

ANALYSIS USHER'S SERVICE, LANGUAGE FUNCTIONS, AND EXPRESSIONS FOR GUESTS AT ROCKBAR BALI BY AYANA RESORT

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Abstract: In customer service sector, knowledge about language functions and expressions is very important. Besides that, to provide the best service, the usher must know about the sequence of service. This research aims to analyze the sequence of service, language functions, and language expressions used by ushers when handling guests at RockBar Bali by Ayana Resort and Spa Jimbaran. This research is a qualitative research. The methods of the data collection are observation and interview. The instruments used are observation checklists and interview guides. Data analysis followed Miles and Huberman's (2014) methodology, involving data collection, organization, and synthesis to draw conclusions. The study identifies consistent patterns in service delivery, including greeting, assigning seats, presenting the menu, and thanking guests. The language functions observed align with Brown's (2007) categorization of making requests, replying, extending greetings, and bidding farewell. Additionally, language expressions identified include greeting, introduction, and asking, consistent with Blundell et al.'s (1996) framework. The findings indicate that ushers at RockBar consistently adapt their language expressions to meet guests' needs, ensuring a positive experience. The study underscores the importance of adhering to service protocols and operational standards to enhance service quality, as supported by previous studies. The results highlight the crucial role of effective communication in creating a welcoming and efficient service environment at RockBar.

Keywords: Usher, Sequence of service, Language functions, Language expressions.

1. INTRODUCTION

The tourism industry is a vital sector that promotes culture, alters social structures, and stimulates economic growth through various products and services offered to tourists. One key element in this industry is the quality of service, which significantly influences customer satisfaction and loyalty, ultimately maintaining long-term profitability (Jain et al., 2015). Service quality in tourism involves evaluating the service provided to guests and understanding their expectations and perceptions. A crucial aspect of delivering exceptional service to tourists is the staff's proficiency in language functions, particularly in English. Generally, people use language to communicate their intention to others (Kusumaningsih, 2019).

Ayana Resort and Spa Jimbaran Bali is a tourism industry in the field of hospitality. One of its most popular attractions is RockBar Bali, a bar equipped with a restaurant frequently visited by both local and international tourists. To sustain and enhance visitor numbers, it is essential for the management to focus on factors influencing customer satisfaction, especially the quality of products and services offered. This research aims to analyze the language functions and expressions used by the ushers at RockBar Bali, as well as their sequence of service when handling guests. According to Dewi (2023), ushers act as intermediaries between the internal team and participants, so registration such as signing names and distributing business cards is carried out by ushers. Apart from that, ushers are also required to know the information around the place; for example, the swimming pool is open from what time to what time; this will help people a little when they want the information they want, and it will help them. Of course, usher must be able to communicate well with customers and understand language functions and expressions. Preliminary observations indicate that the ushers at RockBar Bali have not

systematically employed diverse language functions, leading to uncertainty about the quality of their service in this regard.

Language functions are very important in the tourism industry, especially for ushers in the food and beverage sector, who interact with a many people both local and foreigners. Effective communication through appropriate language expressions can significantly impact guest satisfaction. According to the [Tillitt and Newton Bruder \(1999\)](#), some common language functions used in daily communication are: openings and closings, introductions and address system, invitations, thanking people and replying to thanks, apologizing, expressing anger and resolving conflict, giving compliments and replying to compliments, getting people attention and interrupting, agreeing and disagreeing, controlling the conversation, getting information. While, according to [Blundell et al \(1996\)](#), the expressions can be greeting, introducing, asking, etc. As explained in the article above, language expression is a language expression when speaking to the customers we serve using both facial expressions and gestures. However, when using these language expressions, the guests may interpret them incorrectly; therefore, according to [Sri Amelia \(2022\)](#), the English expressions used can be different and have the same meaning, or different with different meanings.

Beside language, sequence of service is also a very important part ushers need to know, because by using the sequence of service in the tourism industry, specifically in the food and beverage department, work becomes more organized. This is also closely related to ratings for tourists. By implementing this sequence of service, the ushers at RockBar can increase the interest of visitors so they can visit again. Besides that, it can also be a basic foundation from first receiving guests until the guest finally gets what he wants for example, getting a decent seat according to their wishes. According to [Wibawa & Mathilda \(2023\)](#), the order of service in the restaurant is carried out from the time the guest arrives until the guest leaves the restaurant.

