

Analysis of English Language Ability of Food and Beverage Service Employees at Radisson Blu Bali Uluwatu Hotel

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Abstract: *Good English language skills significantly affect guest satisfaction and hotel reputation. This study aims to analyze the English language skills of employees in the Food and Beverage Service Department of the Radisson Blu Bali Uluwatu Hotel. This study uses a qualitative method with a descriptive approach. Data collection through observation of employees in the Food and Beverage Service Department of the Radisson Blu Bali Uluwatu Hotel. The study results indicate that some employees have basic English language skills. However, some employees still need to improve their English language skills. This is due to obstacles in communicating effectively with foreign guests regarding grammar and vocabulary. The results of this study are expected to be a reference for hotel management to improve the quality of service and guest satisfaction by improving employees' English language skills.*

Introduction

The hospitality industry is important in tourism development (Bhat & Sharma, 2021; Sadjab et al., 2024). Even in the global economy, the hospitality industry is a business that offers accommodation, food and beverages, and room service (Napu et al., 2023). In the course of history, the hospitality industry has offered activity programs for entertainment, business activities, Meeting, Incentive, Convention, and Exhibition (MICE) and all activities carried out in hotels because the scope of guests in these activities usually requires information in an international language, namely English (Wee et al., 2022). English is a means of communication between people with different cultural and linguistic backgrounds (Piller, 2007). This allows them to interact, collaborate, and exchange information in business, academia, and tourism. Foreign languages also play an important role in communication in tourism because they allow interaction between tourists and local communities (Hira et al., 2024; Sihite et al., 2021). This helps to improve the tourist experience and promote something.

One of the most popular tourist destinations is Bali, the center of Indonesian tourism and a famous global tourist destination. The tourism sector, especially the hospitality sector, is proliferating. Bali is a popular tourist destination because of its rich culture and natural beauty combination: several interesting tourist attractions and many tourism facilities. Bali, known as the Island of the Gods, has become a favorite tourist destination that attracts many people (Koerniawati, 2022; Wulansari, 2020). One of the important terms related to tourism and hotels is Food and Beverage Service. In the hospitality industry, the term "Food and Beverage Service" refers to the part or person responsible for providing food and beverage services. Guests at the hotel come from one country and various countries. Therefore, Food and Beverage Service employees need to be able to communicate in foreign languages (Desthiani et al., 2021). This not only allows them to interact directly with foreign guests when they order something but also to improve customer satisfaction and the hotel's reputation.

Radisson Blu Bali Uluwatu is located on Jl. Pemutih Jl. Labuansait, Pecatu, Kec. South Kuta, Uluwatu, Bali. The hotel features an outdoor pool, free parking, a fitness room, and a garden. This 5-star hotel features rooms with garden views, a terrace, and a bar. The hotel also features a 24-hour front desk, airport shuttle, room service, and free Wi-Fi throughout the property. Some

rooms have ocean views or a balcony. Breakfast is served each morning, including a full English/Irish buffet and Italian specialties. The hotel has a restaurant serving Chinese, Indian, and Indonesian cuisine. You can also request vegetarian, vegan, and lactose-free options. Since most guests are from overseas, the staff must have foreign language skills to communicate with the guests.

The author was placed in the Food and Beverage Service Department during the training. The author found several cases where complaints from guests felt they were not served well. This was due to the inability of employees to communicate in English. Finally, miscommunication often occurs with guests. In Booking.com and Google Review, the author found several guest reviews that stated the need for English language skills of employees in Food and Beverage Services in responding to or understanding words considered difficult in English. Thus, this needs to be communicated better with guests.

Researchers observed the reasons for the lack of English language skills of employees because they were influenced by several factors, such as the educational background of employees who were not from the Food and Beverage Service field and also new employees who had no previous experience working in the Food and Beverage Service field. Some factors influence employees' need for more English communication skills, namely the need for employee training from human resources. Radisson Blu Bali Uluwatu Hotel has facilitated English training for all Typsy employees. However, the training held does not require employees to take part in the training, so the training provided is less effective. Seeing the problems above, the author formulated the title of the writing Analysis of English Language Skills of Food and Beverage Service Employees at the Raddison Blu Bali Uluwatu Hotel.

