



Analysis of the Importance of Mastering English for Waiters at Several Restaurants in Ubud, Bali

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Abstract

This study investigates the crucial role of English language proficiency among waitstaff in various restaurants in Ubud, Bali. As a tourism-focused institution with international standards and an Indonesian identity, Politeknik Pariwisata Bali emphasizes English language proficiency in its curriculum. The success of individuals, particularly waitstaff in restaurants, is closely tied to effective communication, impacting sales and customer satisfaction. Given the challenges faced by the tourism industry in Bali, especially since the 2020 pandemic, restaurant businesses in Ubud strive to enhance sales through various means, including improving the communication skills of waitstaff in English. The study focuses on the use of polite and friendly English, addressing potential language-related challenges faced by waitstaff, such as greetings, use of titles (Mr., Mrs., Ms., Miss), and grammatical errors. Findings reveal deficiencies in language proficiency, particularly in grammatical aspects and the correct usage of titles, highlighting the need for targeted English language training for waitstaff in Ubud's restaurants. The study suggests implementing such training to enhance communication skills and elevate the overall dining experience for international and local patrons alike.

Introduction

As a university in the field of tourism with superior international standards and an Indonesian personality, this is the vision and mission of the Bali Tourism Polytechnic (Poltekpar Bali), and to achieve this vision and mission it must be supported by foreign language skills as an international language where English is one of the foreign languages that must be mastered (Rijal et al., 2022). by students who are studying at the Bali Poltekpar campus and also the ability of graduates or alumni who have entered the world of work are expected to be able to communicate in English in addition to other international languages, they are also expected to be able to speak English in everyday life in the international community and even a person's success is greatly influenced by the ability to communicate using spoken and written language (Yahyadin et al., 2023). The success of a person or waiter in a restaurant is influenced by the way they communicate with guests which will be able to increase sales in the restaurant.

Efforts to increase income/profit for businesspeople or restaurant owners are very strict due to the lack of foreign tourists coming to Bali since 2020 due to the corona pandemic. Restaurant businesspeople try to attract or increase sales at restaurants optimally using all means such as improving product quality, lowering prices, or improving the waiters' ability to communicate. Using polite and friendly English is one way to attract tourists to shop or enjoy a meal at a restaurant. Sometimes waiters do not master polite English skills, for example in using greetings, Mr. Mrs, Ms Miss sometimes uses these words incorrectly, in fact many waiters do not know at all the difference between Ms and Mrs, Miss and Ms. Pastini's research (Politeness

in the English Speech of Waiters at Several Cafés on Jimbaran Beach, Kuta, Badung: 2019) Apart from improving English language skills to maximize sales in the tourism sector, Balinese people are very creative in responding to the pandemic that has never ended since February 2020, where business people are always improving product quality and also service quality, improving services in English language training is very beneficial. Because if the waiters use friendly and polite language, they can better satisfy customers, which can increase the number of tourists coming to enjoy the dishes served at a restaurant (Yao et al., 2022).

In fact, English is also very much needed by local Balinese residents, especially Ubud, Gianyar. Therefore, local residents, generally Balinese, want to improve their communication skills in a foreign language, namely English, especially Balinese people who live in Ubud, Gianyar, who are directly involved in the tourism industry, especially in waiter service at several restaurants in the Ubud area (Menggo & Suastra, 2020). expected to be able to provide good service such as explaining in detail the food and drink products available, how to offer products to visiting guests, how the waiter welcomes guests who come to the restaurant, inviting guests to sit down, showing the menu list, explaining in detail the food and drinks being sold. Invite guests to sit down, ask guests to wait and handle bill payments after enjoying a meal at a restaurant in the Ubud Gianyar area. According to Febriantini et al. (2021) Explain that there are two types of communication, including verbal communication and non-verbal communication. Verbal communication is communication between two or more using speech. Meanwhile, non-verbal communication is communication that uses body language or signs. In communicating between waiters and consumers, these two types of communication are used.

According Yagoob (2022) in the Wang & Xie, (2022), one of the biggest problems faced by English users is grammar. Lyons also explains the rules about how to combine words into sentences and arrange sentences into paragraphs. Understanding grammar using Modals (could, would, may, can) in giving greetings and greetings, offering help, explaining the food being sold, and handling bill payments using English for everyday communication in services provided by waiters in restaurants -restaurants located around the Ubud tourist area which will be the focus of discussion in this paper (Thompson et al., 2021). Language is part of culture that influences each other, especially the culture found in the Ubud tourist area, which is located in Gianya Regency, which is a village at the center of Balinese arts and culture whose people still adhere to customs and traditions which is still one of the reasons Ubud is still included in the list of destinations (Artawa et al., 2023). Travel in Bali Ubud not only has many museums and galleries, but Ubud also produces many local people's handicrafts and displays their cultural arts performances. It could be said that visits from foreign tourists can improve the economy of this area, therefore this area continues to manage sustainable tourism (Khan et al., 2020). However, foreign tourist visits have fallen drastically in very difficult times caused by the world disaster, namely the Covid-19 pandemic, therefore tourism business actors, especially in the food and beverage business sector offered by restaurants, are very innovative and creative in developing their business. their restaurant, their creativity includes improving waiter service in serving consumers who come from abroad by improving service in English. Based on the background above, this research will discuss the main things related to the correct use of English sentences according to the grammar used by waiters in serving customers in restaurants. How do waiters and waiters use English grammar in conversations in communicating with guests at several restaurants in Ubud, Gianyar?