Previous research has also investigated similar topics, highlighting the importance of service sequences and language skills in the hotel and restaurant. Research conducted by [Wibawa and Mathilda \(2023\)](#) studied how service implementation improves quality at the Lobby Lounge Bar and Restaurant in JW Marriott Hotel Surabaya. They emphasized the importance of following the sequence of service according to regulations and operational standards. The sequence of service ensures the best service for guests, potentially leading to positive reviews. However, if not followed correctly, it can result in guest dissatisfaction, negatively affecting reviews and restaurant ratings. Similarly, [Wulandari and Rahmawati \(2020\)](#) analyzed the English language needs of waiters in five-star hotels in Bali. Their research showed that speaking and listening skills, along with grammatical accuracy and fluency, are crucial for waiters. Language expressions should align with service sequences, including greeting guests, presenting menus, taking orders, serving food, and handling billing. They suggested further research on English language needs for waiters. In line with this, [Suputra et al. \(2016\)](#) focused on improving students' English skills for working as waiters. They proposed teaching methods and practical designs to enhance language functions. These methods help students learn essential language functions used in hospitality, improving their ability to communicate effectively in English. In conclusion, both the adherence to the sequence of service and proficiency in relevant language skills are essential for providing high-quality service in the hospitality industry. Proper training in these areas can significantly enhance guest satisfaction and overall service quality.

Therefore, the current condition of Ushers at RockBar needs to know the type of language function and language expression, also service sequence when handling guests. This tourist spot could have an impact if this is not implemented in the future, therefore they must improve the quality of their service if seen from the FB Staff's capabilities. Based on the identified problems, this research objectives are to identify the service sequence and analyze the language functions and expressions employed by the ushers at RockBar Bali by Ayana Resort and Spa Jimbaran when handling guests. This research will study knowledge on service sequence, language functions, and language expressions that really needed by employ and students as prospective employees. So that the results can be a reference and insights for both RockBar management and ushers and students as prospective employees in F&B section in general and RockBar specifically to improving service quality and contribute to the professional development in the hospitality industry.

2. METHOD

This research is a qualitative study conducted through observing ushers at RockBar Bali, part of Ayana Resort and Spa Jimbaran. It focuses on analyzing the sequence of service, language functions, and expressions used by ushers when handling guests. The subjects are two ushers who interact with guests daily, providing consistent data. The goal is to find out the sequence of service, language function, and expressions used by the ushers when serving guests at the RockBar thus enhancing the comprehension of service dynamics at RockBar.

Data will be collected by observing the two ushers at RockBar Bali using audio recorders and observation checklists. The audio recorders will capture the verbal interactions between the ushers and guests, ensuring the exact language and expressions used are documented. The observation checklist will guide the systematic recording of service steps and relevant behaviors exhibited by the ushers.

This research will analyze the sequence of service, language functions, and expressions used by ushers when dealing with guests at RockBar Bali by Ayana Resort and Spa Jimbaran, and in this research is using methods from (Matthew, B. Miles, and Hubberman, 2014), namely data collection, the process of selecting, compiling, and organizing data sets that facilitate drawing conclusions and taking appropriate actions, and finally compiling the thoughts and ideas of the study

3. RESULT AND DISCUSSION

Based on observations from two ushers who often interact with guests every day. Usher has several language functions and expressions in use, bellow is the observation checklist.

Brown (2007) state that, language functions primarily serve the purposes of making requests, replying, extending greetings, and bidding farewell. There are language functions and language expressions in the sequence of service by ushers when handling guests at RockBar as follows :

