

### Jurnal Penelitian Mahasiswa Indonesia ISSN: 2827-9956 Volume 4 Nomor 3, Agustus 2024, 348-363

### The Identification of Verbal and Non Verbal Expressions Used By Waiter and Waitress in Serving Guest at Puri Bagus Hotel

Abstract

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**Citation in APA style:** Amertadana, K. (2024). The Identification of Verbal and Non Verbal Expressions Used By Waiter and Waitress in Serving Guest at Puri Bagus Hotel. *Jurnal Penelitian Mahasiswa Indonesia*, 4(3), 348-363.

This research had been done at Puri Bagus Resort. This research had two purpose, there were: (1) Revealing the sequence of service which are implemented at Puri Bagus Hotel and (2) Identifying the verbal and Non Verbal expressions of waiters and waitress at Saraswati Restaurant based on sequence of service they used. The objects of the research were sequence of service which are implemented at Puri Bagus Hotel and verbal and non verbal expressions were used by the waiter and waitress at Saraswati Restaurant based on sequences of service they used. Whereas subjects this study were waiter and waitress at Saraswati Restaurant. Collecting data used non-participant observation. Then analyze that data by descriptive method. The result of this research is: (1) There are 5 sequences of service implemented by Puri Bagus staff. And (2) The waiters and waitress at Saraswati Restaurant use a little different verbal expressions in serving guest and they use non-verbal expressions such as : eye contact, facial expressions, gesture and space.

Keywords: Verbal expression; Non-verbal expression; Restaurant Service.

### **INTRODUCTION**

Tourism Industry becomes a big business which increases and grows rapidly in Bali Sugiarto (2004) stated that hotel is one of the accommodation services that used the building to provide room service, food and beverage and other services for people in general with a commercial operation. In other perspective, Kasavana (2001) stated that hotel or inn may be defined as an establishment whose primary business In providing lodging facilities for the general public, and which furnishes one or more of the following services: food and beverage services, room attendant (housekeeping) service, concierge, bell and door attendant service (sometimes called uniform service) laundry or dry cleaning and use of furniture and fixtures. In Food and Beverage Department, some Restaurants are provided. Every day waiter and waitress communicate to the guests. Communication is the most important thing to give excellent service to the guests. Communication by the staffs in hotel can build a good relation

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with the guest when they meet the guests because without communication they cannot do it. The ideas or feelings expressed for transferring messages verbally are called verbal language in its use is transmitted through language. Verbal language is a medium of communication which is used to clarify feeling, opinions, and purpose. Daniels (2000) stated that non-verbal behavior is very important in communication because they can change the meaning of message. Non Verbal Communication is usually understood as the process of communication through sending and receiving wordless messages. Such messages can be communicated through gesture, body language or posture; facial expression and eye contact; object communication such as clothing, hairstyles or even architecture, symbols and infographics, prosodic features of speech such as intonation and stress and other paralinguistic features of speech such as voice quality, emotion and speaking style. By the verbal and non-verbal expressions the staff can express their expression when they give a great service to the guests. A good expression is very important to make guests enjoy with the service of the staffs. Restaurant staff should be able communicate to the guest greatly therefore the guest will feel enjoy. Moreover the guest will feel enjoy when they see a good gesture of staffs even though the staff speak clearly the guest also will care with the gesture and body language of the staffs to make the communication to understand. In early days, there are some staffs in the hotel that less care with their verbal and non-verbal communication when they handle in order to make the guests feel uncomfortable. Sometime the guest cannot understand what the staffs mean when they give information about the facilities in the hotel and then there is misunderstanding among them. The body languages of the staffs are not always good. Although the staff speaks Balinese language the guests can know staffs feeling from the gesture. Based on the explanation above, the writer is interested in analyzing the verbal and non-verbal communication used in Puri Bagus staff in serving guest at the restaurant. The writer knows some staff in Puri Bagus Hotel, they are welcome. In relation to explanation above, the present study aimed at finding out the verbal and non-verbal communication in Puri Bagus Hotel.

### **METHODS**

No	Objectives	Procedures	Instruments	Subject
1	To identify verbal	Observation	Observation	Waiter and
	expression used by		sheet	waitress at
	waiter and waitress in			the restaurant
	serving guest at			
	Saraswati Restaurant.			
	To identify non verbal			
2	expression used by	Observation	Observation	Waiter and
	waiter and waitress in		sheet and	waitress at
	serving guest at		Camera	the restaurant
	Saraswati Restaurant.			

