

Communication in the Hospitality Industry: Azzuma Korean Restaurant in Malaysia

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Abstract

The restaurant is one of the important facilities in the hospitality industry. It supports the guest's comfort when staying at a hotel. The restaurant serves to provide food and drinks for guests who stay and visit the hotel. The waiter served this service. The role of the waiter is one of an influential factor in bridging between guests and food providers. Therefore, waiters are required to be good in communication, whether in national or international languages. Language skills are important to support the work of waiters or waitresses because language is the ability possessed by humans to communicate with other humans. Hence, the research was conducted to find out the obstacles faced by waiters when served Korean guests and how to overcome the obstacles of waiters when served Korean guests. This research was conducted for five months at Azzuma Restaurant in Nilai Springs Resort Hotel, Negeri Sembilan Malaysia. This research applied a qualitative research design. The data collection was collected through observation, interviews, and literature study. Based on the research, there were two findings related to communication skills in the hospitality industry. First, the waiters faced several obstacles when served Korean guests at Azuma Fusion restaurant. Therefore the information can not be transferred well from the customer to the waiter. Second, it was found that there are several ways to overcome the obstacles when served Korean guests at Azuma Fusion restaurant.

Keywords: *language, communication, hospitality industry*



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INTRODUCTIONS

In the current era of globalization, the tourism industry is in the spotlight for developing and developed countries. Tourism has become one of the industries that are developing at this time so as to accelerate economic growth, create jobs, and improve the quality of life of local people. Every country has the potential to become a tourist attraction. Tourism has become one of the sectors that have an influence on Indonesia's economic development. The potential tourism business has a variety of potential natural beauty, social diversity, cultural uniqueness, and so on.

The overall potential is a capital in the tourism industry, which until now is still preserved. The tourism sector is expected to develop properly and optimally. It is supported by various factors that are directly or indirectly related to tourism activities, include facilities, infrastructure, security, transportation, and accommodation.

According to Sulastiyono (2011), a hotel is a company that is managed by the owner to provide food, beverage, and sleeping facilities to people who travel and are able to pay a reasonable amount in accordance with the services received without any special agreement. In hospitality

activities, it is closely related to the department or division of food and beverage supply. Each hotel has various types of restaurants according to the hotel facilities and needs, such as Nilai Springs Resort Hotel Malaysia, which has three restaurants, and one of them is Azuma Fusion Restaurant. The restaurant adopts the concept of semi-fine dining. The food and beverage menu offered there are Korean and Japanese menus, and 90% of guests who come are Korean.

The restaurant is one of the important facilities to support the comfort of guests when staying at a hotel. The restaurant serves to provide food and drinks for guests who stay and visit the hotel. In addition to restaurant facilities, the role of the waiter is one of the ratings in the comfort of a restaurant. Waiters are the main bridge between guests and food providers.

Waiters are required to be good at communicating in national and international languages. Language skills are important to support the work of waiters or waitresses because language is the ability possessed by humans to communicate with other humans. However, the waiters in Azzuma Restaurant got many obstacles when served Korean guests. As a result, it leads to get complains from the customer. Therefore, the authors wanted to examine more deeply about "Communication in the Hospitality Industry: Azuma Korean Restaurant in Malaysia"

1. What constraints faced by waiters or waitresses when serving Korean guests at Azuma Fusion restaurant?
2. What are the solutions to overcome the obstacles faced by waiters or waitresses when serving Korean guests at Azuma Fusion restaurant?

LITERATURE REVIEW

Definition of Waiter

In the Introduction to Accommodation and Restaurants, explaining that the waiter or waitress is a hotel restaurant employee who has the duty and responsibility to serve food and beverage needs for hotel customers in a professional manner. Whereas in terms of the waiter or waitress means the person in charge of working in the field of serving, in this case, food and drink or at least deliver the dish to someone.

Waiter or waitress is a position contained in various food and beverage department outlets such as restaurants, room service, bars, and banquets. According to Marsum (2005), "Waiters or waiters are employees or employees in a restaurant whose job is to serve guests, make guests feel welcomed and comfortable, take food and drink orders and serve them, also clean the restaurant and its environment and prepare dining(table setting) for the next guest.

Based on the above definition, it can be concluded that the waiter or waitress is a restaurant employee in charge of serving the food and beverage needs of consumers in a professional manner.