Methods

This research uses the theory of English Grammar, namely four classifications of errors in English by waiters and waiters at several restaurants in the Ubud tourist area, Gianyar Regency,

Bali. This research will use a qualitative research approach which will refer to a phenomenological approach. The population of this research focuses on waiters in several restaurants in the Ubud Gianyar area, Bali. This restaurant is still frequently visited by foreign guests during this pandemic, and the sampling technique used in this research was by distributing questionnaires to several restaurants in Ubud, each restaurant took 10 samples of English sentences that waiters usually use to serving guests while enjoying food and drinks. Of the 50 respondents came from Janggar Ulam Restaurant, Bu Rai Restaurant, Bebek Tepi Sawah, Milk and Madu Restaurant and Bebek Tommy Restaurant. From the five restaurants, ten questionnaires were distributed to each restaurant to obtain data. The data collection method in this research uses the observation method. This method will also be supported by another method, namely the questionnaire method where the researcher will give questions in written form to the waiter and ask the English language used when serving guests food and drink. Meanwhile, more complete data was obtained by distributing questionnaires to five restaurants located in Ubud. In this research, the data analysis process will be carried out using descriptive data analysis methods. Qualitative descriptive data analysis is considered the method that best suits the characteristics of the problems raised in this research problem. The data will be grouped based on data obtained from several restaurants in the Ubud Gianyar tourist area. This research uses four classification theories of grammatical errors. Waiters are expected to be able to communicate in polite English to avoid negative phenomena in serving guests who enjoy dishes at several restaurants in Ubud, Gianyar, Bali.

Results and Discussion

General Description of Research Locations

Ubud is one of the seven sub-districts in Gianyar Regency, including: 1) Blahbatuh District, 2) Gianyar, 3) Payangan, 4) Sukawati, 5) Tampak Siring, 6) Tegallalang, 7) Ubud. The Ubud tourist area is located in Gianyar Regency which has an area of 42.38 square kilometers, which is around 11.52 percent of the area of Gianyar Regency. Ubud District consists of 6 villages and one sub-district, namely: Ubud Village, Kedewatan Village, Lohtunduh, Mas Pejalanan Village, Petulu Village, Sayan Village, and Singakerta Village. In the north, Ubud borders Payangan District, to the south there is Sukawati District. To the west is Badung Regency, and to the east is Tampak Siring sub-district. From Gianyar City, this area is around 12 kilometers from Ngurah Rai Airport, around 40 kilometers. Based on 2019 data, the population is 78,852 people (2014). Judging from the population density, Ubud sub-district is quite dense, namely 1,706 people per square kilometer. Based on the level of education, it is said that the majority of Ubud residents have graduated from vocational high schools, this is because most of them are involved in the tourism industry. Ubud is a foreign tourist destination (DTW) that offers natural beauty that is still pristine, friendly people, who still maintain their traditional customs amidst modernization, So apart from being a vacation spot, this place is visited by many tourists who aim to deepen understanding of the culture and traditional Balinese people. Some of the natural tourist locations offered in the Ubud tourist area are Monkey Forest, which is one of the most famous tourist attractions. This place is a protected forest area where the protected forest is the habitat of hundreds of monkeys. In this place, tourists can enjoy cool, pollution-free air among tall green trees. This tourist area also offers several natural tourist attractions such as trekking, white-water rafting and cycling tours.

Data analysis

The data that has been collected and described above is then analyzed using qualitative descriptive analysis techniques, namely by providing an explanation based on theory which

refers to Lennon's (1991) theory that grammatical errors can be identified from various types of grammatical errors. These classifications include:

Addition classification

Disappearance classification

Replacement classification

Sorting classification

Addition Classification (2 errors):

"I am repeat your order right" (Should be "I repeat...")

"I would to repeat your order" (Should be "I would repeat...")

