



THE USE OF ENGLISH ON ONLINE MEDIA (WHATSAPP BROADCAST) IN FRONT OFFICE DEPARTMENT AT GALERI CIUMBULEUIT HOTEL

Alifah A. Murtala¹, Husni Thamrin², Senny S. Alwasilah³, Angga Maulana⁴

Universitas Pasundan,
Bandung, Indonesia^{1,2,3,4}

Email:
alifahninon94@gmail.com¹

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Abstract

Hotel is one of the places that people choose to spend their time while on vacation or in the context of business. Each hotel certainly has its own way of attracting people to come to their hotel to stay and come back later. Galeri Ciumbuleuit Hotel is one of the hotels that has a unique way of conveying information, especially regarding hotel promos to guests. They use online media (Whatsapp Broadcast) to provide information about hotel promos. Of course they have their own way of sending broadcast messages. They definitely choose a certain style of language to attract customers. As will be discussed in this study, "The Use of English on Online Media (Whatsapp Broadcast) in Front Office Department at Galeri Ciumbuleuit Hotel". This study uses a qualitative approach as the research method which will be explained descriptively. After doing some research and discussion, the results of this study indicate that Hotel Galeri Ciumbuleuit uses two language styles, namely formal and casual style in conveying hotel promos. The final result of this study also shows that the style of language they use tends to be casual style, the choice of words is simple but sufficient to convey the essence of the promos they provide. This explains that they want to make guests feel comfortable when reading the broadcast messages from the hotel. Thus the choice of language style they use in hotel promos is very simple but quite interesting

Keywords: Hotel, Online media, Promos, Language Style

INTRODUCTION

In the world of hospitality, a good communication between the hotel and the customer is needed. As the Front Office Agent they have to be able to speak in English because English is one of the most frequently spoken international languages around the world. Including when they have to give information to the guest about hotel promos by using WhatsApp Broadcast. When we want to stay at a hotel and they are giving certain promos, we will definitely be interested. Usually the hotel will make promos as attractive as possible either from writing or pictures so that guests are interested in buying the products they offer. The research in this

study is to determine whether the use of English language style according to Joos (1976: 153-155) he said that there are five of styles language those are; frozen style, formal style, consultative style, casual style, and intimate style. The title of this research is "The Use of English on Online Media (WhatsApp Broadcast) in Front Office Department at Galeri Ciumbuleuit Hotel" The writer chose this title because the writer wants to find out the perfect ways to sending broadcast to guest with English language and I think this is an interesting topic to discuss. Also to tell the readers that this research is provide information about how the Front Desk Agent at Galeri Ciumbuleuit Hotel give the information about the hotel promo by using WhatsApp Broadcast.

LITERATURE REVIEW

Language

When people want to communicate with other people they need something to express their feeling, that's when we need a language to communicate and understand each other. Chaer (2012:33) states that language in the form of system, in the form of a symbol, in the form of sound, arbitrary, meaningful, conventional, unique, universal, productive, varied, dynamic, human, used as a means of social interaction, and serves as the identity of the speaker. In other case language according to Pateda (2011: 7) is a series of systematic sounds as a tool (instrumentalist) that replaces the individual in expressing something to the interlocutor and finally gives birth to cooperation between the speaker and the speaker interlocutor. In this case it can be explained that language in the form of sound system has a substitute role for speakers to state ideas which are then responded to by the interlocutor so that communication is established the good one. The point is that language is a communication tool used by humans to communicate with each other to convey their thoughts so that they can be understood by others so that they can respond.

English Language

English is one of the most frequently used international languages to communicate with other people around the world today. English language in Indonesia is a compulsory subject starting from elementary school. According to Patel and Jain (2008: 6) English is the concept of the English language as a global means of communication in numerous dialects, and also the movement towards an international standard for the language. It is spoken all over the world. This language is mother tongue of nearly 320 million people and another 200 million people use it as second language. So it is very useful to establish international relation for communication purpose and for the exchange of views with different countries of the world.

Crystal (2003) states that English is a global language. This statement represents the meaning that English is used by various nations to communicate with nations around the world. So, English is both an international language as well as a global language. Learning and understanding English is an unavoidable need. By studying English, a person will open their horizons and knowledge internationally. According to Barber, Beal & Shaw (2009: 240) states that English has become a world language because of its wide diffusion outside the British Isles, to all continents of the world, by trade, colonization and conquest.

Sociolinguistic

Sociolinguistics is the field that studies the relation between language and society, between the uses of language and the social structures in which the users of language live. It is a field of study that assumes that human society is made up of many related pattern and behaviours,

some of which are linguistic. (Spolsky, 1998: 3). In other words, Sociolinguistic is a branch of linguistics, the study of the relationship between language and society.