Table 3.2 Method of data collection

The method of data collection of this study was non-participant observation. Since the study was aimed at finding out great service basic which were implemented by the waiter in Puri Bagus Hotel and verbal and non-verbal expressions used by the waiters based on sequence of service which were implemented in serving guest, the writer have to followed ethical consideration. The procedures of data collection were: The researcher asked permission from the institute in the form of recommendation letter to collect data and made observation at Puri Bagus Hotel and made contact with Human Resource Department (HRD) through a telephone call to make appointment about the possibility of the researcher too collect data at hotel. The researcher came to Puri Bagus Hotel on time based on appointment with training manager in Human Resource Department (HRD) and shows the recommendation letter from Undiksha (Universitas Pendidikan Ganesha) to training manager. Then researcher asked the training manager to get the print out of data. Then the researcher asked permission to FB director. The researcher came to restaurant in Puri Bagus. And the non participant observation was done by him to know the waiter's verbal and non-verbal expressions when they implemented standard service such as Balinese greeting, repeating costumer order, team work to achieve the impossible, safety and security, I care, anticipating costumer order in serving guest. An observation sheet was prepared to observe verbal and nonverbal communication aspect which was filled by the researcher when the interaction takes place between the waiter and the guest. The researcher asked permission first to the guests to take a picture when the waiter handled them at that restaurant.

In order to find out the answer of the problem of the study and the obtained data should be analyzed. The data were analyzed descriptively and the steps of analyzing data were as followings: The writer observed the data of standard service which were taken from Human Resource Department. The writer observed every communication between waiters and the guests at that restaurant. The writer took a note to describe verbal and non-verbal expression used by waiters based on standard services which implemented in serving the guest. The writer identified the verbal and non-verbal expressions were put in observation sheet to find out verbal and non-verbal expressions used as well as to show the speech part that the staffs most frequently used. The writer analyzed verbal and non-verbal expression aspects. The writer made conclusion.

No	Sequence of	Language Function/Language Expression		Subject		
	service	Verbal Language	Non Verbal language	1	2	3

Table 3.3 Verbal and non verbal expression used by the waiter and waitress

Table 3.3 show that is number, column 2 sequence of service, column 3 is divided into two because language expression is part of verbal and non verbal language, and the column 4 is divided into three column that are subject 1 is waitress, subject 2 is waitress, subject 3 is waiter. The writer has made this table to show the relation of sequence service to verbal language and non verbal language of waitress 1, the relation of sequence service to verbal language and non verbal language waitress 2, the relation of sequence service to verbal and non verbal language waitres 3.

### FINDINGS AND DISCUSSION

### Findings

This section presents the obtained data from the observation conducted. The data were descriptively presented and tabulated in two parts. First the writer presents great service basic implemented in PuriBagus Hotel and second the writer shows two tables which

### 1) Implementation of Sequence of Service at Puri Bagus Hotel

Depending on the observation data, PuriBagus Hotel has sequence of service program as follow: Balinese greeting, repeating costumer order, safety and security, anticipating costumer need and product knowledge, I care. From the data which were gotten from Saraswati restaurant manager, all staff in Saraswati Restaurant have to do when they implement the sequence of service based on the observation which done by the writer, namely:

a) Balinese Greeting

Balinese greeting is common greeting used by the waiter and waitress in Saraswati Restaurant. Those of them when greet the guest also make eye contact because eye contact is one of hospitality in tourism industry. Waiter and waitress used Indoesian language when they meet the order staff and English language is used when they greet the guest. In commonly, waiter and waitress greet the guest by call the guest name because call the name of someone is one of hospitality too. Example: Good morning Mr. Jhon (with panganjali position)

b) Repeating Customer Order

To ask about something and to make sure about some order that is one of waiter and waitress activity. Repeating costumer order is the good way to make sure about the guest order. This activity can minimize the miss understanding between guest and waiter. The waiter and waitress in Saraswati restaurant at Puri Bagus make a good hospitality when they are giving the restaurant's menu, the waiter do the taking order after they give the menu, they listen carefully what the guest order, the waiter write the guest order in Fb order. To anticipate miss understand Example: Mr. Doni orders a glass of warm aqua, 1 Fruit Platter to be served before the main course, stirred and fried beef. The waiter will ensure by repeating the order "Mr. Doni, you ordered a glass warm aqua, one stirred and fried beef and one fruit platter. The aqua and fruit platter to be served before the main course.

