

Needs Analysis of English for Specific Purposes at Food Beverage Emersia Hotel Bandar Lampung

Fajar Riyantika¹, Robby Yuli Endra², Threesa Afrulli³, Ayu Kartika Puspa⁴

Universitas Lampung, Indonesia¹

Universitas Bandar Lampung, Indonesia²

English First, Bandar Lampung³

Universitas Bandar Lampung⁴

Jl. Zainal Abidin Pagar Alam No.26, Labuhan Ratu, Kedaton, 35142,

Bandar Lampung, Indonesia

Corresponding e-mail: yanu@ubl.ac.id

Abstract

The objective of this study is to reveal the language need for hotel staffs in developing English skills based on needs analysis. The participants of this study are three males and two females' senior staffs. The interview as the instrument to get primary data. The result of this study indicates that speaking and listening are the major need of the staffs. The staffs mostly need speaking and listening skill. Speaking is the most frequently used oral communication to communicate with guests. Speaking also the language functions needed were in greeting, offering menu, asking for the customer's needs or orders, confirmation, dealing with billing, apologizing or dealing with complaining, etc. In addition, some problems are found in listening like listening to accents and dialects. The staffs realize that the accent, the dialect, and the intonation of the guests can have a massive impact of their communication. Therefore, listening is also very needed in their work because listening skill is also needed by the staffs since speaking and listening are interrelated skills. Based on the findings, one suggestion was proposed: to prepare a language training program to improve the English language skills of the staff.

Keywords: *Needs analysis, English for Specific Purposes, Language need*

INTRODUCTION

English has become an international language that is needed in every sector. Richards (2011) said that English is needed by people who work in tourism, business, and civil service. In the tourism sector especially in the hotel industry, English is used for a specific purpose for instance in Food Beverage Service. It is responsible in preserving high quality food and service, food costing, managing restaurants, bars, etc. All staffs need to have a good communication skill especially English skills because they may end up to serve foreign customers from any countries with different cultural background. The lack of English or difficulty in communicating with foreign customers affect the service and customer's satisfaction. It can be a problem if the staffs do not know about what foreign customer requirement or desire because it is very influential on customer's satisfaction. The staffs need specific language function to communicate

properly. They have to decide which codes of language that need to use according to the function that useful for them. This situation pushes the staffs of Food Beverage service to learn English for Specific Purposes.

The core of ESP is needs analysis. It plays an important role in ESP. An ESP teacher or course designer should gain the information about the condition of the learners by conducting needs analysis. We reveal the target need (what the learner needs to do in target situation) and learning need by using needs analysis. The materials designed for ESP class should be based on the need analysis, so that the objectives of the learning will be more specific and suitable with the students' background as it is an important element for designing a set of pedagogical frameworks for the ESP program.

The situation uses to refer generally to what is happening in a particular place and at a particular time. The content is

something that is to be expressed or delivered via many different media. And the learning target is a statement of intended learning for students based on the standards. So, it can be concluded that ESP is designed according to the situation, the content, and the target learning because all of that is an important aspect in it. In this respect, based on background of the problems above, I conducted the study entitled "Needs Analysis in English for Specific Purposes at Food Beverage Department Service at Emersia Hotel & Resort Bandar Lampung". The objective of this research is to reveal the language needs for staffs of food beverage service department at Emersia Hotel in developing English skills based on needs analysis.

