

---

## The Procedures and The Language Expressions Used in Handling Guests at Buleleng Regency Tourism Office

---

**Putu Hady Suryanatha**

Universitas Pendidikan Ganesha

[hadyysurya@gmail.com](mailto:hadyysurya@gmail.com)

### *Abstract*

*In handling guests, certainly several essential references or regulations must be understood by all actors in the tourism sector. Not only in the tourism sector but in government offices knowledge needed to know of reasonable and correct service procedures is required. In carrying out a service to guests visiting the Buleleng Regency Tourism Office, it is necessary to pay attention to the procedures and the correct language expressions. There are some examples of the procedures and the language expressions used when handling the visiting guests that need to be used. With the topic to be discussed, it is hoped that readers can gain knowledge about the procedures and the language expressions used when handling guest visits.*

**Keyword: Procedures; Language Expressions; Tourism Office.**

---

## INTRODUCTION

How to handle guest is the most basic skill that must be possessed by actors in every tourism sector. In handling guests, certainly several basic references or regulations must be understood by all actors in the tourism sector. Especially in Bali which is famous for its wide tourism sector. Therefore, it is proper to understand well about how to serve guests. Not only in the tourism sector but in government office knowledge of good and correct service procedures is required.

In carrying out a service to guests visiting the Buleleng Regency Tourism Office, it is necessary to pay attention to the procedures and the correct language expressions. According to Schnurr (2013), it is important to pay attention to the language expressions, because all the employees will handle visiting guest must use the good language expressions. Therefore, it is appropriate to learn as good as possible about the correct language expressions that use to handle guests visit.

In addition to paying attention to the language expressions, all employees must also follow existing procedures when handling visiting guest. According to Wahyu (Wahyu, 2017), serving guests visit must be learnt well by all the employees of the Buleleng Regency

Tourism Office, because this is important. Based on Yudha (Yudha, 2016) that said the most appropriate media to make a communication is a language. Therefore language is important to make a communication to the guest. From Muliadi's (Muliadi, 2023) perspective also said that Communication and language are two sides that cannot be separated. Communication needs appropriate strategies to create more effective interactions. Moreover, It is very important to use a good communication when handling guest visit. The procedures for handling visiting guests are as follows: greet well, give good attention, offer good help, listen very well, and can guide visiting guests. This research will discuss the procedures and language expression for serving visiting guests in the Buleleng Tourism Office.

Buleleng Regency Tourism Office is one of the government offices, located at Kartini Street No. 6, Singaraja. There are many departments in the office, including front office department, finance department, planning department, secretary department, tourism destination department, tourism resources department, promotion department, and industry department. The location of the tourism resources department, promotion department, and industry department is on the second floor. The location of the front office department, finance department, planning department, and secretary department is on the first floor. All of the department have a different job and have the different procedures that must be well understood by all employees.

However, in this study, the point being the focus is on the procedures and language expressions on handling guests who visit the front office department and the finance departments. This study also aimed to provide an explanation of what language expressions are normally used when handling the visiting guests.

This article discusses previous research, namely research by Mahardika (Mahardika, 2018) which discusses the analysis of the communicative needs of English language targets for food and beverage service courses. Meanwhile, the author of this article will discuss how communication can be used when handling guest visits to the Buleleng Tourism Office. The explanations are much similar because Mahardika's (2018) research also discusses handling a guest. Mahardika (2018) also discusses about the language function and language expression needed to handle the guest. Besides, in the Buleleng Tourism Office needed to use the language function and expression to handle the guest visit, especially the author would like to discuss two departments in the Buleleng Tourism Office.

At the Buleleng Regency Tourism Office, the author observes two departments, namely front office department and financial department. Front office department are responsible for welcoming incoming guests and financial department are responsible for handling guests who have needs to do with the financial department. Therefore, every employee who is responsible for this department is required to be able to handle visiting guests. According to Udiaver (Udiaver, 2020), acquiring good serving skills is prerequisite for placement of training in hospitality. Therefore, employees are required to obey with existing procedures in order to serve well.

In order to serve visiting guests, it is recommended to avoid mistakes in serving them. According to Alexander (Alexander, 2001), we must follow rules to avoid error service. That is why the rules of all the procedures are important. Therefore, in order to provide good and correct service, it must be based on implementing existing procedures. According to 17sekians.com, there are some procedures that can be used in handling guest visit, namely:

1. Greet and welcome will be use when the first time guest coming to the Buleleng Tourism Office.
2. Ask for guest's purpose. Employee need to ask for what is the guest's purpose to visit the Buleleng Tourism Office.
3. Get the guest requirement. Get the guest requirement of what they are need to do in the Buleleng Tourism Office.