Requirements for a professional waiter.

According to H. Marsum Widjojo Atmodjo, SE and Hj. Siti Fauziyah, S.Pd., APP, M.Kes. in his book titled "Professional Waiter - Expert Waiters," the requirements that must be met to become a professional waiter are as follows:

1. Physical requirements

Physical requirements that must be met by a professional waiter are:

- a. Strapping. Healthy, do not have infectious diseases.
- b. Physically and mentally healthy.

- c. Do not have a striking body defect.
 - d. Hold standing, strong walking, mentally resistant, no complaining.
 - e. Preferably have a minimum height for men 160 cm, for women 155 cm. Ideal posture, proportional weight.
2. Non-physical requirements
- a. Spiritually healthy, not easily stressed, emotional, and not easily experienced mental disorders.
 - b. Able to communicate fluently in foreign languages.
 - c. Be cheerful, friendly, and polite.
 - d. Patient, honest, disciplined in all situations.
 - e. Responsive, careful, and skilled.
 - f. Easy to get along with and able to work together.
 - g. Being able to understand the desires of others quickly.
 - h. Widespread knowledge about food and beverage products sold.
 - i. Mastering good service and selling techniques, and has a strong memory.
 - j. Confident, like to help.
 - k. Eager to work hard.
 - l. High commitment.
 - m. Persevere in carrying out the task to completion.
 - n. Being able to appreciate each guest.

According to Wikipedia 2018, a language is a communication tool between community members in the form of sound symbols produced by human speech tools. Language is a system, that is to say, it is formed by a component that is patterned in a permanent and manageable manner. A language is a cultural tool or embodiment used by humans to communicate or relate to one another either through writing or verbally, with the aim of conveying certain intentions to the interlocutors or other people.

Language is a very important aspect of social life. Citing the understanding of language in Keraf's opinion, which states there are two definitions of language. The first understanding states that language as a means of communication between members of society in the form of sound symbols produced by human speech tools. Second, language is a communication system that uses vocal symbols (speech sounds) that are arbitrary or may change Suyanto (2011: 15).

Based on the understanding of the language described above, it can be concluded that language is a symbol produced by human speech tools, which have meaning and are conventionally used by humans to communicate with others.

Language Functions Language

Functions Citing the opinion expressed by Felicia, which states that when communicating daily, one of the tools most often used is language, specifically as a human being both in spoken and written language tourism. "So close are we to languages, that it does not feel necessary to further explore and study foreign languages. As a result, as language users, Indonesians are not skilled in using language, a weakness that is not recognized "(Suyanto, 2011: 18).

Based on the opinion of Keraf in Finoza (2011), which states that in the language literature, experts generally formulate the function of language for each person, there are four, namely: 1. As

a communication tool, 2. As a means of expressing oneself, 3. As a tool of social integration and adaptation; 4. As a means of social control.

Language and Tourism

the government continues to push the level of foreign tourist arrivals (tourists) to reach the target of 20 million foreign tourists by 2019. One of these efforts is to improve the quality of services supported by various aspects such as the use of language in tourism. According to Rahmat Syam at the National Tourism Language Seminar (11/15/2017), Language is considered important because it can provide the image of the tourism services of the Republic of Indonesia (RI). Because the maximum service is able to create an impression or a good image that plays a role in improving the Indonesian tourism industry.

Rahmat Syam also added that the role of languages foreign in the tourism sector is important, including for the promotion of overseas travel, reservation services, accommodation services (hotel or travel), services during the guiding, communication of foreign tourists with the community, which ultimately relates to imaging of Indonesia by foreign tourists. Based on these explanations, it can be concluded that foreign language skills are important to have for actors in tourism activities, including waiters or waitresses in restaurants because they will serve the needs of eating and drinking guests while in the restaurant, so guests will get a comfortable and satisfying service and the possibility of guests returning to the restaurant.

Development of Korean Language and Culture

According to the free encyclopedia Wikipedia, Korean is the most widely used language in Korea and is the official language of South Korea and North Korea. This language is also widely spoken in Yanbian in China northeastern. In all, there are around 78 million Korean speakers worldwide, including large groups in the Soviet Union, the US, Canada, and Japan.

