



Needs Analysis on English Language Use for Students of Hospitality Department

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Abstract. In expanding the curriculum of English for Specific Purposes, needs analysis has an important role. The author examined the need of English, especially the language function, of employees at 4 (four) and 5 (five) star hotels in Jakarta. The subject of the research was the employees who had worked for at least 5 (five) years in these hotels and had a minimum educational qualification of D4/S1. The author took 20 (twenty) samples from each hotel using questionnaire instrument and analyzed the data with frequency, percentage, mean and deviation standard. The findings indicated that the most relevant functions of English in its use were providing services, providing information and offering assistance. The author applied this finding in teaching English for Hotel courses. The author viewed it significant because many students still struggled to speak English during their internship or work in hotels in Jakarta.

Keywords: Needs analysis · English for hospitality

1 Introduction

The negative impact of the Covid-19 virus pandemic has affected almost all areas of business, including hotel business. As reported in a national newspaper, hotel business is in a dire condition with only a small number of hotel occupancy in 2020. What is even worse is that a number of star hotels in DKI Jakarta are being sold on online buying and selling sites. It happens because the hotel's financial condition has slumped as the result of hotel occupancy which is only around 20%.

In the early 2021, the Indonesian Hotel and Restaurant Association (*Perhimpunan Hotel dan Restoran Indonesia*) reported that 1,033 restaurant and hotel businesses in Indonesia were permanently closed. The implementation of regional quarantine every weekend in Jakarta was one of the causes. Many reservations for small-scale gatherings and weddings at hotels and restaurants were cancelled, and employers had to return the money already paid. In addition, hotel guests had to leave earlier than they should have because they were not allowed to leave the hotel area while the quarantine was in progress.

In March 2021, the hotel business which was slumped due to the pandemic received a positive signal because the Covid-19 vaccination began targeting hoteliers. Although not

all hotel workers received the vaccine, this step was a good start at the time to strengthen that hotels were safe places to visit and stay during the pandemic. In addition, data from Google's Mobility Trend showed that the average trend of residential mobility in Indonesia had increased by 12% from December 2020. It indicated that the hotel sector would recover. In addition, Ferdinand Siregar, the Regional Manager of West Indonesia of [tiket.com](https://www.tiket.com), said that the number of hotel bookings increased by 100%. It was due to the high public interest in returning to vacation or just changing the atmosphere by doing a staycation or working from hotel.

Currently, Jakarta has many hotels ranging from cheap to luxurious five or six stars. With the recovery in the tourism sector, these hotels must also be prepared to receive guests both from within the country and from abroad. The hospitality industry requires consistently employees who can communicate in English effectively. The goal of every hotel business is to make every guest become their regular one. Therefore, to achieve this goal, professional English or English language competence is an important tool for hotel employees who communicate directly with guests to provide good service.

Akkakoson thought English is an important tool in business communication and is a necessity for employees [1]. Even so, English still tends to be complicated for some hotel workers, especially for those who work in the back office. In other words, departments whose staff have no direct contact with guests.

To communicate with guests, staff in this department may have anxieties and challenges to overcome. There have been a number of studies investigating the need and function of English in the tourism industry. Prachanant did a survey of English needs, functions and problems of using English in the tourism industry [2], Phithakphongphun studied the English language skills needs of Airline ground staff [3], and Dhanasmithivesn studied the English skills needs of flight attendants at China Airlines [4].

Students of the Hospitality Management study program majoring in Tourism at Politeknik Negeri Media Kreatif where the author has worked will undergo an internship program at a hotel in their third year of their study. They work as hotel trainees during their internship and may continue to work at the hotel after graduation if they perform well. They mostly have difficulty dealing with situations at the start of their work. Due to the situation, the author thought it was necessary to conduct the research of need analysis to find out the English language functions used mostly by the employees of the 4 and 5 star hotels. There were a few research about need analysis of English language in hospitality field, however the research of need analysis of English language functions used by luxurious hotel employees in Jakarta to prepare the graduates of hospitality study programs to work in these hotels in Jakarta has never been conducted previously. From the findings, the author can help students themselves professionally by improving the quality of student learning and develop appropriate teaching materials for the students.

As Ur suggested, the content and the activities in teaching materials were designed to suit the communicative needs of students and provide opportunities for students to develop their language skills. Likewise, Munby thought that the choice of materials should be depended on a structured analysis of the learner needs focusing on the quarry language by analysing the reasons for studying, the place and time of expected use of the target, with whom the learner will interrelate, content area (actively involved), and skills [5].