4. Thank the guest. Employee need to thanking when the guest leaving the Buleleng Tourism Office.

The use of good language expressions in serving visiting guests is a reflection of the readiness of the employees. All employees must learn them well. According to Rubin (Rubin, 1982), every aspect of the language expression must be learned in detail. The language expressions that are normally used in handling guest visit are:

1. Greeting is when the employee meets the guest in the front office. The example of the language expressions like : Good morning sir/ madam.
2. Welcoming is after the employee greets the guest. The example of the language expressions like : Welcome to Buleleng Tourism Office sir/ madam.
3. Handling guest is when the employee finish welcoming the guest. The example of the language expressions like : May I help you / May I assist you.
4. Thanking is after the guest leaving the Buleleng Tourism Office. The example of the language expressions is like : Thank you for visiting Buleleng Tourism Office sir/ madam.

There are also other things that should be considered in addition to the language expressions. According to Demicco (Demicco, 2017), typical guest service follows the basic rules of a smile, making eye contact, engage by using the guest's name, maintaining good manners, do not speak too fast, and listening actively. It is can make guests feel comfortable with the services. Serving well is a basic rule in the world of tourism. Some employees still often feel easily emotional when serving visiting guests. According to Tronvoll (Tronvoll, 2011), five categories of latent negative emotions, namely sadness, shame, anger, fear, and frustration. In serving visiting guests, patience and sincerity in serving are the most important things for the satisfaction the visiting guests. That is why all the employee must be able to work better and more carefully.

It should also be noted that as much as possible, employees do not use negative language when handling visiting guests. According to Zare (Zare, 2012), using negative word of mouth communication is not appropriate. Using negative language can make guests feel dissatisfied with the service. Some guests have their own characteristics, so as someone who serves them, they are required to be patient and able to serve sincerely. In addition to serving visiting guests, being attentive is an important thing to do. According to Davidow (Davidow, 2000), attentiveness is the most important organizational response dimension. therefore, all the employee must serve them well.

## **METHOD**

The author used descriptive design in this research to identify the procedures and the language expressions used in handling guests at the tourism office of Buleleng regency. The focus of this research would be discussing the procedures and the language expressions in the two departments. They are the front office department and the financial departments. Each department has different procedures and language expressions. By paying attention to this research design, the researcher will understand the good procedures and language expressions when handling guest visits.

The author did research in two departments. First, the front office department located in the lobby. Second, the financial department located in front of the secretary department. Front office services are handled by 2 employees. They are responsible for handling guests in the lobby. Financial services are handled by 14 employees. They are responsible for handling financial matters.

During three months in taking on the job training at the Buleleng Regency Tourism Office from 14 December 2020 to 14 March 2021, the author has observed how the procedures and the language expressions have been provided in two departments. In the front

office department, the author has observed two employees that handle the guest visit. In the financial department, the author observed 14 employees, one of the employees is the head of the financial department. The author obtained the data from the observation.

The instruments used in this study included smartphone to take pictures of all actions or events that occur when employees are handling guests visiting the Buleleng Regency Tourism Office, a notebook to write the activity and see how the work of the employee when serving guests visit.

The author furthermore did the data analysis with the steps as follows :

1. The author listed the procedures done in handling guests at the front office department and the financial department. First of all, the employee must greet and welcome the guests when they first arrive. After that, the employee will ask for the guest's purpose and get the guest's requirements. In the end, the employee must be thanking the guest when the guest leaving the office.
2. The author listed the language expressions used in handling visiting guests in the front office department and the financial department. In the greeting, the employee can say "Good morning sir/ madam". After that, in the welcoming and handling of the guest, the employee can say "Welcome to Buleleng Tourism Office sir/ madam, May I help you / May I assist you". At the end at thanking the guest, the employee can say "Thank you for visiting Buleleng Tourism Office sir/ madam".

## FINDINGS AND DISCUSSIONS

In this chapter, the author presents the findings based on the observation of three months in taking on the job training at the Buleleng Regency Tourism Office. The findings are talk about the procedures and language expression that used when handling guest visit. The table will display the procedures and language expressions in two departments, they are front office department and financial department.