c) I Care

Careful, this word is always come when the people have relationship to other it's same as in hotel industry. In every day the hotel staff always contact with the guest. They make conversation, they make guest feel happy, the make the guest feel secure and safety. That's all is careful to the guest. To be a good hotel staff must delivering best performance From that the guest will careful to the staff too.

d) Safety and Security

All of purpose of tourism industry is to make the guest feel secure and safe from dangerous. To anticipating that, the hotel staffs always control all of the guest activities. When the any emergency is happened the hotel staff usually give a quickly response wit that, to minimize the damage in hotel. All of staff in hotel must to know about the safety and security which are given to the guest. From that all staff including the waiter and waitress to join safety standard training every one week or one month in the hotel is the good choice.

Example: If you find a dangerous torn and open electricity wire, make sure nobody touch it and inform the responsible department to fix it.

e) Product knowledge

Waiter staff or all of Food and Beverage staff in hotel must be know all of hotel product because sometimes the guest will ask about some hotel product. The important thing to know, that are the ingredient of food or beverage, what the news today in all departments in hotel and what the special today. If the waiter or the order staff can be overcome with product in hotel, the guest question about the product and special today is answered easily by hotel staff.

# 2) Verbal and Non-verbal Expressions used by the waiters at Saraswati Restaurant in Serving Guest.

In this part the writer shows the result of observation done by the writer when they handling the guest at Saraswati Restaurant through the table in next page.

## Table 4.1 Verbal and Non-verbal Expressions used by the waiters at SaraswatiRestaurant

No	Sequence	Language Function/Language Expression			Subject		
	of service	Verbal Language	Non Verbal language	1	2	3	
1	Balinese	Good afternoon sir	Look at the guest, smile, stand	✓			
	Greeting		erect with join both hands at the				
			middle of chest, stand near at		✓		
			the guest				
			Look at the guest, smile, stand				
		Good afternoon sir, how are	erect with join both hands at the				
		you?	middle of chest, stand near at			$\checkmark$	
			the guest				
			Look at the face, smile, stand				
			erect with join both hands at the				
		Good afternoon sir	middle of chest, stand near at				
			the guest				

2	I care	How may help you madam?	Look at the face, Smile, Point	$\checkmark$
		Toilet is behind of towel	toward something, stand near at	
		counter, you just turn right	the guest	$\checkmark$
		and the toilet is on left		
				$\checkmark$
		Excuse me sir would you	Look at the guest, Smile, Hand	
		like some deserts?	movement, stand near at the	
			guest	
		Excuse me, can I get another	Look at the guest, Smile, Hand	
		drink?	movement, stand near at the	
			guest	

No	Sequence	Language Function/Language Expression		Subject		
	of Service	Verbal Expression	Non verbal Expression	1	2	3
3	Safety and	Excuse me madam do you	Look at the guest, smile, Hand	✓		
	Security	need baby chair? How many	movement, Stand near at the			
		baby chairs do you need?	guest.		✓	
			Look at the face, smile, hand			√
		Excuse me Jhon, my I take	movement, Stand near at the			
		the knife, you already	guest.			
		finished your lunch and is				
		danger for baby.				
			Look at the face, smile, point			
		Excuse me, now is to hot,	toward something, Stand near at			
		would you to mind to move	the guest.			
		to another table? In the				
		corner is better, the table				
		with umbrella.				

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			Bagus Hotel	l	
4	Repeating	May I repeat your order?	Look at the face, smile, hand	$\checkmark$	
	Costumer	Your order is daily special	movement, stand near the guest.		
	order	with salad, main course beef			
		destrowgonof and desert and			$\checkmark$
		one club sandwich, is that	Look at the face, smile, hand		
		correct?	movement, stand near the guest.		
		I will repeat your order? one			
		ham and cheese pizza and	Look at the face, smile, hand		
		for the drink is one large	movement, stand near the guest.		
		beer, is correct?			
		May I repeat your order?			
		You order are one Vietnam			
		spring roll, one large French			
		fries one calamari ring. And			
		for the drink, you order one			
		mango smooty and one small			
		beer, is that right?			
5	Product	This is our daily special we	Look at the guest, smile, hand	✓	
	knowledge	have marinated with coconut	movement, Stand near at the		
		meat and cucumber salad	guest.		
		coriander dressing or you			✓