In the context of language errors identified under the addition classification, it is noteworthy that two specific types of errors were observed. The first error involves the incorrect usage of the verb "am" in the phrase "I am repeat your order right," where the verb "repeat" should stand alone without the auxiliary verb "am." This type of error reflects a misunderstanding of verb usage in English, possibly influenced by the structure of the speaker's native language. The second error in this category pertains to the misuse of the infinitive form "to" in the phrase "I would to repeat your order." In English, when expressing intentions or desires with modal verbs like "would," the infinitive form of the main verb should follow without the preposition "to." The correct expression should be "I would repeat your order." This error suggests a need for clarification on the proper construction of sentences involving modal verbs.

Omission Classification

Of the four classifications of errors, the most commonly found are *omission* errors, including:

Noun Omission Errors

In the analysis of the noun omission errors, various instances were identified where essential nouns were omitted in the pramusaji's English communication. These errors can be categorized into different subtypes, shedding light on the specific challenges faced by the waitstaff.

Error Subtypes:

Omission of Nouns in Greetings:

"Good Morning Ray/good morning williams?" (Missing addressing titles)

"Thank you catherine, see you next time." (Lack of proper addressing)

Omission of Nouns in Offering Assistance:

"Hi miss follow me please." (Absence of proper addressing)

"Excuse me mrs could you follow me to the table." (Lack of specific names)

Omission of Nouns in Describing Food and Beverages:

"How was your main? How was your main course?" (Missing the term "course")

"Would you like to drink? Would you like something to drink?" (Omission of "something")

Omission of Nouns in Apologies and Explanations:

"We are sorry, we already full" (Lack of "are" before "full")

"Sorry apple pie ran out." (Missing "is" after "pie")

The frequent occurrence of noun omission errors suggests a notable gap in the pramusaji's understanding of appropriate noun usage, especially when addressing customers, describing menu items, and managing customer expectations. These errors may lead to misunderstandings and impact the overall quality of service. In the context of greetings, the omission of addressing titles like Mr., Mrs., Miss, and Ms. reflects a lack of formality, potentially diminishing the perceived professionalism of the service. Moreover, when offering assistance or describing food and beverages, omitting crucial nouns can result in vague or confusing communication, impacting the customer's experience. To address these challenges, targeted language training should focus on reinforcing the importance of specific nouns in various communication contexts. This training can enhance the waitstaff's ability to articulate their messages clearly and professionally, contributing to an improved overall customer experience in the restaurant setting.

Omission Errors - "to be"

The analysis revealed a significant number of omission errors related to the verb "to be" in the pramusaji's English communication. These errors primarily occurred in greetings, offering assistance, and describing the availability of menu items. The following paragraphs elaborate on the subtypes and discuss the implications of these errors.

Error Subtypes:

Omission in Greetings:

"Hii sir.. How many person? This your table for three persons... Have a sit please. Is this your table?" (Lack of "is" after "This")

Omission in Offering Assistance:

"You want a table for three people? Do you...?" (Absence of "Do" before "you")

"Sorry, we run out of green salad. We are out run out of green salad." (Omission of "are" after "We")

Omission in Describing Menu Availability:

"We are sorry, green salad already sold out." (Missing "is" before "sold out")

"IM sorry I do apologize sir/madam my restaurant still full impossible you come." (Lack of "is" before "impossible")

The frequent omission of the verb "to be" in various contexts indicates a challenge in maintaining grammatical accuracy and fluency in the pramusaji's communication. In greetings, the omission of "is" in phrases like "This your table" can make the language sound less polished and might affect the perceived professionalism of the service. Furthermore, in offering assistance and describing menu availability, the absence of "Do" before questions and "are" in expressions like "We run out of green salad" could result in unclear or ambiguous communication. This lack of precision may impact customer understanding and contribute to potential misunderstandings. Addressing these omission errors through targeted language training is crucial for enhancing the waitstaff's language proficiency. Focusing on the proper usage of "to be" in various contexts can significantly improve the clarity and effectiveness of their communication, positively influencing the overall dining experience for customers.

Omission Errors - Article

The examination of the pramusaji's English communication revealed a notable number of errors related to the omission of articles, specifically the definite article "the." These errors were primarily identified in phrases referring to tables, menus, and food items. The subsequent paragraphs elaborate on the subtypes of errors and delve into the implications of these linguistic lapses.

Error Subtypes:

Absence of "the" in Referring to Tables:

"We have a nice table for three persons." (Lack of "a" before "nice table")

"Excuse me, we have nice tables for 3 persons, follow me please." (Omission of "a" before "nice tables")

Omission of "the" in Describing Menu and Food Items:

"Thank you for coming madam Catherine and sir, have a nice day." (Absence of "the" before "madam Catherine and sir")

"We are sorry, green salad already sold out." (Missing "the" before "green salad")

The recurring omission of articles, particularly "the," in the pramusaji's expressions related to tables, menus, and food items suggests challenges in maintaining grammatical precision. In referring to tables, the absence of "a" before "nice table" may diminish the specificity of the description, impacting the perceived quality of the dining experience. Similarly, in expressions like "green salad already sold out," the omission of "the" before "green salad" can result in a lack of definiteness, potentially causing confusion for customers regarding which specific green salad is being referenced.