**Table 1 The Procedures and The Language Expressions of Handling Guest Visit in Front Office Department.**

| No | Department               | Procedures  | Language Expressions in Indonesia  | Language Expressions in English   |
|----|--------------------------|---|--|---|
| 1. | Front Office Department. | <ol style="list-style-type: none"> <li>1. Greeting visiting guests.</li> <li>2. Asking the guests to use hand sanitizer for health protocols.</li> <li>3. Inviting the guest to sit.</li> <li>4. Asking the purpose of visiting.</li> <li>5. Contact the department concerned to ask whether it can receive guests or not.</li> <li>6. Delivering to their destination.</li> <li>7. Thanking the guest for visiting.</li> </ol> | <ol style="list-style-type: none"> <li>1. Om swastyastu, selamat pagi bapak / ibu.</li> <li>2. Bapak / ibu mohon untuk menggunakan hand sanitizer demi menjaga protokol kesehatan.</li> <li>3. Silahkan untuk duduk bapak / ibu.</li> <li>4. Ada yang bisa saya bantu bapak / ibu?</li> <li>5. Bapak / ibu mohon untuk menunggu sebentar, saya akan menghubungi departement yang bapak/ ibu ingin temui.</li> <li>6. Mohon ikuti saya bapak / ibu.</li> <li>7. Terimakasih sudah berkunjung ke kantor</li> </ol> | <ol style="list-style-type: none"> <li>1. Om swastyastu, good morning sir / madam.</li> <li>2. Sir / madam, please use hand sanitizer to maintain health protocols.</li> <li>3. Please sit down sir/ madam.</li> <li>4. May I help you sir / madam?</li> <li>5. Sir / madam, please wait for a minute. I will contact the department you wish to meet.</li> <li>6. Please follow me sir / madam.</li> <li>7. Thank you for visiting the Buleleng Regency Tourism Office.</li> </ol> |

### **Procedures And Language Expressions in Front Office Department**

At the front office department, there are several procedures and language expressions that are carried out by the employee of Buleleng Regency Office when serving visiting guests.

#### **A. Procedures**

1. Greeting visiting guests. Greeting visiting guests will be held for the first time guests come to the Buleleng Regency Tourism Office. Guests will be greeted in the lobby by two employees.
2. Asking the guests to use hand sanitizer for health protocols. During the COVID-19 pandemic, it is recommended to use hand sanitizer. Therefore, employees of the Buleleng
3. Regency tourism office must ask visiting guests to use hand sanitizer to comply with health protocols.
4. Inviting the guest to sit. After finish greeting and ask the guest to use the hand sanitizer, the employee must invite the guest to sit down on the couch.
5. Asking the purpose of visiting. Every guest has their own purpose. Employees need to ask what is the purpose of the guest.
6. Contact the department concerned to ask whether it can receive guests or not. To make sure the department can receive the guest, employees need to contact the concerned department first. In this situation, the employee needs to tell the guest to wait while the employee contacts the concerned department.
7. Delivering to their destination. In odd moments, guests do not know the location of all departments in the office. Employees need to delivering the guest to find their department.
8. Thanking the guest for visiting. After the guests finish their activity in the office, the employee needs to thank the guest for their visit.

#### **B. Language Expressions**

1. In greeting, employee can say “Om swastyastu, selamat pagi bapak / ibu” in Indonesia. However, in English, employees can say “Om swastyastu, good morning sir / madam”. “Om swastyastu” is a greeting in Balinese people that similar to “Welcome”. For first time guests come to the Buleleng Regency Tourism Office, employees must do this greeting.
2. In asking the guest to use hand sanitizer, employees can say “Bapak / ibu mohon untuk menggunakan hand sanitizer demi menjaga protokol kesehatan” in Indonesia. However, in English, employees can say “Sir / madam, please use hand sanitizer to maintain health protocols”. Employees need to ask the guest to use the hand sanitizer to comply with health protocols.
3. In inviting the guest to sit, employees can say “Silahkan untuk duduk bapak / ibu” in Indonesia. However, in English, employees can say “Please sit down sir/ madam”. This action is important to make the guest comfortable when visiting the office.
4. In asking the purpose of visiting, employees can say “Ada yang bisa saya bantu bapak / ibu?” in Indonesia. However, in English, employees can say “May I help you sir / madam?”. Every guest has their own purpose. As the employee, it is important to ask the purpose of the visiting guest.