	v 1		
knowledge	have marinated with coconut	movement, Stand near at the	
	meat and cucumber salad	guest.	
	coriander dressing or you		$\checkmark$
	can choose seafood soup		
	with lemon grass and	Look at the face, smile, hand	
	coriander leaves.	movement, stand near at the	
		guest.	
	These are the pizza, we have		
	some kinds of pizza, we have		
	ham and cheese pizza,	Look at the guest, smile, hand	
	cheese and bacon pizza,	movement, stand near at the	
	margarita, fruiti Didmare,	guest.	
	which one do you want to		
	choose sir?		

✓

We have chicken and beef burger served with tomato cucumber, onions and French fries potatoes with your choice of cheese, mushroom, bacon and egg.

From the tabulated data, the writer found out there were 5 sequence of service implemented by the waiter and waitress at Saraswati Restaurant. These sequence of services are Balinese greeting, repeating costumer order, safety and security, I care and product knowledge. In implementing those sequence of service the waitress 1(Mrs. Andri), waitress 2 (Rina), Waiter 3(Mr. Budi) used some different verbal and non verbal expressions in handling guests.

### Discussion

In this section presents the discussed data from finding. First the writer presents the discussion of sequence of service in Puri Bagus Hotel and second the writer presents about the discussion of verbal and non verbal expression used by waiter and waitress in Saraswati Restaurant. Based on the findings, there were 5 sequences of service implemented by the waiter and waitress in Saraswati Restaurant at Puri Bagus Hotel, Which are: Balinese greeting, repeating costumer order, safety and security, I care and product knowledge. That sequence of service is implemented every day when they serve the guest. The purposed of sequence of service is done by waiter and waitress to give excellent service to the guest and make the guest satisfied and enjoys stay in hotel.

The sequence of service program is not only done when staff met the guest but every time when they communicated and did teamwork with all staff in one department and different department. When a staff as Waiter or Waitress as whatever the position in the hotel, she/ he always say "Selamat Pagi, pak/ bu" when she or he met the other staff in implementing the sequence of service of *Balinese greeting*, or she/ he can say "Good morning, sir" when she/ he meet the guest. Sequence of service no 2 *I care*, it means as a staff she/ he care with herself/ himself, care with the guest and care about the hotel therefore everything she/ he do for kindness of herself/himself, guest and hotel. Sequence of service no 3 *Safety and security*, it is done to keep safety and security for all the guest, staffs and hotel, all staff always save her/ him and all people in the hotel. Sequence service no 4 is

*Repeating costumer order* it means that staff should always repeat the costumer order when they want something. It is done to have a clear understanding what the costumer want. Sequence of service no 5 *product knowledge*. It means all staffs should be know the products or facilities of hotel therefore they able to inform the guest and the other staff about hotel's product.

On the other hand the writer found the verbal and non-verbal expressions used by the waiters at Saraswati Restaurant in implementing the sequence of service in serving guest. The table shows that there were 5 sequence services which were implemented by the waiters at Saraswati Restaurant as follows: *Balinese greeting, I care, safety and security, Repeating costumer order, Product knowledge.* When the first waiter, second waiter and third waiter implemented that Sequence service in service guest they used little different verbal expressions as follows:

a) Balinese greeting

The first waiter and third waiter said: "Good afternoon sir" when they done *Balinese greeting* to the guests. On the other hand the second waiter said: "Good afternoon sir, how are you?

b) I care

The first waiter said: "How may help you madam? Toilet is behind of towel counter, you just turn right and the toilet is on the left". The second waiter said: "Excuse me sir would you like some deserts?" The third waiter said: "Excuse me, can I get another drink?"

c) Safety and Security

The first waiter said: "Excuse me madam, do you need baby chair? How many baby chairs do you need?" to implement sequence of service of safety and security. The second waiter said: "Excuse me Jhon, may I take the knife, you already finished your lunch and is danger baby, third waiter said: "Excuse me, now is to hot, would you mind to move to another table? In the corner is better, the table with umbrella".
d) Repeating costumer order

The first waiter said: "May I repeat your order Your order are daily special with salad, main course beef and destrowgonof and desert and one club sandwich, is that correct?" in repeating costumer order, second waiter said: "I will repeat your order, your order one ham and cheese pizza and for the drink is one large beer, is correct?" to repeat costumer order, the third waiter said: "May I repeat your order?

