THE NECESSITY OF SPEAKING ENGLISH IN HOSPITALITY

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ABSTRACT

This study aimed to explore the speaking proficiency of students in the hospitality field and identify the specific requirements they have for speaking English. The research design employed for this study was qualitative, utilizing a case study approach. To gather data regarding the students' speaking proficiency and their requirements for speaking English in the hospitality field, the researcher employed open-ended questions during data collection with the participants. Thematic analysis, using a coding system, was used to analyze the data and identify patterns related to the students' speaking proficiency and their necessities for speaking English in the hospitality field. The findings of this study revealed that the students' speaking proficiency in the hospitality field served three main purposes: (1) meeting content-related needs, (2) utilizing appropriate learning media, and (3) addressing specific topics. Additionally, the study identified that the necessities of hospitality students in speaking English were focused on facilitating the learning process and optimizing their ability to speak English in the context of the hospitality field.

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Keywords: Hospitality Students, Speaking English, and Necessities in Speaking.

1. INTRODUCTION

English has undoubtedly emerged as a universal language that permeates various domains, including technology, education, politics, trade, tourism, and the hospitality industry. In today's interconnected world, the ability to communicate effectively in English has become a necessity rather than a luxury. English has assumed a dominant role in global communication, and its influence is evident in virtually all aspects of modern life. This is evident in the widespread usage of English across electronic devices, where English is the default language.

Moreover, in many Asian countries, English holds a significant position as the second language after the national language. Nations such as the Philippines, Singapore, and Malaysia have adopted English as a key means of communication. English serves as a common language for individuals from diverse linguistic backgrounds to interact and understand one another. It facilitates international exchanges, collaborations, and cultural understanding.

In Indonesia, English is considered a foreign language that is taught and learned by many individuals. The importance of English proficiency is recognized and emphasized in various educational settings, from schools to universities and language institutions. The acquisition of English language skills opens

doors to a wide range of opportunities, both locally and internationally. Proficiency in English enables individuals to engage in global conversations, access international resources, and participate in the global workforce.

Furthermore, English proficiency has become a valuable asset for individuals seeking to advance their careers and broaden their horizons. Many professions require a strong command of English, particularly in fields such as business, tourism, hospitality, and international relations. English proficiency not only enhances employability but also provides individuals with a competitive edge in the global job market.

In conclusion, English has evolved into a universal language that transcends boundaries and plays a pivotal role in various aspects of communication. Its widespread usage across different sectors and its status as a second language in many countries highlight its significance. In Indonesia, English is recognized as a foreign language that holds substantial importance for personal, educational, and professional development. Embracing English proficiency opens doors to a world of opportunities, enabling individuals to communicate, connect, and thrive in an increasingly interconnected global society. Syahputra (2014) says, it was decides as the first foreign language as mentioned in the Ministry of Education and Culture Decision No. 096/1967 on December 12th 1967. It decides as the first foreign language based on some considerations. One of the considerations is because our national language has not been used as a means

of other nations as English has been used to communicate internationally. Considering the importance of English mastery for Indonesian society, English is one of foreign languages learned in every level of education in Indonesia. However, although it has been learned since the basic level of education, the result of English teaching and learning is still not satisfying. There are some factors which affect the lack at successful of English learning in Indonesia. One of factors which affects the process of English learning is the lack of students' knowledge of various English learning strategies. Therefore, English teachers need to introduce various English learning strategies to their students so that they are able to choose and apply the suitable strategies for them. By applying the strategies which are suited them, the purpose of study will be achieved well.

Communication is a window that connects individuals to one another, in communication we also need language as the implementation of communication. Then, we are learning an English as a language. Learning English in daily activities is very important, especially in this increasingly modern era. English has been recognized as an international language. This means that people who come from various geographical, religious and cultural backgrounds already have a medium that has been agreed to communicate with each other, namely English. By actively mastering English, it will make it easier for us to communicate with people from any country in a business, study and introduction, but basically, we are able to master all the

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knowledge we absorb such as by socializing with anyone wherever we are. As social creatures, we need to socialize with the others. Such as in the form of socializing, going out together, eating together, or just chating to exchange our ideas. In this case there are actually many things that we can do in socializing. However, among all these things there is one of the most important things in socializing activities, it is communication. According to Velentzas et al (2010), communication is sharing information, whether in writing or orally. Humans convey information through a variety of methods: speaking, telephones, email, blogs, TV, art, hand gestures, facial expressions, body language and even social contexts. So, as a conclusion, the researcher can conclude that communication is the important aspect in live. Communicating is our ability to unite thoughts from one person to another. It helps us to give information about something to somebody. And when people are in Hospitality Industry people need to learning how to Communication.