5. In contact the department concerned to ask whether it can receive guests or not, employees can say “Bapak / ibu mohon untuk menunggu sebentar, saya akan menghubungi departement yang bapak/ ibu ingin temui” in Indonesia. However, in English, employees can say “Sir / madam, please wait for a minute. I will contact the department you wish to meet”. Employees need to make sure that the concerned department can meet the guest.
6. In delivering to their destination, employees can say “Mohon ikuti saya
7. bapak / ibu” in Indonesia. However, in English, employees can say “Please follow me sir / madam”. Sometimes, employees need to help the guest to find their destination.
8. In thanking the guest for visiting, employees can say “Terimakasih sudah berkunjung ke kantor Dinas Pariwisata Kabupaten Buleleng” in Indonesia. However, in English, employees can say “Thank you for visiting the Buleleng Regency Tourism Office”. Showing gratitude is important to the guest.

**Table 2 The Procedures and The Language Expressions of Handling Guest Visit in Financial Department.**

| No. | Department            | Procedures  | Language Expressions in Indonesia   | Language Expressions in English  |
|-----|-----------------------|---|---|--|
| 1.  | Financial Department. | <ol style="list-style-type: none"> <li>1. Greeting visiting guests.</li> <li>2. Inviting the guest to sit.</li> <li>3. Asking the purpose of visiting.</li> <li>4. Checking the file that the guest provided.</li> <li>5. Checking on the computer regarding the data provided.</li> <li>6. Resolving guest problems.</li> <li>7. Thanking the guest for visiting.</li> </ol> | <ol style="list-style-type: none"> <li>1. Om swastyastu, selamat pagi bapak / ibu.</li> <li>2. Silahkan untuk duduk pak / ibu.</li> <li>3. Ada yang bisa saya bantu?</li> <li>4. Mohon tunggu sebentar bapak / ibu, akan saya periksa berkas yang bapak / ibu berikan.</li> <li>5. Bapak / ibu saya akan melakukan pengecekan pada computer. Mohon tunggu sebentar.</li> <li>6. Dari permasalahan yang bapak / ibu sampaikan dapat saya simpulkan demikian ...</li> <li>7. Terimakasih sudah berkunjung ke kantor Dinas Pariwisata Kabupaten Buleleng.</li> </ol> | <ol style="list-style-type: none"> <li>1. Om swastyastu, good morning sir / madam.</li> <li>2. Please sit down sir/ madam.</li> <li>3. May I help you sir/ madam?</li> <li>4. Please wait a moment sir / madam, I will check the file that you gave.</li> <li>5. Sir / madam, I will do a check on the computer. Please wait a moment.</li> <li>6. From the problems that you convey, I can conclude that ...</li> <li>7. Thank you for visiting the Buleleng Regency Tourism Office.</li> </ol> |

### Procedures And Language Expressions in Financial Department

In the financial department also have several procedures and language expressions that are carried out by the employee of Buleleng Regency Office when serving visiting guests.

#### A. Procedures

1. Greeting visiting guests. Greeting visiting guests will be held for the first time guests the financial department. Guests will be greeted in the lobby by the head of the financial department.

2. Inviting the guest to sit. After finish greeting the guest, the employee must invite the guest to sit down on the chair.
3. Asking the purpose of visiting. Employees need to know what is the purpose of the guest to visit the financial department.
4. Checking the file that the guest provided. Every guest perhaps brings a file. In this chase, employees need to check all the guest files.
5. Checking on the computer regarding the data provided. Employees also need to check the data in the computer during check the guest's file. To make sure the data is provided on the computer.
6. Resolve guest problems. Every guest must have different problems. Employees need to solve all of the problems that the guest has.
7. Thanking the guest for visiting. Employees need to thanking the guest after the guest finish in the financial department.

**B. Language Expressions**

1. In greeting visiting guests, employees can say "Om swastyastu, selamat pagi bapak / ibu" in Indonesia. However, in English, employees can say "Om swastyastu, good morning sir / madam". The head of the financial department will greet the guest like this.
2. In inviting the guest to sit, employees can say "Silahkan untuk duduk pak / ibu" in Indonesia. However, in English, employees can say "Please sit down sir/ madam". The financial department provides one chair as a guest seat.
3. In asking the purpose of visiting, employees can say "Ada yang bisa saya bantu?" in Indonesia. However, in English, employees can say "May I help you sir/ madam?". Employees need to show hospitality to guests.
4. In checking the file that the guest provided, employees can say "Mohon tunggu sebentar bapak / ibu, akan saya periksa berkas yang bapak / ibu berikan" in Indonesia. However, in English, employees can say "Please wait a moment sir / madam, I will check the file that you gave". Employees must make sure that the guest will not wait for too long.
5. In checking on the computer regarding the data provided, employees can say "Bapak / ibu saya akan melakukan pengecekan pada computer. Mohon tunggu sebentar" in Indonesia. However, in English, employees can say "Sir / madam, I will do a check on the computer. Please wait a moment". Employees must make sure that the guest will not wait for too long when the employees check the data on the computer.
6. In resolving guest problems, employees can say "Dari permasalahan yang bapak / ibu sampaikan dapat saya simpulkan demikian ...". However, in English, employees can say "From the problems that you convey, I can conclude that ...". There are several problems such as financial problems, taxes problems, and others else. In this chase, employees need to solve all the guest problems.
7. In thanking the guest for visiting, employees can say "Terimakasih sudah berkunjung ke kantor Dinas Pariwisata Kabupaten Buleleng" in Indonesia. However, in English, employees can say "Thank you for visiting the Buleleng Regency Tourism Office". The head of the financial department will show her gratitude to the visiting guest.

