal, check out time, Company affiliation, personal account, company account, credit card, deposit, down payment, amenities, child minding service, wake up call, escort, complimentary. In providing information about hotel facilities, either receptionist or Guest Relation Officer may use terms: amenities, child minding service, single room, double room, twin room, suites. In handling the bills or checking out the cashier may use the following terms: expired, credit card, company affiliation, personal account, company account. In handling phone calls, the receptionist or operator may use the following terms: hold on the line, the line is engaged, leave a message, call back, ringing for you.

Regarding the meanings, most of the hotel registers used by the Front Office Staff have contextual meanings rather than lexical meanings. Followings are samples data gained from conversations between guests and Front Office Staff in handling hotel services.:

Registers used in Receiving or Handling Reservation (by reservation clerk)

Based on the collected data, in handling reservations the front office staff of Atria Residence used registers which are their standard terms they use to communicate with their guests. The common registers used are: reservation (9), assist (2), twin room (13), fully-booked (10)

Dialog 1 (data 2,9,10,13)

Staff : Good morning, **reservation (9)** How may I **assist (2)** you?

Guest : Excuse me, can I book a **twin room (13)** for two nights, please?

Staff : I am sorry, sir. Unfortunately, we are **fully booked (10)** at the moment.

The term reservation (datum 9) lexically means an arrangement to have something held for one's use. also : a promise, guarantee, or record of such engagement. : a limiting condition. agreed, but with reservations. In hotel context, reservation means an arrangement to have a room to stay at for one or certain nights. In the dialogue above, reservation means one section of Front Office department (reception) which handles reservation. This term may also be used by a guest when asking for a room, for instance, Guest: "I'd like to make a reservation, please."

The word "assist" (datum 2) lexically means to help. In hotel context, it has the same meaning, however, the word assist is preferred to use as standard language to make it more polite. **Fully booked (datum 10)** contextually means it has no rooms left for a particular time or date, all the room are occupied. Meanwhile, **twin room**

(datum 13) is a specific term used to name a room which consists of two small beds for two persons.

Dialog 2 (data: 6, 11, 16, 43,45, 48)

Guest : I'd like to **book** a **single room** for two nights, please.

Reception : Certainly, sir. Have you stayed here before?

Guest : No, not yet.

Reception : All right. **Under what name** is the reservation for, sir?

Guest : It's for me. Johanson. J-O-H-A-N-S-O-N

Reception : Right Mr .Johanson, Could I have your phone number, please?

Guest : Oh, it's 0856 7777 6899

Reception : All right, Mr. Johanson. Your reservation is **confirmed**. You reserved one single room for two nights. So your **date of departure** would be Sunday, March 5. Is there anything else, sir?

Guest : No, thanks.

Reception : Thank you for making the reservation, sir. We **look forward to welcoming you** in our hotel.

The word 'to book' (datum 6)' lexically based on the dictionary means to reserve (accommodation, a place), buy (ticket) in advance. It also means to make an official record of the name and other personal details of (a criminal suspect or offender) e.g. "The cop booked me and took me to the station." In the context of making reservation, however, the word 'to book' means to reserve or request an accommodation. The word 'to book' is often used by guests or clients when they are making a reservation. It is also possible to be used by the reservationist when offering to book a room.

Registers used in Giving information about hotel facilities (by Receptionist, GRO)

Datum 8 (amenities), datum 12 (double room, datum 20 (room rate)

Giving information about room facilities

Staff : Atria Residence good morning with Santi How may I assist you?

Guest : Yes, do you have a double room for this weekend?

Staff : One moment, please. Yes, Mam. We still have some **double rooms** ⁽¹²⁾ on the fifth floor.

Guest : Fifth floor? What's the room like?

Staff : It's a deluxe room with a street view, furnished with room facilities such as TV cabinet, free hotspot, hot water jug, room service and bathroom **amenities** ⁽⁸⁾. If you like, we also have one near the lift, Mam.

Guest : How much is the double room?

Staff : The **room rate** ⁽²⁰⁾ is IDR 380.000 per night, mam.

Guest : Does the rate include breakfast?