The Identification of Verbal and Non Verbal Expressions Used By Waiter and Waitress in Serving Guest at Puri Bagus Hotel Your orders are one Vietnam spring roll, one large French fries, one calamari ring. And for the drinks, you order Mango smooty and one small beer, is that right?" in repeating costumer order.

e) Product knowledge

The first waiter said: "This is daily special we have marinated with coconut meat and cucumber salad coriander dressing or you can choose seafood soup with lemon grass and coriander leaves". In implement the sequence of service of product knowledge. The second waiter said: "These are the pizzas, we have some kinds of pizza, we have ham and cheese pizza, cheese and bacon pizza, margarita, fruiti dimare and rucula, which one do you choose sir?", the third waiter said: "We have chicken and beef burger served with tomato, cucumber, onions, French fries potatoes with your choice of cheese, mushroom, bacon and egg" in telling the product of hotel.

In describing the verbal expressions used by the waiters at Saraswati Restaurant at Puri Bagus Hotel these three waiters used some words and expressions and the waiters face to face and communicate orally at Saraswati Restaurnat. This is also same with Passas' statement who stated that verbal communication occurs between two parties. It can be from one person to another, or it can be from one person to a group. Verbal communication can occur either orally. Otherwise it is alo same with Cangara (2011:101) stated that verbal communication is ommunicated with language. Language can be defined as an apparatus of word which has been arranged regularly therefore can be come sentence which has meaning. Language has some function such as: (1) we can learn about the environment around us. (2) We can make a good relation with all people. With the verbal communication these three waiters at Saraswati Restaurant can build good relationship with all the guest who came to restaurant.

In implementing the sequence of service basic of Balinese greeting, Safety and security, I care and product knowledge by those three waiters they used verbal expression to inform and discuss something, in this case they inform and discuss hotel product to the guests in serving that at Saraswati Restaurant. Using the verbal communication to inform and dscuss something is depen on Hanes (2010) stated that verbal communication can be used to inform, inquire, argue and discuss topics of all kinds. In describing the non verbal communication, the writer found that waiters at

gesture and space when they met the guest.

a) Balinese Greeting

In Implementing Balinese greeting, the first subject used *eye contact, facial expression, gesture and space*. For eye contact, he used look at guest's eye. These two waitresses and 1 waiter as subject performed as contact. The first and second waitress looked at the guest when they were handling the guest. And the third waiter looked at the face of the guest when met the guest. They had done eye contact to give information to the guest.

b) I care

All waiters as subject in this study smiled when they slowed to the guest that the care to the guest. The first waitresses look at the face guest when the guest wanted to went to toilet and the waitress used hand to make a clear what they said when they done up selling to the guest. In this case the third waiter said " can I get another drink", he used the word like that because he was handling repeater guests therefore he used informal words. All of the waiter stand near the guests because they cared with the guests and they wanted to give good service to the guests.

c) Safety and Security

Waitress 1, 2 and waiter 3 used non-verbal expressions there were: *eye contact, facial expression, gesture* and *space*. The first waitress looked at the guest when she offered baby chair to the guest and used hand movement and she smiled to the guest around him. On the other hand the second waitress also looked at the guest and used hand to take the knife from the guests to save the guest from dangerous and he always smiled to the guest. The third waiter looked at the guest and hand used point toward to show the good table in the corner and in front the beach. All the waiters stood near the guests when they served the guests.

d) Repeating Costumer order

In implementing the sequence of service of repeating costumer order, subject 1,2 and 3 used *eye contact, facial expression, gesture,* and *space*. Those three waiters look at the face of the guest. They smile and moved their hand when they repeating costumer order. Furthermore they stood near the guest when they handle the guests.

e) Product Knowledge

The sequence of service of product knowledge was implemented when those three waiters in informing the guest about product of hotel especially the food and beverages found in Saraswati Restaurant. The first waitress and third waiter looked at the guest and the second waitress looked at the guest face when she informed about daily special food. Those three waiters smiled and moved their hand to explain product hotel to the guests and they stood near the guest to make the guest easy to understand what they explained.