1.1 English Needs Analysis

Robinson defined needs analysis as the methodical collection and investigation of all subjective and objective information required to define and confirm defensible curriculum goals and applied to recognize the target situation in which ESP tutors will teach in a circumstance [6]. In addition, it is also to examine the discourse of the target condition, establish student learning strategies and assemble syllabus, courses, materials that take place in certain institutions.

Other researchers, Mc Donough [7] and MacKay [8] think that needs analysis is very significant to know certain language abilities and objectives regarding to operational skills required for successful implementation of tasks in some occupations. By applying a needs analysis, all the facts about language necessities will assist to construct a profile to set logical objectives and make conclusions about course content. In terms of the theory, this study attempts to recognize the English needs of hoteliers.

Furthermore, other scholars describe that needs analysis is a segment of the fundamental gathering levels and directs to the recognition of the student's certain goals regarding to establishing skills as stated by Mackay [9]. Needs analysis is not an impartial effort. It needs discernment and discovering compromises to achieve the best utilization of assets in a given teaching circumstance. In other words, it is about collaborating with students to find out the most effective way forward. Needs have two fundamental differences. There are target needs and learning needs. Target needs define as what learners require to conduct in the target condition and learning needs mean what learners require to act to learn based on Hutchinson and Waters [10]. Target needs is a common term that is used in three terms. The first term is need. The types of needs are regulated by the requests of the target condition that the student must recognize in order to work effectively in the target situation.

Deficiency is the second term. It is a lack of learner knowledge. Deficiency is considered as a need that learners do not own at all in the language abilities. Hutchinson and Waters [10] said that deficiency is the gap between the target competency and what the students already perceive. It is known that what students are missing is by deciding what students already know. Further with needs and deficiencies, desire is the third term. Hutchinson and Waters said that the necessity of learner stimulation in the instruction process is the desire owned by students [10]. Richterich also states the need does not exist by itself in people [11]. People build a portrait of their needs derived from figures related to themselves and their environment. Briefly, desire means an ability that students learn already in their mind. The learner should have a clear idea of the needs of the target situation. There is a consciousness of that need distinguishing the situation. Awareness is only a matter of perceiving which is various based on one's point of view.

Forwards the target needs, the other type of need is learning needs. This type of need is defined as the whole process which is not concerned with recognizing or conducting but with learning. Learners seem to have distinguished needs and interests that have a necessary effect on their motivation to study and on the effectiveness of their studying. Therefore, it is needed to establish language courses that are relevant to the student's needs and desires.

Hutchinson and Waters [10] and Robinson [6] develop the types of needs into subjective needs and goal needs. Subjective needs comprise affective factors, expectations,

desires, cognitive styles, and learning strategies that direct to various types of knowledge in determining the needs of learners. The other type is objective needs which consist of information about the needs of students such as personal data, patterns of language and language proficiency, and language problems.

Hutttchinson and Waters quote that consciousness of needs results in difference [10]. It shows that both teachers and students need to acknowledge how and why students need to learn English. Awareness influences what students, as hotel employees, will receive as reasonable context in language courses for learners.

1.2 English Function

Language is a segment of human's life. It is the summary of the speech sound system utilized to interact in public. Good language evolves drew on a system, a set of policies accompanied by language speakers. Fundamentally, the utilization of language is not only as a means of communication to convey information and to express thoughts, feelings, or ideas, but also it actually has many wider purposes. Knowing the function of language comprises recognizing its purpose and use.

Roman Jakobson in Chandler proposed theory about language functions [12]. There are five functions of language: informational function which utilizes language as a tool to deliver information; expressive function used to express the speaker's feelings or attitudes; directive function using language to affect listener's behavior or attitude; aesthetic function that uses language to convey information resulting in aesthetic effects in poetry; and phatic function used to maintain social relationships.

2 Research Methods

2.1 Research Methodology

The subjects of this study were 100 hotel staff who have worked in four-star and five-star hotels in Jakarta for at least five years. Subjects are easily sampled from various settings for research.

