Target Situation Analysis on Spoken Language Topics for English for Hotel and Tourism Course at English Department of Universitas Negeri Padang

Thesis

Submitted as a Partial Fulfillment of the Requirements to Obtain Bachelor of Education (B.Ed) in English Language Education

Suci Nazira

19018044

Advisor:

Dra. An Fauzia Rozani Syafei, MA.

NIP: 196604241990022001

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HALAMAN PENGESAHAN UJIAN SKRIPSI

Dinyatakan lulus setelah dipertahankan di depan Tim Penguji Skripsi
Program Studi Pendidikan Bahasa Inggris Jurusan Bahasa dan Sastra Inggris
Fakultas Bahasa dan Seni Universitas Negeri Padang dengan judul

"Target Situation Analysis on Spoken Language Topicsfor English for Hotel and Tourism Courseat English Department of Universitas Negeri Padang"

Nama : Suci Nazira

NIM : 19018044

Program Studi : Pendidikan Bahasa Inggris

Departemen : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Padang, 10 November 2023

	Tim Penguji		Tanda Tangan
1.	Ketua	: Nur Rosita, S. Pd, M.A.	:
2.	Sekretaris	: Dr. Muhd. Al Hafizh, S.S., M.A.	:
3.	Anggota	: Dra. An Fauzia Rozani Syafei, M.A.	:

HALAMAN PERSETUJUAN SKRIPSI

Judul	:	**Target Situation Analysis on Spoken Language Topics for English for Hotel and Tourism Course at English Department of Universitas Negeri Padang**
Nama	:	Suci Nazira
NIM	:	19018044
Program Studi	:	Pendidikan Bahasa Inggris
Departemen	:	Bahasa dan Sastra Inggris
Fakultas	:	Bahasa dan Seni

Padang, 10 November 2023

Disetujui oleh,
Pembimbing

Dra. An Fauzia Rozani Syafei, M.A.
NIP. 196604241990022001

Mengetahui,
Ketua Departemen Bahasa dan Sastra Inggris

Dr. Yuli Tiarina, S.Pd, M.Pd
NIP. 197707202002122002

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI
UNIVERSITAS NEGERI PADANG
FAKULTAS BAHASA DAN SENI
DEPARTEMEN BAHASA DAN SASTRA INGGRIS
Alamat: Kampus Selatan FBS UNP Air Tawar Padang Telepone. (0751) 447347
Web: http://english.fbs.unp.ac.id

SURAT PERNYATAAN TIDAK PLAGIAT

Saya yang bertanda tangan di bawah ini:

Nama	: Suci Nazira
NIM/TM	: 19018044/2019
Program Studi	: Pendidikan Bahasa Inggris
Departemen	: Bahasa dan Sastra Inggris
Fakultas	: Bahasa dan Seni

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Dr. Yuli Tiarina, S.Pd., M.Pd.
NIP 197707202002122002

Saya yang menyatakan

Suci Nazira
NIM. 19018044

ABSTRACT

Nazira, Suci. (2023). Target Situation Analysis on Spoken Language Topics for English for Hotel and Tourism Course at English Department of Universitas Negeri Padang.

This research aimed to analyze spoken language topics needed and spoken utterances used by people in hotel industry for English for Hotel and Tourism course at English Department of Universitas Negeri Padang. They were analyzed by using target situation analysis. This research used a descriptive qualitative research. The sample of this research was selected using purposive sampling, involving 44 front office department staffs, 42 housekeeping department staffs, and 49 food and beverage department staffs from 4 and 5 star hotels in Padang as the sample. The hotel staffs are from The Zhm Premiere Hotel, Santika Premiere Hotel, Truntum Hotel, Mercure Hotel, and Mercure Hotel. The data were obtained through questionnaire and interview. As the result of questionnaire, this research found 34 spoken language topics needed by front office department staffs, 22 spoken language topics needed by housekeeping department staffs, and 30 spoken language topics needed by food and beverage department staffs. Furthermore, as the result of interview, this research found 493 variations of spoken utterances used by hotel staffs and guests in hotel according to spoken language topics needed. The results of this research found that not all spoken language topics are available in textbooks of English for Hotel and Tourism course. Finally, this research suggested the lecturers of English for Hotel and Tourism course to add more spoken language topics needed and variations of spoken utterances. It is to meet the learners' needs with the requirements at workplace in order to students can work effectively in the target situation.