Those three waiters used non-verbal expressions in implementing the sequence of service such as: (1) Balinese Greeting, (2) I care, (3) Safety and Security, (4) Repeating Costumer order, (5) Product Knowledge. They were used those nonverbal expression when they served the guests to make the verbal expressions clearer. The findings confirm Lee's idea (2011) that nonverbal communication is our body language including facial expressions. It is done to make the verbal communication more clear with gesture when we are talking something. Nonverbal expressions which were used by those three waiters as follows: eye contact, facial expressions, gesture and space. Those non-verbal expressions are part types of non-verbal communication from Devito's and Argyle's theory. Devito (2002:136) stated that non verbal communication is probably most easily explained in terms of various channels through which message pass 10 channels: body, face, eye, space, artifactual, touch, paralanguage, silence, time and smell. Whereas Argyle (1972 in Fiske, 1990:68-70) stated there are ten codes and suggest the sort of meanings they can convey, such as: bodily contact, proximity, orientation, appearance, head nods, facial expression, gesture, posture, eye movement (eye contact) and non verbal speech of speech.

All the waiters as the subject performed eye contact. They did it to make pay attention to the guest and they wanted feedback from the guest when they met the guest and communicated with them. It is like Devito (2010) stated that eye contact can serve a variety of functions. One such function is to seek feedback. In public speaking you may scan hundreds of people to secure this feedback. A second functions to inform the other person that the channel of communication is open and that she or he should know speak. You see this regularly in conversation, when one person asks a question or finishes a thought and then looks to you for a response.

The writer found when those three waiters implemented the sequence of service such as: (1) Balinese Greeting, (2) I Care, (3) Safety and Security, (4) Repeating Costumer order, (5) Product Knowledge. They always smile when they serve the guest to show the facial expression to make the guest enjoyed the service. Evenson (2007:52) stated that your face can be a snapshot of your attitude and emotions. Make sure your facial expression match what you are saying and listening, smiling, looking exciting, showing concern, or remaining passive. Match you facial expression to the conversation.

The waiters used non-verbal expression in informing to the guest about food and beverage at restaurant. They moved their hand to explain easier and it occurred naturally. It could help the guest to understand what the waiters had in minds. This same with Evenson (2007:52) theory which states that gestures should flow naturally. If they are too exaggerated, people will pay more attention to your movements than to what you are saying. Furthermore those three waiters stood near the guests, when they served the guest. It is important to make good communication with the guests. They knew where they should stood and how far their positions from the guests to make the guest easier to see their expression. It is in accordance with Devito (2010) stated that space used to communicate. Space is showing relation between two objects and has a meaning. On the other word, speakers who stand close to their listener with speaker stand far from the listener are different.

### CONCLUSION

There were 5 sequence of service is implemented by the staffs in Puri Bagus Hotel as follow: Balinese greeting, I care, Repeating costumer order, and Product Knowledge. Those sequences of service were implemented everyday when they did their job with their partner, when they met the other staff and when they served the guests. Those sequences service conducted by them to give excellent service to the guest therefore the guest will feel enjoy and satisfied stay in Melia Bali Indonesia.

The writer found verbal and no-verbal expressions conducted by the waiters and waitresses at Saraswati Restaurant based on sequence service were implemented in serving guests. There were 5 sequence service aspect were implemented at Saraswati Restaurant which were used verbal and non-verbal expressions in serving guest as follow: Balinese greeting, I care, Safety and Security, Repeating costumer order and Product Knowledge. In

using berbal expressions those three waiters have a little different verbal expressions in chose words but it has same meaning, it was depend on the guests whom handled by them. They did it to make good relationship with the guests. On the other hand in implementing the sequence service they also used non-verbal expression in handling the guests as follow: eye contact, facial expressions, gesture and space. They used non-verbal expressions to more clear the verbal communication therefore the guests would easier to understand what they mean when they met the guests. And the most important thing was to show good attitude with natural gestures which were performed by waiters.

The writer suggest for the other researcher who will conduct with the similar research that it is better when collect data or make observation, record the conversation between staff and guests when they meet each other. And when the researcher want to take a picture the researcher should be know the situation when she/he ask permission to the guests to take picture politely and make sure the waiter and waitress or subject does not know about it, therefore non-verbal expression will performed naturally. Furthermore the next researcher can analyze more non-verbal expression used by the subject. On other hand next researcher can choose other department to make an observation like Front Office Department to get more data or verbal expression which are performed by the guest service attendant (GSA) and guest relation officer (GRO).

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