Staff : No Ma'm, breakfast is extra. We have some choices of breakfast menu in our restaurant, Mam.

Guest : Ok, I'll call again later for sure. Thank you.

Staff : Thank you for calling us , Mam

The word 'double room' is a specific hotel term to refer to a room with one double bed (one bed for two persons). This kind of room is intended for two persons, usually a couple. The meaning of double room is more contextual rather than lexical. So, the word 'double' refers to the number of persons or guests who may book and stay in a double room. Thus, one can say one double room, two double rooms, etc. A double room may be furnished with one double bed (a bed wide enough for two guests to sleep in together). It might also be furnished with two twin beds for two persons to sleep separately although they are in the same room.

Meanwhile, the term amenities (datum 8) in hotel context means something that helps to provide comfort, convenient, or enjoyment. Some luxury hotels provide modern amenities, some provide residents with the basic amenities. In social context amenities means something such as a conventional social gesture that promotes smoothness or pleasantness in social relationship. Thus, amenities in hotel context refers to things or facilities rather than social gestures.

The third term found to be used in the above dialog is "room rates" which lexically means rates charged daily for hotel rooms. The hotel staff prefer to use the term 'room rates' to mean the price of hotel rooms.

Dialog 4 Asking more extra service

Guest : Hello, can you recommend the best room for my daughter? She is having a graduation ceremony the day after tomorrow and she needs to prepare early in the morning. And one more thing she bring her an two-year old son.

GRO : Yes, Ma'am we can cater you. We offer you a double room on the first floor. The room is furnished with all amenities you daughter may need.

Guest : Can you wake her up in the morning of her graduation day?

GRO : Of course, Ma'am. We have a **wake up call service**. We also have a **child minding service** for your grand child. What time would you like your daughter be woken up?

The phrase '**wake up call service**' is a common or general words that may be understood by anyone. In hotel context it becomes one of the hotel services to wake up the guest as requested. The phrase **child minding service** in hotel context refers to a special service to look after the guests' child while they are busy or at work.

Registers used in handling phone calls (by operator)

Dialog 5 Handling phone calls. Hold the line (datum 30), ringing for you (datum 31) put through (datum 39), one moment (datum 45)

Client : Hello, I want to make a reservation for the last weekend of this month, Please.

Operator : **One moment**⁽⁴⁵⁾, sir, Would you **hold the line**⁽³⁰⁾ please, I'll **put you through**⁽³⁹⁾ the reservation.

Client : OK

Operator : Hello sir, **you are thorough**⁽³⁹⁾ now. It's **ringing for you**.⁽³¹⁾

When asking the guest to wait on the phone, the staff politely said, **One moment**⁽⁴⁵⁾, sir, as their standard expression. The operator used the expression '**hold the line**' to mean to wait and keep holding or hanging the phone. The operator uses the expression '**put you through**' instead of 'connect you' to be more polite and to have special impression as it is her official language in the SOP. They also use '**you are through**' and '**ringing for you**' instead of saying 'you are connected'.

Registers used in handling checking in (Receptionist)

- Reception** : Good afternoon. Welcome to *Atria Residence*. **How may I assist** you?
Guest : I have a reservation for today. It's under the name of Emerson.
Reception : Can you please spell that for me, sir?
Guest : Sure. E-M-E-R-S-O-N.
Reception : Yes, Mr. Emerson, we've **reserved a double room** for you with a city view for two nights. Is that correct?
Guest : Yes, it is.
Reception : Excellent. We already have your credit card information on file. If you'll just sign the receipt along the bottom, please.
Guest : Ough. One million one hundred eighty two ?
Reception : Yes, sir. It's IDR 591.000 per night. We are a four star hotel after all.
Guest : Well, fine. I'm here on business anyway, so at least I'm staying on the company's dime. What's included in this cost anyway?
Reception : A full Continental buffet every morning, free airport shuttle service, and use of the hotel's safe are all included.
Guest : So what's not included in the price?
Reception : Well, you will find a mini-bar in your room. Use of it will be **charged** to your account. Also, the hotel provides room service, at an **additional charge** of course.
Guest : Hmm. Ok, so what room am I in?
Reception : Room 487. Here is your key. To get to your room, take the lift on the right up to the fourth floor. Turn left once you exit the lift and your room will be on the left hand side. A bellboy will bring your bags up shortly.
Guest : Great. Thanks.
Reception : Should you have any questions or requests, please dial 'O' from your room. Also, there is a free wi-fi available in every room 24 hours a day.
Guest : Ok, and what time is check-out?
Reception : At midday, sir.
Guest : Ok, thanks.
Reception : My pleasure, sir. We hope you have a wonderful stay at *Atria Residence*..