Observation checklist on procedure and language function

Observation : Day One

Usher : 1 and 2

Sequence of Service	Language function	Language Expressions	Remarks
Greeting	Greeting and Introduction	Om swastyastu, welcome to the RockBar. My name is Tiara. May I have your ticket, please?"	
Assign seat for the guest	Agreeing and disagreeing	"all right, Mr. Dito, is it right for two people?"	Call the guest's name and make sure how many people will be joining at RockBar:
		"all right, Mr. Dito. Here is the way. I will escort you to find the table for you."	Inform the guest to follow you to find the table:
Open napkin		"all right, Mr. Dito, here is your table. Have a seat, please."	If the guests have already found the table, inform the guest to sit down and open the napkin for the guest. If the guest is having dinner:
Presenting the menu	Serve the purposes of making request	"excuse me, Mr. Dito, here is our menu. If you want to order something, just call our server near here."	Take the menu and give it to the guest.
Asking the guest		" is there anything else I can help you Mr. Dito?"	Ask the guest.
Thanking to the gest	Bidding farewell	" thank you so much for your coming, and if there is anything else that I can help you can call my name, dichia, as your usher here."	Say thank you to the guest.
Farewell to the guest	Bidding farewell	" thank you so much for coming here, I hope you can come back again and see you soon."	Farewell to the guest before the guest leaves RockBar.

Observation checklist on procedure and language function

Observation : Day Two

Usher : 1 and 2

Sequence of Service	Language function	Language Expressions	Remarks
Greeting	Greeting and Introduction	Om swastyastu, welcome to the RockBar. Iam Restu. May I see your ticket, please?"	

Assign seat for the guest	Agreeing and disagreeing	“alright Ms. Yunita. I just want to make sure that you are with 3 people is it correct Ms. Yunita?”	Call the guest's name and make sure how many people will be joining at RockBar
		“Ms. Yunita. Here is the way. I will escort you to find the table for you.”	Inform the guest to follow you to find the table:
Open napkin		“all right, Ms. Yunita, here is your table. Have a seat, please.”	If the guests have already found the table, inform the guest to sit down and open the napkin for the guest. If the guest is having dinner:
Presenting the menu	Serve the purposes of making request	“excuse me, Ms. Yunita, here is our menu. If you want to order something, just call our server near here.”	Take the menu and give it to the guest.
Asking the guest		“ that is all, may be is there anything else that I can help you Ms. Yunita?”	Ask the guest.
Thanking to the gest	Bidding farewell	“ thank you for coming here Ms. Yunita, and is there anything else that I assist you just call my name, Restu, as your usher here.“	Say thank you to the guest.
Farewell to the guest	Bidding farewell	“ thank you so much for coming here, I hope you have a wonderful experience here and please come back again and see you soon.“	Farewell to the guest before the guest leaves RockBar.

Observation checklist on procedure and language function

Observation : Day Three

Usher : 1 and 2

Sequence of Service	Language function	Language Expressions	Remarks
Greeting	Greeting and Introduction	Om swastyastu, welcome to the RockBar. Iam Restu. May I have your ticket please?”	
Assign seat for the guest	Agreeing and disagreeing	“certainly Mr. Alex. I just want to make sure that you are with seven people is it correct Ms. Papricia?”	Call the guest's name and make sure how many people will be joining at RockBar
		“Mr. Alex. Here is the way. I will escort you to find the table for you.”	Inform the guest to follow you to find the table:
Open napkin		“all right, Mr. Alex, here is your table. Have a seat, please. Here is the umbrella for you.”	If the guests have already found the table, inform the guest to sit down and open the napkin for the guest. If the

			guest is having dinner:
Presenting the menu	Serve the purposes of making request	“excuse me, Mr. Alex, here is our menu. If you want to order something, just call our server near here.”	Take the menu and give it to the guest.
Asking the guest		“ that is all, may be is there anything else that I can help you Mr. Alex?”	Ask the guest.
Thanking to the gest	Bidding farewell	“ thank you for coming here Mr. Alex, and is there anything else that I assist you just call my name, Restu, as your usher here.“	Say thank you to the guest.
Farewell to the guest	Bidding farewell	“ thank you so much for coming here, I hope you have a wonderful experience here and please come back again and see you soon.“	Farewell to the guest before the guest leaves RockBar.