Besides, English also has function as communication means with the other countries in the world. Learning English involves the four language skills, such as listening, speaking, reading, and writing. Supina (2018) states that language educators have long used the concepts of four basic language skills: listening, speaking, reading, and writing. These four language skills are sometimes called the macro-skills. This is in contrast to the micro-skills such as grammar, vocabulary, pronunciation and spelling.

Based on that, Septiawan (2012) states necessity is the stage where the planning process occurs, so that an assessment of new needs can be carried out. Necessity in other meaning is the planning about something in the future. If we are connect it with language we can conclude if the necessity of language is communication, especially in hospitality. We are not only need to speak but we also need to understand about the necessity that people need in hospitality. Hospitality is related to every country in the world, we also need to communicate people with English. There is no one single and simple definition to explain the term of hospitality in this stage. Many people have tried to describe the hospitality industry in different ways. Some tried to summarize the scope of the industry and its characteristics of involving both tangible and intangible features in the service delivery process. Others attempted to describe the industry by exploring the stakeholders involved, mutual benefits generated and the industry's impacts to the society and economy. Hospitality is the act of kindness in welcoming and looking after the basic needs of customers or strangers, mainly in relation to food, drink and accommodation. A contemporary explanation of Hospitality refers to the relationship process between a customer and a host. When we talk about the "Hospitality Industry", we are referring to the companies or organisations which provide food and/or drink and/or accommodation to people who are "away from home". However, this definition of the "Hospitality Industry" only satisfies most situations. Since English is

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needed in today's era, we are required to be good at speaking English.

There are 4 skills that we need to mastery in English, such as: reading, listening, writing and speaking. Speaking is one of aspects that students have to master in English subject. It is because everyone needs to be able to communicate in English. Speaking skills is the most important language skills in order to achieve the learning achievement. Sometimes, the teacher can see the process of students in studying English by seeing their speaking skill. Uzer et al (2023) speaking was considered very important in language learning and must be mastered because it is a habit for daily communication. One of them is in English, and could also help students communicate with other people. Because it is important to learn and speak English, that's why English is widely proposed in all schools in Indonesia, from elementary school to college. Speaking skills are skills that give us the ability to communicate effectively. This skill allows speakers to be able to convey messages and opinions with enthusiasm, wisdom and confidence (Habibah 2018: 3). Then according to Harris in (Labiran 2017:3) "Speaking was a complex skill that requires stimulation for the use of several different abilities that often develop at different rates." According to Hermansyah (2021:2) in terms of speaking, students only focus on grammar without being trained in speaking. Students need motivation and encouragement to speak English. This is a problem for every student who wants to learn English. They understand English, but they couldn't speak English. They also get into

trouble and also make it difficult for the speaker. In addition, According to Theriana et al (2018: 2), it is stated that students should learn critically and analytically if they really want to get as much material as possible.

Speaking is the best aspect that people must have in communication. When people speak, they need to know the language they used. It helps them easier to understand what they are talking about. Nuraini (2022) says one of the ways of communication is speaking. Speaking is one of the important language skills that students should master. It is widely known that speaking is not easy for communicating with other people to master for students. When we speak, we must speak clearly because speaking is one of the four language skills. Other says, Speaking is a production skill that falls into two main categories: accuracy and fluency. Accuracy consists of the use of vocabulary, grammar and pronunciation through several activities, fluency takes into account the ability to keep going when speaking spontaneously (Derakhshan, Khalili, & Beheshti, 2016). From the statement above, it can be concluded that speaking is one of the language skills that focuses on verbal interactions. This can produce, send or receive information accurately and smoothly. The speaker must pay attention to vocabulary, grammar, as well as pronunciation. It means that if the students are not good at speaking, then they are not good at English. So, to make students good in English, they have to be active to practice their English speaking. By mastering speaking, they can carry out the conversation and give ideas

among others. In short, we can say that speaking stands as an important aspect to be learned. And for students in Vocational High School, especially in Hotelier major study English is very important. English for Vocational High School students has been categorized under English for specific purposes. Learning materials become an essential thing should be designed well in the field of English language teaching and learning. Thus, this research aimed at running a need analysis concerning the needs of Vocational High School Students in developing English speaking learning materials majoring in hospitality management.