According to Nababan (1993: 2) explains that sociolinguistics is the study of language that deals with language speakers as members of society, or studying social aspects of language related to societal / social factors. Furthermore, he added that sociolinguistics examines language in a socio-cultural context, connects cultural factors, and examines social functions and language use in society. Chaer and Agustina (1995: 3) state that sociolinguistics is an interdisciplinary field of study that studies language in relation to the use of language in society. As an object in sociolinguistics, language is needed by humans in social activities, starting from the naming ceremony for newborns to funeral ceremonies. Therefore, sociolinguistics will not be separated from the problem of the relationship between language and activities or aspects of society.

Language Style

Language style is language that originates from language commonly used in traditional and literal styles to describe people or objects. By using language style, imaginative presentation becomes more fresh and memorable. Language style includes: the meaning of words, images, parables, as well as symbols and allegory. The meaning of the word includes, among others: denotative and connotative meanings, allusions, parody and so on; while parables include, among others: similes, metaphors and personifications (Albertine, 2005: 51). In other case, Aminuddin (1995: 5) argues that the style or style of language is the method used by the author in presenting his ideas according to the goals and effects to be achieved.

Language style is defined as the choice of words used by a certain group of people when speaking in one place and in one condition. It is very important for people to express their ideas. People use style depending on who they are talking to and where they are talking too. According to Joos (1976: 153-155) who discusses five styles of language: frozen style, formal style, consultative style, casual style, and intimate style. The explanation of this style is as follows:

1. Frozen Style

Frozen Style is defined as the style which is used in a very formal setting such in ceremony, palace, and church and some other occasions. This style is defined as the most elegant variety that reserved for very important or symbolic moments.

In spite of fact, ordinary citizens who attend in the court, religious services, may demand frozen language because it is not an ordinary occasion and it maybe recognize to use this style.

2. Formal Style

Formal style is defined as the style of language that used for important or serious situation. It is also used in addressing audience usually that is too large or permit effective interchange between speaker and hearers. Through the forms are normally and not a polished as those in oratorical style such in a typical classroom lecture is often carry out is formal style. Formal style is usually a single topic oriented and it is related to the fact, that formal writing is technical. Formal style used in school by students, teacher, lecturer, headmaster. Thus, most scholar or technical reports use this style such as those taking part should sit during the proceedings.

3. Consultative Style

Consultative style is style that which used in semiformal communication situation. It is one type of language which is required from everyday speaker. Consultative style is typically

dialogue, though formal enough that words are chosen with some care like business, translation, doctor-patient conversation. The typically of consultative style speech is used between two persons. While one speaking at intervals the others give short responses, mostly drawn from a small inventory standard signal. There are basic part of the system, among them are "Yes, No, Huh, Mm, That's right"

4. Casual Style

Casual style is a style that is used for the conversation is relaxed or normal situation that is appropriate to the conversation with our friends or sometimes members of a family, such as outside the classroom, when the students have a chat. Casual style is also characterized by the use of the first name or even nickname rather than a little name and last name in addressing one another. The pronunciation is rapid and often slurred, besides that use of slang. Another characterized feature is casual speech is the omissions of unstressed words, particularly at the beginning of sentence.

5. Intimate Style

Intimate style is a completely personal language developed in family, lovers, and close friends. The intimate labels are: darling, honey, babe and even Mom, Dad and other nicknames might be used in this situation. Intimate style is also characterized by ellipsis, deletion, swift, slurred, pronunciation, non-verbal communication and a marked personal code, often the smallest incomprehensible social unit.

METHODOLOGY

The method of the explanation about the research is to answer and solve this problem which can be interpreted in research design. According to Nazir (1988: 11); "research design is the whole process required in a research planning and the implementation. Usually the steps are known after the research ends." This research subject analyze the kind of language style used by Front Office at Galeri Ciumbuleuit Hotel, the suitable method to describe this research is by using qualitative approach. According to Alwasilah (2015: 67), the data collected can be qualitative in the form of words or statements about the content, nature, symptoms, relationship of a symptom with other symptoms. Research can be in the form of objects, cultural heritage, behavior patterns, communication processes, values, norms, events, or abstract teachings.

In the same way, this research deals with words that represent information as the result of developing data conducted by the writer. For the reason, the type of the data to research The Use of English on Online Media (WhatsApp Broadcast) in Front Office Department at Galeri Ciumbuleuit Hotel is using a qualitative research and also the documentary technique to analyze the data. According to Punch (1998: 4) qualitative research is empirical research where the data are not in the form of numbers. The quality of the data is very potential because the writer used the qualitative research and ask directly to the writer's friend who is working as a Front Office Agent and certainly concerned with the topic to be analyzed.