Keywords: English for Hotel and Tourism Course, Need Analysis, Spoken Language Topics, Spoken Utterances, Target Situation Analysis.

ABSTRAK

Nazira, Suci. (2023). Target Situation Analysis on Spoken Language Topics for English for Hotel and Tourism Course at English Department of Universitas Negeri Padang

Penelitian ini bertujuan untuk menganalisis topik bahasa lisan yang dibutuhkan dan ucapan lisan yang digunakan oleh orang-orang di industri perhotelan untuk kursus Bahasa Inggris untuk Perhotelan dan Pariwisata di Jurusan Bahasa Inggris Universitas Negeri Padang. Mereka dianalisis dengan menggunakan analisis situasi target. Penelitian ini menggunakan penelitian kualitatif deskriptif. Sampel penelitian ini dipilih dengan menggunakan purposive sampling, yang melibatkan 44 staf departemen front office, 42 staf departemen housekeeping, dan 49 staf departemen makanan dan minuman dari hotel bintang 4 dan 5 di Padang sebagai sampel. Staf hotel berasal dari Hotel The Zhm Premiere, Hotel Santika Premiere, Hotel Truntum, Hotel Mercure, dan Hotel Mercure. Data diperoleh melalui kuesioner dan wawancara. Berdasarkan hasil kuesioner, penelitian ini menemukan 34 topik bahasa lisan yang dibutuhkan oleh staf departemen front office, 22 topik bahasa lisan yang dibutuhkan oleh staf departemen housekeeping, dan 30 topik bahasa lisan yang dibutuhkan oleh staf departemen makanan dan minuman. Kemudian, berdasarkan hasil wawancara, penelitian ini menemukan 493 variasi ujaran lisan yang digunakan oleh staf hotel dan tamu hotel sesuai dengan topik bahasa lisan yang dibutuhkan. Hasil penelitian ini menemukan bahwa tidak semua topik bahasa lisan tersedia dalam buku ajar mata kuliah English for Hotel and Tousirm. Akhirnya, penelitian ini menyarankan kepada dosen mata kuliah Bahasa Inggris untuk Hotel dan Pariwisata untuk menambah lebih banyak topik bahasa lisan yang diperlukan dan variasi dari ucapan lisan. Hal ini untuk memenuhi kebutuhan peserta didik dengan persyaratan di tempat kerja agar siswa dapat bekerja secara efektif dalam situasi sasaran.

Kata Kunci: Kursus Bahasa Inggris untuk Perhotelan dan Pariwisata, Analisis Kebutuhan, Topik Bahasa Lisan, Ucapan Lisan, Analisis Situasi Terget.

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Finally, I realize that this thesis is still far from perfection. Thus, comments, critics and suggestions will be openly appreciated for better future research. I hope that this research would be a positive contribution to the educational development, the readers and the other researchers.

Padang, November 4th 2023
Suci Nazira

NIM. 19018044

TABLE OF CONTENTS

ABSTRACT i
ABSTRAK v
ACKNOWLEDGEMENT vi
TABLE OF CONTENTS vii
CHAPTER 1 1
INTRODUCTION 1
1.1 Background of the Problem 1
1.2 Focus of the research 5
1.3 Formulation of the Problem 5
1.4 Research Question 5
1.5 Purpose of the Research 6
1.6 Significant of the Research 6
1.7 Definition of the key terms 7
CHAPTER 2 8
REVIEW OF LITERATURE 8
2.1 English for Specific Purpose 8
2.2 English for Hotel and Tourism Course 9
2.3 Need Analysis 11
2.4 Target Situation Analysis 16
2.5 Spoken Language Topics 20
2.6 Relevant Research 23
2.7 Conceptual Framework 28
CHAPTER 3 29
RESEARCH METHODOLOGY 29
3.1 Research Design 29
3.2 Population and Sample 29
3.3 Instrumentation 30
3.4 Techniques of Data Collection 34
3.5 Technique of Data Analysis 35
CHAPTER 4 36
FINDING AND DISSCUSSION 36
4.1 Findings 36