Substitution Errors

The analysis of the pramusaji's English language proficiency unveiled a set of errors falling under the substitution classification, demonstrating instances where one element was interchanged with another. These errors occurred in the form of subject-verb agreement, pronoun usage, word selection, and preposition substitution. The subsequent paragraphs provide a detailed breakdown of these errors and discuss their implications.

Error Subtypes:

Subject-Verb Agreement Errors:

"We have jukut urab as our special today, that's make with local vegetables." (Incorrect use of "make" instead of "made")

"Have you finish? How was your food?" (Usage of "finish" instead of "finished")

Pronoun Usage Errors:

"I am sorry. We green salad is finish, if you need, you can order anything on the menu." (Incorrect use of "We" instead of "Our" before "green salad")

"I am sorry sir/ms, we restaurant so full." (Usage of "we" instead of "our" before "restaurant")

Word Selection Errors:

"Have a nice you food Mr. Ray Williams/enjoy your meal Ray Williams." (Incorrect use of "you" instead of "your")

"Thank you for you coming Miss Catherine, have a good day, and see u next time." (Use of "you" instead of "your")

Preposition Substitution Errors:

"Would you like to sit in this table?" (Use of "in" instead of "at" before "this table")

The identified substitution errors point to challenges in maintaining accurate subject-verb agreement, selecting appropriate pronouns, and utilizing precise vocabulary. Subject-verb agreement errors, such as using "make" instead of "made" in the context of describing a special dish, can lead to confusion about the timing of the action, affecting the overall clarity of the communication. Pronoun usage errors, including the use of "we" instead of "our" before "green salad" and "restaurant," may impact the perceived professionalism of the pramusaji. Incorrect pronoun selection can hinder effective communication, potentially causing misunderstandings with customers.

Ordering Errors

The examination of the pramusaji's language proficiency brought to light a category of errors falling under the Klasifikasi Pengurutan (Ordering) classification, indicating instances where the sequencing of words or phrases deviated from standard English conventions. This section presents a detailed breakdown of the identified errors within the ordering classification and explores their implications.

Error Subtypes:

Word Sequence Errors:

"Hello, welcome to our restaurant. What would you like to order today drink?" (Misplacement of "today" in the sentence)

Phrase Sequence Errors:

"How may I assist you with today your order?" (Incorrect positioning of "today" and "your" in the sentence)

Lack of Sequence Errors:

"May I recommend today our special, jukut urab?" (Omission of "to" after "recommend")

The identified ordering errors reveal challenges in adhering to the proper sequence of words and phrases within the pramusaji's spoken English. Word sequence errors, such as the misplacement of "today" in the question about ordering a drink, can affect the flow and coherence of the communication, potentially leading to customer confusion. Phrase sequence errors, exemplified by the incorrect positioning of "today" and "your" in the inquiry about assistance with the order, underscore the importance of maintaining a logical and organized structure in spoken interactions. Such errors may hinder effective communication, as they deviate from the expected sequencing patterns in English. Additionally, instances of lack of sequence errors, like the omission of "to" after "recommend" in the suggestion of the special dish, further highlight the need for attention to detail in structuring sentences. These errors can impact the clarity and professionalism of the pramusaji's communication.

Conclusion

Based on the analysis above of the use of English grammar in using English sentences by waiters and waiters in communicating with guests at several restaurants in Ubud Gianyar, it can be concluded that their mastery of English is very weak in using words like Miss. Mrs. Ms, Mrs. Sir, Sir, they have no understanding of those words. Besides that, the English grammar they use still has many errors which refer to Lennon's (1991) theory, where there are four classifications of grammatical errors. Of the four classifications, the most frequent errors are errors in the classification of omissions and classification of replacements. Meanwhile, there are not too many errors in the classification of addition errors and the classification of ordering errors. Of the four classifications of addition errors, only 2 sentences were found, the classification of omission errors found 38 deletion errors (9 noun deletion errors, 16 to be errors, 6 article deletion errors, 3 pronoun deletion errors and 4-word deletion errors. auxiliary work) Meanwhile, the classification of substitution errors is less than that of omission errors, namely there are only 12 errors (2 subject-predicate substitution errors. 2 pronoun form errors, 7-word usage errors and 1 preposition substitution error. Based on the results of the analysis in chapter IV, there are too many mistakes, it is recommended that restaurants in the Ubud tourist area hold English language training so that the waiters' skills in serving customers from abroad will be better and more excellent, because Ubud is a tourist area that is well known and visited by foreign tourists who always use English, so excellent service can be provided by waiters at several restaurants in Ubud.

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