Method

This study uses a qualitative method with a descriptive approach. This method describes existing phenomena and analyzes subjects (Abdullah, 2015). This type of research is field research related to the English language skills of food and beverage service employees at the Raddison Blu Bali Uluwatu Hotel. Data were obtained through observation, interviews, and literature studies. The population in this study consisted of all food and beverage service employees at the Radisson Blu Bali Uluwatu Hotel. The informants in this study were 13 Food and Beverage Service employees who would be used as samples. The analysis technique uses a descriptive approach, which is carried out to change data from information that will be processed and described and then concluded.

Result and Discussion

Profile of Radisson Blu Bali Uluwatu

Radisson Blu Bali Uluwatu is a 5-star hotel in Uluwatu, Pecatu, Bali. It has 125 rooms across three floors, including deluxe rooms and suites. Deluxe rooms are 58 m² in size and have king or twin beds. Deluxe ocean-view rooms are 58 m² and have king or twin beds. Deluxe Panoramic View Rooms are 58 m² and have king or twin beds. Artichoke Restaurant provides food and beverage services for breakfast, lunch, and dinner.

Filini Restaurant is a restaurant that serves authentic Italian cuisine in a relaxed atmosphere with simplicity and friendliness. Choka Bar is a bar equipped with a swimming pool. This bar serves cocktails, mocktails, soft drinks, juices, and snacks. Lookout Bar is a bar located near the hotel lobby. This bar has an elegant and classy atmosphere. A variety of drinks are available, from alcoholic drinks to healthy drinks. Event and Meeting Facilities: The Radisson Blu Bali Uluwatu Hotel offers event and meeting facilities, ranging from corporate meetings to wedding receptions and family gatherings. The Radisson Blu Bali Uluwatu Hotel's vision is to be recognized as one of the top three hotel companies in the world and the company of choice for guests, owners, and

talents. The Radisson Blu Bali Uluwatu Hotel's mission is to be a proper host and the best partner by providing meaningful, enjoyable service and inspiring experiences for our guests, aliens who are broad-minded and responsive guests.

Profile of Informant

Data Source: 13 hotel employees consisting of 6 men and seven women. Judging from the age level of employees, the data obtained is four employees aged 22 years old, three people aged 23 years old, four people aged 24 years old, one person aged 25 years old, and one person aged 26 years old. The educational background of employees starts from 1 person in high school, two people of vocational high school majoring in (Hospitality and Nursing), five people of D1 majoring in (Information Technology, two people in Food and Beverage, one person of Room Division, one person of Taxation), three people of D2 majoring in (Tax Administration, one person of Hotel Accommodation), and two people of D3 majoring in (Travel and Tourism Business). The length of time employees have worked at the hotel: The data obtained is one employee who worked for 8 months at the hotel, four employees who worked for 1 year at the hotel, one employee who worked for 1.5 years at the hotel, three employees who worked for 2 years at the hotel, three employees who worked for 3 years at the hotel, and one employee who worked for 5 years at the hotel.

Observation Results

The researcher observed the use of English by Waiters and waitresses at Artichoke Restaurant and Choka Bar, Radisson Blu Hotel Bali Uluwatu. Observation Focus: Employee English Skills. Observation Time: Morning Shift (06.00-15.00) and (09.00-18.00). Observation Place: Artichoke Restaurant and Choka Bar. Based on the observation results on Monday, July 17, 2023, it was found that employees who communicate in English, 2 (Less) as many as three employees, 3 (Enough) as many as four employees, 4 (Good) as many as four employees, 5 (Very Good) as many as two employees. Wednesday, July 19, 2023: 2 (Less) as many as three employees, 3 (Enough) as many as five employees, 4 (Good) as many as four employees, 5 (Very Good) as many as five employees. Saturday, July 22, 2023: 2 (Poor) as many as one employee, 3 (Fair) as many as six employees, 4 (Good) as many as five employees, 5 (Very Good) as many as one employee..

Based on the research results on Monday, August 21, 2023: 2 (Less) as many as two employees, 3 (Fair) as many as six employees, 4 (Good) as many as three employees, 5 (Very Good) as many as one employee. Wednesday, August 23, 2023: 2 (Less) as many as four employees, 3 (Fair) as many as four employees, 4 (Good) as many as four employees, 5 (Very Good) as many as one employee. Saturday, August 26, 2023: 2 (Less) as many as four employees, 3 (Fair) as many as five employees, 4 (Good) as many as three employees, 5 (Very Good) as many as one employee. Based on the observation results on Monday, September 18, 2023: 2 (Less) as many as two employees, 3 (Fair) as many as six employees, 4 (Good) as many as three employees, 5 (Very Good) as many as two employees. Wednesday, September 20, 2023: 2 (Less) as many as two employees, 3 (Fair) as many as seven employees, 4 (Good) as many as two employees, 5 (Very Good) as many as two employees. Saturday, September 23, 2023: 2 (Less) as many as four employees, 3 (Fair) as many as five employees, 4 (Good) as many as three employees, 5 (Very Good) as many as one employee.