4.2 Discussion 71
CHAPTER 5 73
CONCLUSION AND SUGGESTION 73
5.1 Conclusion 73
5.2 Suggestion 74
REFERENCES 75

List of Tables

Table 3.2.1 Number of Hotel Staffs *30*
Table 3.3.2 The Items of Questionnaire for Front Office Department Staffs *31*
Table 3.3.3 The Items of Questionnaire for House Keeping Department Staffs *32*
Table 3.3.4 The Items of Questionnaire for Food and Beverage Department Staffs *32*
Table 3.3.5 Interview Format *33*
Table 4.1.6 Spoken Language Topics Needed by Front Office Department Staffs *36*
Table 4.1.7 Spoken Language Topics Needed by Housekeeping Department Staffs *39*
Table 4.1.8 Spoken Language Topics Needed by Food and Beverage Department Staffs *41*
Table 4.2.9 Spoken Utterances of Guests and Front Office Department Staffs *46*
Table 4.2.10 Spoken Utterances Used by Guests and Housekeeping Department Staffs *60*
Table 4.2.11 Spoken Utterances Used by Guests and Food and Beverage Department Staffs *66*

List of Appendices

Appendix 1 Instrumentation..... *80*
Appendix 2 Research Permit *85*
Appendix 3 Documentation *86*

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

The development of the tourism industry in Indonesia has increased rapidly (www.kemenparekraf.go.id, 2023). Therefore, tourism industry requires hotel staffs with good English skills based on the needs of this industry. This is in line with Chumphong & Chuai-in (2020) that English has become a requirement to apply jobs in hotel and tourism because English is globally used in hospitality industry for communication activities as a language service. Moreover, English has become the international language of tourism, and its importance in the hospitality industry cannot be overstated.

Furthermore, English is considered as lingua franca and growing worldwide need in tourism industry (Blue & Harun, 2003). Hence, the development of tourism industry also becomes a demand for improving teaching materials of English for Hotel and Tourism course so that what students have learnt is in line with the current needs in tourism industry.

In line with the development of tourism industry, this field has become one of desired workplace being a hotel staff for English Department students of Universitas Negeri Padang. Thus, English Department of Universitas Negeri Padang provides English for Specific courses with the name, English for Hotel and Tourism course. Since 2000, this course is offered as an optional course for students to introduce, review, and extend the key language and communication skills students need to develop in order to work effectively in hotel and tourism

sector. Subsequently, the teaching materials of the course should be relevant with the needs of hotel and tourism industry.

Actually, hotel has many departments such as front office, housekeeping, food and beverage, marketing and sales, accounting, human resources, engineering, and security in which each of them has different target language. However, front office, housekeeping, and food and beverage department are closer and get more contact directly with guests than the others (Rutherford, 2021). Consequently, as a course of English for Hotel and Tourism, it should concern to teach English in accordance with the target situation and the development of this industry to help the students work effectively. It is in line with the function of English for Specific Purposes to provide an English teaching program with specific learning and language use that aim to prepare students having a specific language skill and proficiency. Therefore, it is important to improve teaching materials based on the current needs of industry (Long, 2005). Munby (1978) also stated that the syllabus and materials are developed by analyzing the learner's communication needs as current target situation. Then, Brunton (2013) says that the main goal of English for Specific Purposes is to meet the needs of students and employers in the workplace.

Afterward, in developing teaching materials of English for Hotel and Tourism course, need analysis is mostly used by several researchers such as Kholidi, Ariawan, and Azhan, (2022), Pham (2023), Ratmanida, Fatimmah, Hafizh, and Chair (2019), Prachanant, (2012), etc. Needs analysis is a process in determining an appropriate syllabus and materials that is used by researchers,

course designers, material creators, testers, evaluators, and classroom teachers to design the course (Wannapok, 2004). Moreover, Widdowson (1998) claimed that need analysis might be called as a goal-oriented definition that refers to the learners' study or career requirements or what they must perform at workplace. Therefore, teaching materials of English for Hotel and Tourism course can be developed by conducting need analysis to investigate the current needs of this industry.

In analyzing the current needs of teaching materials, there were many previous studies done related to it. First, Pham (2023) conducted a study with a title "Needs analysis: Hotel Receptionists' Use of English. He found giving direction, speaking by phone, explaining the mistakes about room facilities are needed for hotel receptionists and employed four skills in which speaking and listening skills are the most important. After that, Prachanant (2012) also conducted the need. He found that three most relevant functions in using English language were giving information, followed by providing services, and offering help. Then, speaking is really needed and important then followed by listening, reading, and writing. Another need analysis were also conducted by Kholidi, Ariawan, and Azhan (2022), Azizah, N., Inderawati, R., & Vianty, M. (2020), and Ratmanida, Fatimmah, Hafizh, and Chair (2019). Most of the previous researchers found that listening and speaking skills were the most needed in hotel and tourism industry.