**CONCLUSIONS AND SUGGESTIONS**

Based on the research above, that discuss the procedures and the language expressions in two departments in the Buleleng Regency Tourism Office can be concluded as follows:

1. There are 7 procedures in the front office department and financial department. All these procedures used when handling visiting guests in the Buleleng Regency Tourism Office.
2. There are 7 language expressions that used in the front office department and financial department. All these language expressions used when handling visiting guests in the two departments.

For the suggestions that can be given as follows:

1. For Students  
Hospitality students need to pay attention to the language expressions and the procedures that are used to serve visiting guests because it is very important.
2. For Future Researcher  
It is suggested that the next researcher conduct further researches about the procedures and language expressions in handling visiting guests.

## **REFERENCES**

- Yudha, I. P. C., & Seken, I. K. (2016). An Analysis of Jargon Used by Receptionists in Front Office at Asa Bali Luxury Villas and Spa Seminyak. *Lingua Scientia*, 23(1), 35-42.
- Muliadi, N., Ratminingsih, N. M., & Marsakawati, N. P. E. (2023). THE POLITENESS STRATEGIES APPLIED BY STUDENTS IN THE CONTEXT OF CLASSROOM IN VOCATIONAL SCHOOL. *Lingua Scientia*, 30(1), 77-89.
- Mahardika, A. N. Y. M. (2018). ANALYSING TARGET COMMUNICATIVE NEEDS FOR ENGLISH FOR FOOD AND BEVERAGE SERVICE COURSE. *Jurnal Bahasa Lingua Scientia*, 10(2), 341-356.
- Blue, G. M., & Harun, M. (2003). Hospitality language as a professional skill. *English for specific purposes*, 22(1), 73-91.
- Davidow, M. (2000). The bottom line impact of organizational responses to customer complaints. *Journal of hospitality & tourism research*, 24(4), 473-490.
- Demico, F. J. (2017). Bringing Hotel Hospitality Service Skills to Healthcare: The Guest Service Gold Training Program from the Educational Institute of the American Hotel & Lodging Association. In *Medical Tourism and Wellness* (pp. 115-125). Apple Academic Press. <https://www.amazon.com/Rule-Rules-Morality-Dilemmas-Law/dp/0822327368> <https://www.17sekians.com/standard-operating-procedure-sop-handling-walk-in-guest-front-office-departement/>
- Rubin, J., Thompson, I., & Sun, H. (1982). How to be a more successful language learner. Boston: Heinle & Heinle.
- S, Schnurr. (2013). Good Communication Language. [https://scholar.google.com/scholar?hl=id&as\\_sdt=0,5&q=Good+communication+language#d=gs\\_qabs&u=%23p%3DaCHC5siOzIYJ](https://scholar.google.com/scholar?hl=id&as_sdt=0,5&q=Good+communication+language#d=gs_qabs&u=%23p%3DaCHC5siOzIYJ)
- Tronvoll, Bard. (2011). Negative Emotion and Their Effect on Customer Complain, Behaviour. *Journal* Volume 22 Issue 1. <https://www.emerald.com/insight/content/doi/10.1108/09564231111106947/full/html>
- Udiaver, D. V. (2020). The effect of balance and coordination rehabilitation exercises, on serving skills of students with special needs, undergoing vocational training in hospitality and catering department: A prospective one-arm interventional study. *The Indian Journal of Occupational Therapy*, 52(2), 37.
- Wahyu. (2017). The Identification of SOP and Language Expression Used by The Telephone Operator at Belmond Jimbaran Puri Bali.



Zare, H., Esfidani, M., & Mosavi, M. (2012). Investigation of Customer Complainant Behavior from after Sales Services of Saipa Company. *Organizational Culture Management*, 10(25), 145-174.