Based on the observation results on Monday, October 16, 2023: 2 (Poor) as many as four employees, 3 (Fair) as many as three employees, 4 (Good) as many as four employees, 5 (Very Good) as many as two employees. Wednesday, October 18, 2023: 1 (Very Poor) as many as two employees, 2 (Fair) as many as three employees, 3 (Fair) as many as two employees, 4 (Good) as many as three employees, 5 (Very Good) as many as three employees. Saturday, October 21, 2023: 1 (Very Poor) as many as one employee, 2 (Fair) as many as two employees, 3 (Fair) as many as one employee, 4 (Good) as many as four employees, 5 (Very Good) as many as five employees.

Based on the observation results on Monday, November 20, 2023: 1 (Very Poor) as many as one employee, 2 (Poor) as many as three employees, 3 (Fair) as many as one employee, 4 (Good) as many as five employees, 5 (Very Good) as many as three employees. Wednesday, November 22, 2023: 1 (Very Poor) as many as two employees, 2 (Poor) as many as three employees, 3 (Fair) as many as two employees, 4 (Good) as many as four employees, 5 (Very Good) as many as two employees. Saturday, November 25, 2023: 1 (Very Poor) as many as two employees, 2 (Poor) as many as four employees, 3 (Fair) as many as three employees, 4 (Good) as many as one employee, 5 (Very Good) as many as two employees.

Based on the observation results on Monday, December 18, 2023: 1 (Very Poor) as many as two employees, 2 (Poor) as many as four employees, 3 (Fair) as many as three employees, 4 (Good) as many as two employees, 5 (Very Good) as many as two employees. Wednesday, December 20, 2023: 1 (Very Poor) as many as one employee, 2 (Poor) as many as two employees, 3 (Fair) as many as six employees, 4 (Good) as many as two employees, 5 (Very Good) as many as two employees. Saturday, December 23, 2023: 1 (Very Poor) as many as two employees, 2 (Poor) as many as four employees, 3 (Fair) as many as three employees, 4 (Good) as many as two employees, 5 (Very Good) as many as two employees.

Based on the observation results on Monday, January 22, 2024: 1 (Very Poor) as many as two employees, 2 (Poor) as many as three employees, 3 (Fair) as many as five employees, 4 (Good) as many as one employees, 5 (Very Good) as many as two employees. Wednesday, January 22, 2024: 1 (Very Poor) as many as one employees, 2 (Poor) as many as three employees, 3 (Fair) as many as six employees, 4 (Good) as many as 1 employees, 5 (Very Good) as many as two employees. Saturday, January 27, 2024: 1 (Very Poor) as many as one employee, 2 (Poor) as many as four employees, 3 (Fair) as many as three employees, 4 (Good) as many as two employees, 5 (Very Good) as many as three employees.

Interview Results

After observing by paying attention and seeing directly, the researcher conducted interviews to collect some of the necessary data. Interview Place: Artichoke Restaurant Hotel Radisson Blu Bali Uluwatu. Interview Source: Food and Beverage Service Employees of the Radisson Blu Bali Uluwatu Hotel.

Table 1. Interview Results

No	Question	Answer
1.	What do you think about the importance of foreign language communication skills for hotel employees, especially in the Food and Beverage Service field?	<ul style="list-style-type: none"> • Communication is essential for Food and Beverage Service employees because they deal directly with locals and tourists (Informant 1). • It is important to avoid misunderstandings between the waiter/waitress and the guest (Informant 2). • Building a good relationship with guests so that guests feel comfortable when interacting (Informant 3). • Very important because communication is used to interact with guests, considering that Bali is a place for tourists from various countries and foreign languages, and English is an international language that must be understood well (Informant 4).
2.	What challenges do hotel employees usually face when communicating with foreign-speaking guests?	<ul style="list-style-type: none"> • Difficulty understanding the accents of guests who use different accents, especially British ones (Informant 1). • The challenge that can be faced is having to be able to understand each other between the waiter/waitress and the guest, because, of course, English is not our native language (Informant 2).