Based on the findings of previous studies above, this research aimed to conduct need analysis to investigate spoken language topics for English for Hotel and Tourism course at English Department of Universitas Negeri Padang.

This research chose to analyze spoken language that written language because it was found by previous researchers as the most needed in hotel and tourism industry. Furthermore, this research analyzed spoken utterances used by hotel staffs and guests based on target situation in hotel industry. Afterward, the spoken language topics needed was analyzed using spoken language topics of "asking and giving information", "handling complaints", "asking for service", and "handling service by phone". These spoken language topics were selected based on discussion with an expert from Faculty of Hotel and Tourism in Universitas Negeri Padang, Hijriyantomi Suyuthie, S.IP., MM by using a book by Rod Revell and Trist Stott (1988) with the title "English for Hotel and Catering Industry".

This research then involved front office department staffs, housekeeping department staffs, and food and beverage department staffs from four and five star hotels in Padang. These target situations were chosen because they are closer and probably get direct contact with guests than other departments. Then, the finding of spoken language topics needed was compared with textbooks of English for Hotel and Tourism course. The textbooks are by Stott and Trish (1994), Jones (1998), Zwier and Caplan (2007), and Harding and Henderson (1994). Hence, the result of this research can be used to add more spoken language topics and spoken utterances for English for Hotel and Tourism course to be more relevant with the current needs in this industry so that students can work effectively at workplace.

1.2 Focus of the research

This research was focused on spoken language topics needed for English for Hotel and Tourism course and spoken utterances used by hotels staffs and guests in hotel industry based on spoken language topics (asking and giving information, handling complaints, asking for service, and handling service by phone). This research chose to analyze spoken language that written language because it was found by previous researchers as the most needed in hotel and tourism industry. This research involved front office department staffs, housekeeping department staffs, and food and beverage department staffs from four star hotels in Padang. These target situations were chosen because they are closer and probably get direct contact with guests than other departments. As the results, the findings of this study can add more spoken language topics needed and spoken utterances for English for Hotel and Tourism course.

1.3 Formulation of the Problem

The formulation of the problem for this research was “What are the spoken language topics needed for English for Hotel and Tourism course?”, and “What are spoken utterances used by hotel staffs and guests in hotel industry based on target situation chosen?”

1.4 Research Question

1. What are spoken language topics needed for English for Hotel and Tourism course?
2. What are spoken utterances used by hotel staffs and guests based on target situation?

1.5 Purpose of the Research

The purpose of this study was to find spoken language topics needed for English for Hotel and Tourism course and spoken utterances used by hotel staffs and guests in hotel and tourism industry based on spoken language topics (asking and giving information, handling complaints, asking for service, and handling service by phone). As the results, the findings of this study can help lecturers to add more spoken language topics needed and spoken utterances for English for Hotel and Tourism course.

1.6 Significant of the Research

The result of this study was significant for lecturers and future researchers that can be defined as follows:

1) Lecturers: The result of this study can help lecturers to develop materials of spoken language topics needed and spoken utterances for English for Hotel and Tourism so that the course materials can be relevant with the target situation.
2) Hotel and tourism staffs: the results of this study can be as an insight for hotel staffs to enrich their spoken language topics in hotel industry.
3) English for Hotel and Tourism students: The result of this study can help them to work effectively in this industry.
4) Future researchers: the results of this study can be as consideration for future researchers to expand the target situation in hotel industry in conducting need analysis on spoken language topics for English for Hotel and Tourism course.

1.7 Definition of the key terms

1. English for Hotel and Tourism course is a specialized type of English language course that is designed to prepare individuals on developing the specific language skills that are required for success in the hospitality industry, such as customer service, reservations, housekeeping, and food and beverage services.
2. Need analysis is a process of identifying and evaluating the specific language needs of learners in order to design effective language courses that involves professionals in target situation.
3. Spoken language topics are an oral language topics that refers to the expression of thoughts and feelings using spoken words and it includes both listening and speaking.
4. Spoken utterances are as a part of speech between pauses and silence. This usually applies to spoken language such as listening and speaking, and not for written language.
5. Target situation Analysis is focused on asking and giving information, handling complaints, asking for service, and handling service in hotel and tourism indutry.