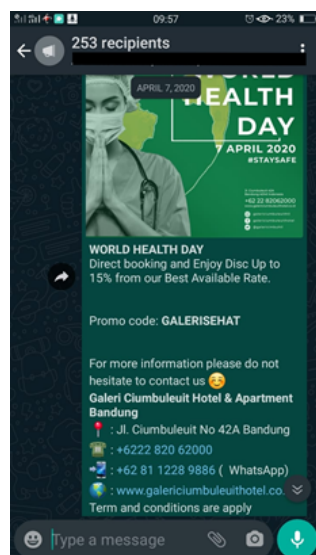
FINDINGS AND DISCUSSION

This study presents a method to find the answers to the research questions. The researcher has done the research through the theory from the previous chapter to find the answer for research question. The results of this study were obtained by observing and analyzing the

data given by a friend of the writer who worked as a Front Office Agent at the Galeri Ciumbuleuit Hotel. This study focuses on how they use the language style when providing promos to their customers through online media, more specifically Whatsapp Broadcast. In this case the writer also uses a qualitative approach to gain understanding and explain the real reality. In this study there are twelve data that the writer has collected to provide concrete evidence of the promos at the hotel. The data that the author mentions is in the form of screenshots from WhatsApp Broadcast Hotel Galeri Ciumbuleuit.

In analyzing the data that has been obtained, the author will rely on Joos's (1976) theory of language style which has been described in the previous chapter. In the world of hospitality, there are many ways that can be done to attract customers to keep coming back to stay at the hotel. One of them is by using promos that are arranged in such a way using an attractive language style so that guests feel interested in the promos they provide. Here the author will give examples of promos and what language style is used by Galeri Ciumbuleuit Hotel to attract guest.

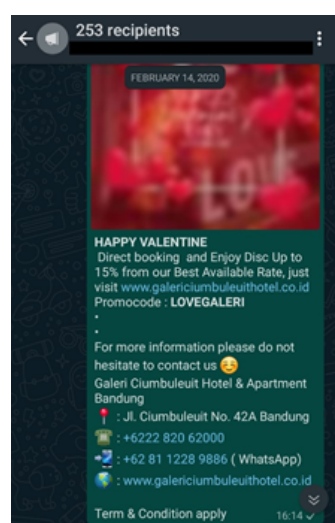
Data 1:



Analysis:

If we look at the use of the language they choose, the sentence is included in the "Casual Style" group. For example, from the words "HAPPY VALENTINE" in this sentence, it can be seen that the hotel wants to offer a discount on Valentine's Day which is full of love, so the sentence they used is quite relaxed and not too formal. They also put the promo code with "LOVEGALERI" so this kind of language style is more related to our daily conversation. As stated by Joos in his theory that casual style is used in conversations that tend to be relaxed and in normal situations.

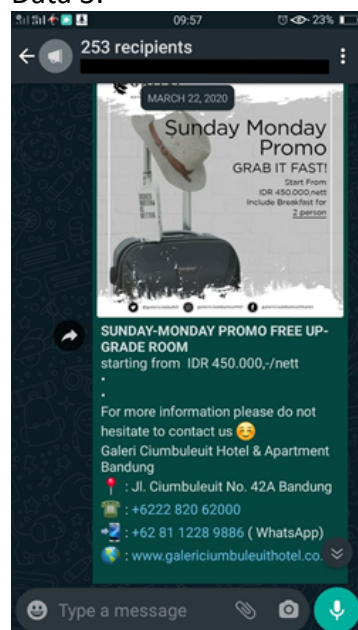
Data 2:



Analysis:

In this broadcast there are not many sentences used. There are only the words "WORLD HEALTH DAY" and the promotion words "Direct booking and Enjoy Disc Up to 15%...". In this sentence, it tends to fall into the "Formal Style" category because according to the theory, it explains that formal style is related to serious or important situations. In this broadcast explained that the hotel wants to emphasize the phrase "WORLD HEALTH DAY" as a sign that on an important day they want to give a special offer to guests.

Data 3:

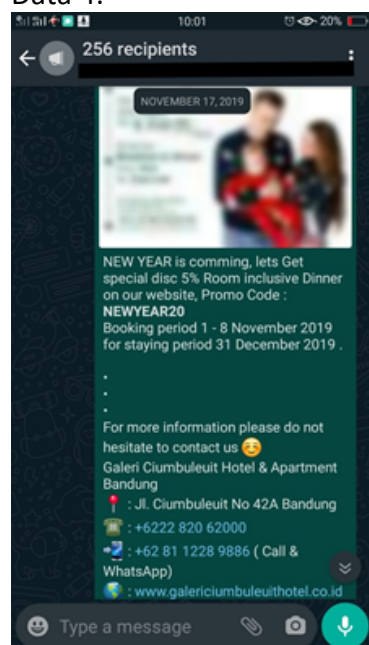


Analysis:

In this broadcast they tend to use sentence that are more relaxed and interesting because they have the same rhyme in both words "Sunday-Monday" which is often used in daily activities when talking with friends or family. This shows that the sentence is included in the "Casual Style" category. The hotel makes these sentences seem easy to remember and

pronounce because these sentences are often spoken in our activities so that guests feel familiar with these sentences and interested in their offer.