The registers used in this dialog are "**assist**" in **How may I 'assist' you?** This is the formal official greeting used in the hotel. The next term used is **charge** or **be charged** to means that the guest will have to pay for using hotel facilities. The staff used expression "My pleasure" to show empathy that he or she is pleased to have the guest stay in the hotel. During the checking in process, the staff checked and confirmed the guest's reservation saying we've **reserved a double room** for you with a city view. They use the word 'reserved' to mean 'booked' and a double room is a room with double bed for one person or two. The registers

used in the dialog have both lexical and contextual meaning. In general, the terms are used in daily formal communication, but in hotel context they are suited with the types of hotel service and sections.

Registers used in handling checking out (Receptionist, cashier)

- Hotel Staff** : Did you enjoy your stay with us?
Guest : Yes, very much so. However, I now need to get to the airport. I have a flight that leaves in about two hours, so what is the quickest way to get there?
Hotel Staff : We do have a free airport shuttle service.
Guest : That sounds great, but will it get me to the airport on time?
Hotel Staff : Yes, it should. The next shuttle leaves in 15 minutes, and it takes approximately 25 minutes to get to the airport.
Guest : Fantastic. I'll just wait in the lounge area. Will you please let me know when it will be leaving?
Hotel Staff : Of course, sir. Oh, before you go would you be able to **settle** the mini-bar bill?
Guest : Oh yes certainly. How much will that be?
Hotel Staff : Let's see. The bill comes to \$37.50. **How would you like to pay** for that?
Guest : I'll pay with my Visa thanks, but I'll need a receipt so I can charge it to my company.
Hotel Staff : Absolutely. Here we are sir. If you like you can leave your bags with the porter and he can load them onto the shuttle for you when it arrives.
Guest : That would be great thank you.
Hotel Staff : Would you like to sign the hotel guestbook too while you wait?
Guest : Sure, I had a really good stay here and I'll tell other people to come here.
Hotel Staff : That's good to hear. Thank you again for staying at *Atria residence*, sir.

In the dialog the staff used the word '**settle**' which means to pay for the bill. This term is commonly used in hotel service when dealing with payment and both staff and guests understand the term. In addition, when asking for the method of payment, the staff used her official expression '**How would you like to pay....?**' Sometimes, they say. **How would you like to settle your bills?**'. When showing the receipt the guest asked for, the staff used the expression '**Here we are sir**' as her standard language to be polite. The use of polite expression was also heard when she asked the guest to sign the guest book. The staff politely requested, "**Would you like to sign** the hotel guestbook too while you wait?"

Conclusion

Hotel staff, especially the front-liners are the eyes and ears of the hotel, and therefore demanded to have good English communication skills. A good hotel has its official language as its SOP in giving its guests good impressions and memorable experience. The study conducted in *Atria Residence* Serpong through observation, interview and documentation analysis showed that the Front Office staff of *Atria Residence* have used their official language called registers as their daily Standard Operational Procedure in catering their guests dealing with handling reservation, handling phone calls, handling checking in, welcoming the guests, and handling the bills or checking out. Based on the analysis of collected data, most of the terms and

expressions used in serving the guests have special meaning or contextual meaning depending on the types of service handled and their work setting. Some terms and expressions found to have both lexical and contextual meanings. Although some terms may be categorized as jargons which are specialized vocabulary for specific fields (in this context, hotel fields), the terms and expressions used by the *Atria Residence* have been suited to the need of giving their guests effective and impressive service. Unlike jargons, which may be understood only by the staff, registers involve the choice of selected vocabulary and structure or expressions used in particular social setting which are understood by both the hotel staff and the guests as to perform effective communication.

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