The writer will do this research to make the students' is more understand about what they are need when speaking in Hospitality especially in Front liner. Hopefully, this research will help them to understand more about the necessity of speaking in Hospitality. Therefore, the writer is interested in this title "The Necessity of Speaking English in Hospitality".

2.   LITERATURE REVIEW

Definitions of Necessity

According to William Schutz (1958) as cited in Jombang Pustaka (2015), Every human being has three interpersonal needs called inclusive control and affection. The basic assumption of this theory is that humans need other humans in their lives or we can conclude that humans are social creatures. According to this theory, there are three kinds of   interpersonal   needs,   namely   the

interpersonal need for inclusion, the interpersonal need for control, and the interpersonal need for affection.

Laiti (2019) states that people who need other people or people in their lives are called social creatures. Starting from the needs of interaction between people, a person can satisfy his needs, such as being recognized, accepted by others, accepted by his group, etc. The need to set up relationships with others based on the individual's desire for inclusion, control, and affection.

So, from those theories above, necessity is a relation between human with others, it is about their interaction in society. There are three kinds of interpersonal needs, namely need for inclusion, need for control and need for affection.

Definition of Commmunication

Communication is the most important aspect when you want to express yourself or share a news with others. Simbolon (2016) tells communication is the whole process used in reaching other minds. Lunenberg (2010) agrees with them that communication has its root in Latin from the word *communis*. However, he asserts that it means 'common', which suggests that there must be a common understanding of the message between the source and the receiver concerning the message being communicated. In essence, communication involves using codes that are done with the eyes, body movement or sounds made with the voice. Whichever way it is done, there is always a process in which someone initiates a meaning intent that is passed to the interlocutor (receiver). Daniel (2016) asserts

that it is when feedback, which involves the receiver responding to the signal by initiating another circle of meaning exchange, has been sent to the sender (source) that the communication process has gone full circle and become complete. In addition to this, communication is also seen as a means of connecting people or places. It is also regarded as an important key function of management because an organization cannot operate without communication between levels, departments and employees (*Online Business Dictionary*, 2010; Okenimpkpe, 2010).

Again, communication can be defined as a field of study concerned with the transmission of information and broadcasting. It can involve any of the various professions, which have to do with the transmission of information such as advertising, public relations, broadcasting and journalism. The foregoing shows that communication is something human beings do every day in different ways and through different means. That is, the modern man communicates through different methods like speaking, using telephones, blogging, television, art, hand and body gestures and facial expressions. This can happen in closed intimate settings or over long distances. An example is the internet. The acts of communication draw on a number of inter and intra – personal skills like observing, speaking, questioning, analyzing and assimilating. It enables collaboration and cooperation.

3. METHODS

The research's design was a qualitative research design, with data consisting of words, phrases, and sentences. This study's data sources include interviews, documents, and a questionnaire. Sugiyono (2012) says in the qualitative research, that indication is holistic (comprehensive, inseparable), until the qualitative researcher will not determine the research base on research variable, but all of the social situation researched including the place, actor, activity which interact as synergies. This social situation is the classroom, teacher and learner, and the process of teaching and learning activity.

Technique Of Collecting Data

1. Observation

Observation manual was used in this research which has been prepared before. Observation manual observe the process of the necessity of speaking English in hospitality.

2. Interview

One to one type's interview was used. This technique had been used to get the data from the teacher about teaching and learning speaking by using small group discussion in the preliminary research. In addition, this interview aims to make sure about the result of the observation and to get more data relate to this research.