	<ul style="list-style-type: none"> • Difficulty conveying the menu or explaining something to guests (Informant 3). • Limited communication will slow down the food ordering process, disrupt the guest experience, and upset guests (Informant 4).
3. How do you see the impact of the lack of foreign language communication skills on the guest experience in the hotel?	<ul style="list-style-type: none"> • Of course, the service is less than optimal (Informant 1). • Guests will feel disappointed when employees cannot understand the guest's meaning (Informant 2). • Wrong explanation of the menu clearly to guests and lack of interaction with guests (Informant 3). • If guests complain about food or drinks, employees may have difficulty solving the problem quickly and effectively (Informant 4).
4. What can be done to improve the foreign language communication skills of hotel employees in the food and beverage service sector further?	<ul style="list-style-type: none"> • Practice speaking with guests using English; you will get used to it (Informant 1). • Take English training or lessons, or study yourself (Informant 2). • Get used to speaking or practicing English daily (Informant 3). • Memorize new vocabulary every day (Informant 4).
5. What English training have you attended?	<ul style="list-style-type: none"> • Hotel training and school lessons (Informant 1). • Have you ever taken an IELTS test (Informant 2)? • Ever taken a TOEFL test (Informant 3). • Have you ever taken an IELTS test (Informant 4)?

Sumber: Penulis (2024)

Discussion

The author obtained data through direct observation and interviews on the English language skills of Food and Beverage Service employees at the Radisson Blu Bali Uluwatu hotel. Some employees have basic English language skills, such as greetings and casual conversation with guests. However, some employees need help understanding questions or answering more complicated questions from guests. Several factors, such as the educational background of employees outside the Food and Service field and new employees, also influence employees' need for English language skills.

Employees with experience or who have worked in a hotel for a long time are usually more confident and fluent when communicating and serving guests. Some new employees must still be more confident when interacting with guests in English. There are several complaints from guests regarding the poor English language skills of employees, for example, miscommunication or misunderstandings between guests and employees that make guests uncomfortable and less satisfied with the service provided, and some guests give complaints or bad reviews on social media that can be detrimental to the hotel itself. This shows that it is necessary to improve the English language skills of Food and Beverage Service employees at the Radisson Blu Bali Uluwatu Hotel. The Radisson Blu Bali Uluwatu Hotel has provided training facilities for employees to improve their English language skills, but the training does not require employees to take the training; the intensity and effectiveness of this training must be improved again.

English is the primary means of communication in international hotels such as the Radisson Blu Bali Uluwatu Hotel. Good employee English skills will improve the quality of service and guest satisfaction. This is in line with the opinion of Yosep & Septemuryantoro (2023), who state that good employee communication skills are one of the keys to guest satisfaction while staying at the hotel. Limitations in English can cause miscommunication with guests and make

guests feel dissatisfied and unhappy with the service (Hartono, 2021; Raditia & Mularsari, 2022). Ultimately, miscommunication can result in a decline in the hotel's reputation. The observations show that although most employees have basic English skills, some need to improve their English skills, especially in understanding and responding to questions and handling guest complaints. Improving employee English skills is expected to increase guest satisfaction, facilitate communication with guests, and reduce the number of complaints from guests. Therefore, an employee fluent in English will be more confident when communicating or serving guests, making guests satisfied and happy with the service provided.

Conclusion

Based on the research, the English language proficiency of Food and Beverage Service employees at the Radisson Blu Bali Uluwatu Hotel have varying English language skills. The majority of employees have adequate basic skills to carry out daily tasks. However, some of them need help dealing with situations requiring English communication. English proficiency plays a vital role in the hospitality industry, especially in Food and Beverage Services, because it helps improve the quality of communication with international guests, which in turn can improve guest satisfaction and hotel image. Some employees experience obstacles in improving their English language skills, such as a lack of training the hotel provides. As a suggestion to the Management of the Radisson Blu Bali Uluwatu Hotel, it is necessary to provide regular and intensive English training programs for all employees. The program can be prioritized for new employees. In addition, management needs to implement a mentoring system where more experienced employees who are proficient in English help train and support new employees in improving their English communication skills, develop a more intensive and structured English training program that includes direct communication exercises and introduction of specific terms in the hospitality industry, provide intensive training to employees to improve their English language skills, provide incentives to employees in the form of awards or bonuses, or promotion opportunities. Thus, there is expected to be an increase in the English language skills of Food and Beverage Service employees at the Radisson Blu Bali Uluwatu Hotel. Ultimately, it can improve the quality of service and guest satisfaction..

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