2.2 Research Instruments

The research instrument was a questionnaire written in English and Indonesian to minimize ambiguity and misinterpretation. The questionnaire comprised 25 items adapted from Phithakphonphun "Study on the needs of English skills of airline ground staff" [3]. The questionnaire covered: general demographic information and questions related to the functional English needs of the four skills: listening, speaking, reading and writing. A 5-point Likert scale was used to assess the level of needs of the respondents. To ensure the validity of the questionnaire, the draft version was modified and revised. After that, a few teachers of English for Hotel courses was asked to fill out a questionnaire, to provide their comments about the content, wording, and added or excluded items. Finally, the questionnaire was revised and given to the respondents.

2.3 Research Data Analysis

The SPSS Program (Statistics Program for Social Sciences) was used to calculate the data collected for the mean and standard deviation of each category of the questionnaire.

To answer the problem, the data analysis of this research also refers to Miles, M.B., Huberman, A.M. and Saldana [13]. Data analysis consist of three interrelated subprocesses, namely data condensation, data presentation, and conclusion drawing.

3 Results and Discussion

3.1 Results

At the extremely level, the results show that the need for language functions at the extremely level is found in 5 functions, namely welcoming and greeting, offering assistance to guests, saying apology, providing and explaining about hotel facilities and services, and suggesting directions (Table 1). The first point is occupied by the welcoming and greeting language function with an average of 4.53. The second place is occupied by the language function offering assistance to guests with an average of 4.43. The third one is occupied by the language function saying apology with an average of 4.43. The next one is occupied by the language function providing and explaining about hotel facilities and services with an average of 4.40. And the last order is occupied by the language suggesting directions function with an average of 4.27.

At the mostly level, the results show that the language function needs at the level mostly consist of 5 functions, namely listening to guests' requests, explaining mistakes, reading additional information with hotel technical terms, writing daily reports of logbooks, and listening to conversation by phone. The first order is occupied by the language

Table 1. English function needs for four-star and five-star hotel employees

No	Language Functions	Mean	SD	Level	Rank
1	Welcoming and Greeting	4.53	0.57	Extremely	1
2	Offering Assistance to Guests	4.43	0.73	Extremely	2
3	Saying apology	4.43	0.73	Extremely	2
4	Providing and explaining about hotel facilities and services	4.40	0.67	Extremely	3
5	Suggesting directions	4.27	0.87	Extremely	4
6	Listening to guests' requests	4.20	0.85	Mostly	5
7	Explaining mistakes	4.20	0.96	Mostly	5
8	Reading additional information with hotel technical terms	4.20	0.89	Mostly	5
9	Writing daily reports of logbooks	4.07	0.81	Mostly	6
10	Listening to conversation by phone	3.90	0.92	Mostly	7

5 Language Functions at the Extremely and Mostly Levels.

function listening to guests' requests with an average of 4.20. The second order is occupied by the language function explaining mistakes with an average of 4.20. The third order is occupied by the language function reading additional information with hotel technical terms with an average of 4.20. The fourth order is occupied by the language function writing daily reports of logbooks with an average of 4.07. And the fifth place is occupied by the language function listening to conversation by phone with an average of 3.90.

3.2 Discussion

Language Functions Most Needed by Four-Star and Five-Star Hotel Employees in Jakarta When Working.

Regarding to speaking skills, hotel employees need to cover skills in welcoming and greeting guests, offering assistance to guests, saying apology, providing and explaining about hotel facilities and services, providing information about directions (suggesting directions), and clarifying mistakes (explaining mistakes).

Regarding to listening skills, hotel employees need to master skills in listening to guests' requests and listening to conversations by phone. And, related to reading and writing skills, hotel employees need expertise in reading additional information with hotel technical terms and writing daily reports of logbooks.

4 Conclusion

The author found it significant to carry on the research of need analysis on English language functions applied mostly in the conversation of the employees at the 4 and 5 star hotels in Jakarta. The fact is that the students of the Hospitality Management study program majoring in Tourism at Politeknik Negeri Media Kreatif working as hotel trainees during their internship gain difficulty dealing with speaking at the start of their work. Furthermore, there were only few researches about need analysis of English language in hospitality field, and the research of need analysis of English language functions used by luxurious hotel employees in Jakarta to prepare the graduates of hospitality study programs to work in these hotels has never been conducted previously. It should give an important contribution to knowledge in the field of Applied Linguistics. The author thought the implications for further research is to figure out the most effective teaching strategies and techniques of the English language functions mostly used at the splendid hotels in Jakarta.

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