3. Questionnaire

The questionnaire was distributed to the students, in order to know the further opinions and to know the aspects that influent the students learning process and to confirm the answers were given by their teacher. Using the questionnaire was to get the detail information of students' needs in speaking english in hospitality. The researcher used likert scale, the outcome to limited the answer

for the students, such as; strong agree, agree, disagree and very disagree.

4. FINDING AND INTERPRETATION

In this section, the writer presents: Finding of the research, such as: description of research data of SMK Madyatama Palembang and description of observation and interview data.

Description of research location

SMK Madyatama Palembang which is located on *Jl. Pertahanan III, 16 Ulu, Kec. Seberang Ulu II, Kota Palembang, Sumatera Selatan,* 30111. The location of this school is in an alley about 100 meters from the highway and close to a rubber plantation area, thus making the school becomes comfortable away from noise which makes it very possible for students to receive lessons in peace.

Description of observation and interview data

Based on the results of observations and interviews, it can be seen that the understanding of students in class XII AP SMK Madyatama of Palembang in distinguishing the necessity of speaking English in Hospitality. The following are the results of observations and interviews regarding the necessity of speaking English in Hospitality of The Twelfth Grade Students State of SMK Madyatama of Palembang to the school, such as; English subject teacher as (Key Informants) and 3 students of class XII as (informants).

1. The results of teacher interviews

The key informant in this research is the English class teacher of class XII AP

named Merty Dianingsih, S.Pd. she is an alumni of PGRI Palembang university graduated in 2012, she has served at SMK Madyatama for 11 years. In general, Mrs. Merty Dianingsih, S.Pd teaches 4 times in a week (Monday – Friday) and not only in XII class but she also teaches class X to class XII. Teaching and learning activities at SMK Madyatama of Palembang start at 07.00 to 15.00 WIB and one hour lesson is 45 minutes long, but during the pandemic conditions, teaching and learning activities are online. One lesson is 30 minutes. The curriculum used at SMK Madyatama of Palembang is the 2013 curriculum used from class X to class XII. Mrs. Merty Dianingsih, S.Pd said that the students who were the object of the research to know the necessity of speaking English in hospitality, it was just that there were some students who were shy to present themselves but there were also some who dared to present themselves to answer the questions given by the teacher.

2. The results of student interviews

SMK Madyatama of Palembang is a research location located *on Jl. Pertahanan III, 16 Ulu, Kec. Seberang Ulu II, Kota Palembang, Sumatera Selatan*, 30111. The object of the research at this time was the 12th grade students of science as a sample resource (informants). 1 of the 3 students, named Ayu, think that according to them, the needs of speaking in hospitality are vocabulary and practice. While 2 students argued, named Mirnawatii and Putri Dahlia that they thought that the necessity of speaking in hospitality is

greeting, greeting means how you greeting the guest.

Questionnaire

From the questionnaire that distributed to students, the researcher can get the data of the needs of speaking English in hospitality students and how many percent students that have the speaking's necessities and also what factors most affect the ability of students' speaking in hospitality. From the interview with the English teacher, the researcher got the data about the students' speaking needs.

- **Students' necessities in speaking**

There are some factors that contributed to the students' needs on speaking skill, they are; needs on content (ability), needs on learning media and needs on topic. The researcher got the data from the questionnaire that have distributed. For making easier in understanding see the following table.

From collecting data, the data showed that there are four kinds of answer that showed the needs of speaking English in hospitality, they are; needs on content (ability), needs on learning media and needs on topic. Based on the results of the study showed that 38% students agree if needs on content or ability is the most important aspect in the needs of speaking English. Meanwhile, 40% disagree that the needs on contact or ability becomes the necessity in speaking English when you are in hospitality.

The needs on learning media is also become the aspects that need to be attent. There are 36% students disagree about the needs on learning media in speaking, while 31% agree. And about the needs on topic there are

so many students strongly agree with the needs on topic in speaking hospitality especially in frontliner as receptionist.

5. CONCLUSION

This research is a research that discusses "The necessity of speaking English in hospitality" which is a needs of speaking English in hospitality when hotelier handle the guests, in this research the writer want to know the kinds of needs in students' hospitality, such as :

- The needs on content (ability)
- The needs on learning media
- The needs on topic

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