A. Sequence of Service

In accordance with the results of the data findings above mentioned about the sequence of service. Each visitor will receive a ticket with questions on it that they need to answer. The ticket will then be returned to the usher. After obtaining the guest's details, ushers will promptly guide them in accordance with the request that is already listed on the ticket. Ushers are also expected to assist in the seamless operation of the event by directing people to create a more orderly atmosphere and making sure that no guests are lost because there is already a clear and accurate guide available. Bellow are the findings of observation of two usher's at RockBar:

- **Greeting:** Both of these ushers 1 and usher 2 are using the same sequence of service and they are always greeting guests and also introducing their names to the guests when guests arrive and taking the tickets from the guests.
- **Assign a seat for the guest :** Usher 1 and usher 2 consistently use the same sequence of service to make sure that how many guests will be joining the RockBar.
- **Open napkin:** Usher 1 and usher 2 use the same sequence of service when opening the napkin and then always make sure that the table is table from the guest.
- **Presenting the menu:** Usher 1 and usher 2 consistently use the same sequence of service while presenting the menu and always inform that if the guest needs to order something that will the the server or assistance will be provided near the table.
- **Asking the guest:** Usher 1 and Usher 2 consistently ask the guest before they back to their positions and then make sure there is nothing left while with the guest.
- **Thanking the guest:** Both of the ushers 1 and 2 before ended the conversation they are always thanking the guest and giving their names if there was something that dealing with the guests would be easier for them.
- **Farewell to the guest:** Usher 1 and Usher 2 use the same sequence of service while farewell to the guests and always say thank you for coming do not forget to give the guest a wonderful experience when coming to the RockBar .

Based on theory dari [Armada \(2023\)](#), several procedures comprise the food and beverage services sequence, from greeting the guest to saying goodbye. Both ushers at RockBar use the same Sequence of service according to the findings above.

B. Language Function and Language Expression

Based on the data observation above about language function and language expression used by Usher at RockBar that is the same as the theory from [Brown \(2007\)](#), that language functions primarily serve the purposes of making requests, replying, extending greetings, and bidding farewell. From the data is got three language functions used by Usher at RockBar. And theory from [Blundell et al \(1996\)](#), the expressions can be greeting, introducing, or asking. Based on the data from the observation two Usher at Rockbar consist of three language expressions greeting, introduction, and asking.

Previous study from [Wibawa and Mathilda \(2023\)](#), which stated that improve the quality of service the waiter/s must be must be apply the order of service by regulations and operational standards that has been set. [Wulandari and Rahmawati \(2020\)](#), [Sulasmini \(2024\)](#), [Ariyati \(2022\)](#), [Pastini \(2021\)](#).

4. CONCLUSION

The results found four language functions with different language expressions. Among them: 1) Greeting and introduction, 2) The ushers used a wide variety of language expressions in serving customers. Although there are variations in the use of language expressions, they always consistently adapt their interactions to the requests and desires of customers so as to create a positive experience for customers. This study aims to determine the sequence of service, language function and language expression used by ushers when handling guests at RockBar Bali by Ayana Resort and Spa Jimbaran. This research uses descriptive qualitative by using the subject of two ushers who often interact with guests at RockBar who already have sufficient experience in communicating with guests. Data collection methods are done by observation and interview. According to [Matthew, B. Miles, and Hubberman, \(2014\)](#), Data analysis uses methods namely data collection, the process of selecting, compiling, and organizing data sets that facilitate drawing conclusions and taking appropriate actions and finally compiling thoughts and ideas of the study into an order.

Students can benefit from this insight by demonstrating the order of service, language features and language expressions that baristas use when interacting with guests in the workplace. Students should learn the proper order of operations, language features and language expressions to use according to the workflow to ensure good communication with guests. For future research, it is recommended to investigate in more detail the influence of linguistic features and linguistic expressions in the context of customer service in the tourism industry, especially in bars. To develop new research results.

5. ACKNOWLEDGEMENT

This paper is part of a thesis to fulfill the requirements for the degree Bachelor of Applied Science in English for Business and Professional Communication (EBPC). The process of preparing this paper had various obstacles and challenges faced. During the preparation of this paper, many parties have provided assistance and encouragement to the author. For this reason, the author expresses his sincere thanks, respect and appreciation to the Ganesha Education University which has given the author this opportunity. Finally, the author would like to thank all parties who have helped in completing this work, because this paper is far from perfect, but it is hoped that it will be useful not only for researchers, but also for readers.

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