Young people, especially teenagers around the world, have been experiencing 'Korean fever' in recent years. The Korean trend is spreading rapidly among teenagers to date. Starting from the hits of music groups, drama, fashion, beauty, to the lifestyle of Korean idol figures, are very popular and widely followed by teenagers in Indonesia and the world.

It continues to grow into the culinary world. Many businessmen are interested in opening Korean restaurants with the excuse that they are 'shocked' and easy to market to young people, teenagers, and families. Until its development, many popping up Korean-themed restaurants everywhere. One of them is Azuma Fusion Restaurant Value Springs Resort Hotel Malaysia. The restaurant offers a variety of food menus, which are directly cooked by experienced chefs from Korea.

Therefore, it can be concluded that Korean Language and Culture. Now has worldwide and favored various teenagers and families in Indonesia and the world. One of them is Nilai Springs Resort Hotel Malaysia, which provides a Korean restaurant called Azuma Fusion Restaurant, which is filled with regular Korean guests as well as guests who are on vacation in Malaysia.

Services

According to Sampara in Sinambela (2011), service is an activity or sequence of activities that occur indirect interaction between someone with another person or machine physically and

provides customer satisfaction. Meanwhile, according to KBBI, service is an attempt to help prepare or take care of what others need.

Hadipranata is of the opinion that service is an additional activity outside of the main task (Job Description) given to consumers, customers, etc. - and is felt both as an award and a tribute. Service can be given to others as help needed by others themselves. Which with this help can help others to be able to overcome the problem.

Then it can be concluded that the service is direct or indirect interaction, aims to help provide everything needed by others, among them the buyer or customer.

RESEARCH METHOD

Methods used in conducting this research are:

Observation

In order to obtain information about the facts of the field. Then this research applied observation for five months in the Azzuma Restaurant. The direct observation method is the collection of data or information which is carried out by making direct observations of the symptoms that occur at the location of this study. The indirect observation method is the collection of data in studying documents relating to the research location. In this research, the factors that influence the performance of Azuma Fusion waitress or waitress.

Interview

The interview method is a method of collecting data or information by conducting question and answer to someone with relevant activities. The interview is a conversation conducted by two parties, namely the interviewer, who asks a question, and the interviewee is the one who gives answers to questions to get information and data. Therefore, the manager and the waitress were interviewed.

Literature Study

The study method is the collection of data and writing from books relating to the problem to be studied. With this method, the author reads or studies books that support the problem under study so that it can be used as a foundation in the preparation of research. The literature study research also functions to supplement data that is not in primary data.

FINDINGS AND DISCUSSION

Based on the research, there are two findings, are as follow:

First, Waiters or waitress barriers when serving Korean guests at Azuma Fusion Restaurant.

According to research results, interviews and literature studies stated that the waiter or waitress found obstacles when working serving Korean guests at Azuma Fusion Restaurant.

One, the lack of understanding of waiters or waitresses in Korean. The main obstacle faced by Azuma Fusion restaurant waiters or waitresses when serving guests in understanding Korean. Korean is the main language used most often when communicating with customers in restaurants, considering that almost 90% of guests who come are Korean.

Language is considered important to be mastered by a waiter or waitress because language is one of the tools most often used by waiters to communicate with customers in restaurants. This is because, as stated by Suryanto (2011), by quoting the opinion of Felicia, language is important for daily communication.

Second, the lack of understanding of Korean guests in English adds to the difficulty for the waiter or waitress in providing good service in the restaurant though the language is important to know one's intentions. As has been explained that language is the ability possessed by humans to communicate with other humans. (Wikipedia: 2019).

Based on the results of the interview, informant 1 explained that "the difficulty I faced was language, they were not fluent in English, and I did not understand Korean. Sometimes I use sign language to convey something to them, or they open their smartphones first to ask for something they want. "

Based on the information above, language skills are the main obstacle for waiters or waitresses at Azuma restaurant. They find it difficult to work serving Korean guests in restaurants. Guests are usually not fluent in English, while waiters are only able to communicate using English. This often causes misunderstandings between the two and hinders the work of the waiter or waitress at Azuma restaurant.

Therefore, Korean is one of the important things that Azuma Fusion restaurant waiters or waitresses should understand to avoid misunderstandings between waiters and Korean guests. That way, guests will feel comfortable service in accordance with their expectations, and most likely, guests will come back to the restaurant.