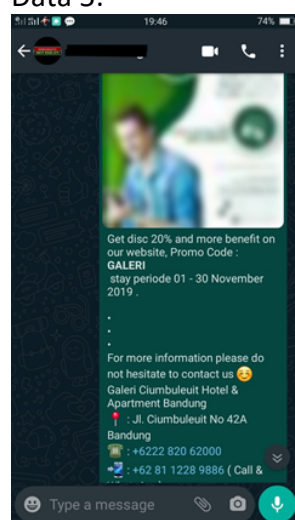
Data 4:



Analysis:

In this case they tend to use the “Casual Style” because if we look at the sentence “NEW YEAR is coming, let’s get special disc...” it looks like they were so excited to invite the guest to celebrate the new year with them. Those sentence explain that they want to make the guest more excited and enjoy the new year by celebrating at Galeri Ciumbuleuit Hotel with the promo they have. By choosing these words, guests will feel more cared for and feel that the hotel is like their close friend. Because as explained earlier, casual style tends to be in daily language when we interact with friends or family.

Data 5:

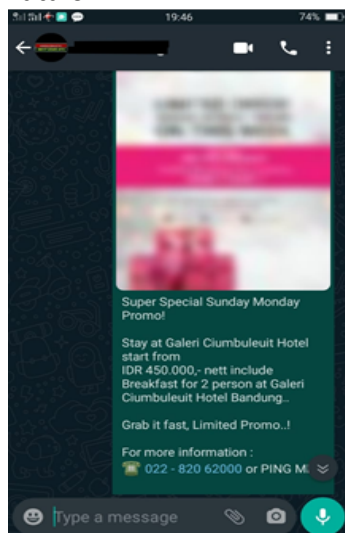


Analysis:

In this data it was explained that the hotel wants to give the information about the promo they have using promo code. The hotel said “Get disc 20% on our website, Promo Code: GALERI” it means they want to inform all guest to come visit their website and using the

promo code. This data is included to the “Formal Style”. Based on the theory, formal style is usually a single topic oriented and it is related to the fact, that formal writing is technical. In this case, this topic is talking about using a promo code only on their website.

Data 6:



Analysis:

In this data, they used simple words but still interesting. The words “Super Special Sunday Monday Promo!” explains that the hotel wants to tell their customer a very special promo that available only on Sunday to Monday. They also make it clear by adding “Grab it fast, Limited Promo..!” it means this promo will not last longer. According to the theory, this data is included to the “Formal Style” because it was explained that formal style is usually used in important situation. In this case, they want to give the information to guests that they have a limited promo which means it is an important situation.

DISCUSSION

After analysis the data the writer could give the point of the answers to all of the data that has been collected before. From the data that the writer has collected, the writer can draw conclusions about the data that has been analyzed to answer the research question in this study. By using a qualitative approach, this research produces descriptive data in the form of words or writings. With the image attached to the previous data analysis, it has been proven that the use of the English language style on WhatsApp Broadcast, especially about the hotel promos at the Galeri Ciumbuleuit Hotel, has two types of language style. Based on the observations that have been made, the results of the data explain that it's more inclined to use the "casual style" then “formal style”.

Based on the results of research using the sociolinguistic theory of Joos (1976) that has been mentioned before about various styles of language, the writer can distinguish which each data belongs to which category. From all of the existing data, the writer can conclude that the choice of language style used is more into casual style because the sentences used are very familiar with the language used in everyday life and tend to be relaxed as explained in Joos theory that casual style is a language style used in normal and relaxed situations. While the rest of the data are included in the category of formal style. Actually in this formal style data, initially the writer had a little difficulty in analyzing the data because the sentences contained in the broadcast were very short. But finally the writer can conclude that it belongs

to the formal style category because as Joos said in his theory that formal style is generally used at important times or certain moments.

CONCLUSION

Based on the data that has been collected by the writer, the broadcast sent to the guest that has been stayed before at Galeri Ciumbuleuit Hotel so the purpose of the broadcast is to give the information about the hotel promos so the guest wants to come back to hotel.

Most of all the promos are more into the daily language. The hotel looks like they want to be more close with the guest so they chose a simple word to offer the promos to guests so they get the point of the message and interested to come back to stay at the hotel. There is only four formal style they used to offer the promo. It seems that they only use a formal style on an important situation. The rest of the data are using casual styles, the choice of this kind of language style tells that they want to make the guest feel like Galeri Ciumbuleuit Hotel is also their family so they will feel comfortable and they want to make the guest feel welcome to stay back at the hotel.

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