Third, the limited knowledge of waiters about Korean culture, food menus, and procedures for serving a typical Korean dish on the table. This causes delays in the work of a waiter and makes it difficult for waiters to adapt to A'la carte and buffet services at Azuma restaurant.

According to Marsum Widjojo (2016), there are several factors that can facilitate the work of a waiter, namely, in addition to good communication skills, and a waiter must have in-depth knowledge of restaurants and facilities, as well as knowledge of products to sell. Based on the results of the interview, informant 2 explained that the difficulties encountered besides language were "I just found out that Korean people eat a lot, and want extra-fast service. They are very disciplined and fast in doing things. Sometimes I am overwhelmed if the restaurant is crowded."

Informant 3 said that "When I watch breakfast, Korean guests have been waiting at the door of the restaurant since 05.00 am, while the new restaurant will open at 6:00 am ". Based on field observations, Azuma's restaurant waiter knows the habits of Korean guests who are always disciplined and fast based on experience in the restaurant. The absence of training or advance training from restaurant management, making some waiters have difficulty adjusting. In fact, training or training is needed before entering the restaurant waiter.

According to PP No. 31 of 2006 concerning the National Job Training System, job training or training are all activities to give, obtain, improve, and develop work competence, productivity, discipline, attitude, and work ethic at a certain skill and expertise level according to the level and job or job qualifications. In short, job training is a process of teaching knowledge and developing work skills (vocational) and attitudes so that employees become more skilled and able to carry out their responsibilities better in accordance with standards.

Second, solutions to overcome obstacles faced by waiters or waitresses when serving Korean guests at Azuma Fusion Restaurant.

Based on the results of the study, I found several ways to overcome the obstacles faced by waiters or waitresses when serving Korean guests at Azuma Fusion Restaurant.

One, restaurant management should provide training or special training. Training on Korean is considered important to be given to prospective waiters before working at Azuma restaurant. This can facilitate the work of an Azuma Fusion restaurant waiter in providing good and maximum service to Korean guests.

With the Korean language training, the obstacles of Azuma Fusion Restaurant waiters or waitresses when serving guests will be reduced. This will reduce the misunderstanding between the waiter and the guest because the waiter knows what Korean guests expect at the Azuma Fusion restaurant.

Second, the provision of information about Korean culture, and important product knowledge is given to prospective waiters before entering the workforce. It is considered important to add insight into Azuma Fusion restaurant waiter in order to improve the quality and productivity of waiters in serving Korean guests well.

Because as explained above, in fact, prospective waiters are only given a briefing on SOP (sequence of service), public speaking English, Handling wine, and an overview of restaurants in general. There is no specific training that is more specific based on the outlet where the waiter is assigned.

Third, periodic evaluations of operations in the restaurant should be carried out. It's better if the Manager exchanges ideas with the waiters or waitresses during the evaluation. That way, the manager will find out the complaints of the waiters and find solutions to the obstacles faced by the waiters or waitress Azuma restaurant. Thus the relationship between the manager and the waiter will be harmoniously established to create comfort while working.

CONCLUSION

Based on the results of research conducted, found two conclusions, namely as follows:

The first, waiter or waitress, Azuma Fusion Restaurant, found obstacles when working serving Korean guests. The main obstacle is that the waiter does not understand Korean, and guests are not fluent in English, while the waiter or waitress is only able to communicate using English. In addition, the lack of waiters and lack of waiter knowledge about Korean product knowledge and culture, adds to the difficulty of the waiter when serving guests at Azuma Fusion Restaurant.

The second, it was found several solutions that can overcome the obstacles faced by Azuma Fusion Restaurant waiters or waitresses when serving Korean guests, namely by providing training or training on Korean Language and Culture and product knowledge to prospective waiters who will be assigned at Azuma restaurant.

Based on the conclusions above, there are two suggestions that should be applied so that the waiter or waitress can overcome the obstacles faced when serving guests at Azuma Fusion Restaurant:

First, restaurant management should provide training to prospective waiters who will be on duty at Azuma restaurant. The training can be tailored to the needs of Azuma Fusion Restaurant waiter, especially knowledge of Korean Language and Culture. Or HRD can look for prospective

waiters with qualifications to communicate using Korean and experience working in Korean restaurants.

Second, the provision of important product knowledge is given so that Azuma Fusion Restaurant waiters or waitresses can provide good and maximum service to Korean guests while working.

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