ESP has been a part of Teaching English as a Foreign Language (TEFL), since the 1960s. ESP was designed to meet the specific needs of learners and makes use of the underlying methodology and activities of the disciplines it serves. Hutchinson and Waters (1987) indicated that ESP is approach to language teaching in which all decisions as to the content and methods are based on the learner's reason for learning. Robinson (1980) has also defined that ESP is a part of teaching English to students who have specific goals. In assessing the learners' specific needs, we come across the term "needs analysis which has been different along the decades. At the initial stages of ESP (the 1960s and early 1970), needs analysis consisted in assessing the communicative needs of the learners and the techniques of achieving specific teaching objectives. Needs analysis and material evaluation go hand in hand so that needs analysis determine the needs for a defined group of people and evaluation helps the teacher determine to what extent those materials, tests or the whole program meet the learners' needs. The needs must be stated in terms of goals and objectives. Language needs are the requirements which arise from the use of language in the multitude of situations which may arise in the social life of individuals or groups. Richterich

(1973). Situation affects the communication including what language functions to use to communicate, the manner, gesture, etc. Moreover, there is another factor that affects communication, such as the setting, the role, and the topic. Furthermore, the terms of language needs are necessities, lacks and wants.

METHODOLOGY

We use exploratory research design which intends merely to explore the research questions and does not intend to offer final and conclusive solutions to existing problems. This type of research is conducted to study a problem that has not been clearly defined yet. It is in order to determine the nature of the problem, not intended to provide conclusive evidence, but helps us to have a better understanding of the problem. When conducting this research, we ought to be willing to change the direction as a result of revelation of new data and new insights. In addition, we use qualitative data collection method by using interviews to gain insights and understanding on underlying reasons and motivations. We will identify the staff's language needs in developing English skills at department food & beverage service Emersia Hotel and Resort Bandar Lampung. So, unstructured interviews as a primary data collection method. Furthermore, all of the data will explore and describe based on the research investigated in Hotel Emersia.

We use a qualitative data collection method to make the explanation honestly and well organized. I describe what staff's language needs in developing English skills at department food & beverage service Emersia Hotel & Resort Bandar Lampung. The staff are required to answer all questions in the interview honestly. Then, I will examine the result from the interview. This study uses five participants who were the senior staff of food beverage service at Emersia Hotel & Resort Bandar Lampung. They had more experiences in handling foreigner guests. Their ages range 22 - 35 years old and they had a diploma

from Hospitality College or minimum graduated from high school. Furthermore, those participants had been working in the hotel restaurant for about minimum 2 years and they had a lot of experiences during their work as waiters. In this study, I use non-probability sampling or also known as non-random sampling. It is not all members of the population has a chance of participating in the study. In these cases, sample group members have to be selected on the basis of our accessibility or personal judgment. Therefore, the majority of non-probability sampling techniques include an element of subjective judgement. Non-probability sampling is the most helpful for exploratory stages of studies such as a pilot survey.

This study attempted to investigate the English language communicative needs of the of staff of food beverage service at Emersia Hotel & Resort Bandar Lampung by investigating their language use in the workplace in order to provide empirical data for an ESP context in Bandar Lampung, Indonesia. It focused on the workplace communicative needs. We use interview as the instrument to get the primary data. The interview consisted of 11 questions and the interview was open-ended to get in-depth answers from the interviewees. The questions were in Bahasa Indonesia to make it easier for the interviewees and more flexible to answer and explain the answer. The questions use semi-structured technique due to its flexibility and to “give the interviewee a degree of power and control over the course of the interview.” (Nunan, 1992).

The data were collected through interviews. We chose or selected the participants based on their availability. Then, we contacted the selected staff to ask for their permission to do the interview. Then, we decided on the time to do the interview with the participants. Finally, we conducted interviews with each participant. After collecting the data, the data were analyzed using the following procedures. First, the data from the interview with the participants were transcribed then grouped

based on the research questions. Second, the data were analyzed in order to know the situation of the workplace situation and which answer were belong to certain English skills (writing, reading, speaking, and listening).

RESULT

Participants' Needs

| Participants | Speaking | Listening | Reading | Writing |
|--------------|----------|-----------|---------|---------|
| 1 | ✓ | ✓ | × | × |
| 2 | ✓ | ✓ | × | ✓ |
| 3 | ✓ | ✓ | × | × |
| 4 | ✓ | ✓ | × | × |
| 5 | ✓ | ✓ | × | ✓ |

Needs

In responding to questions about the need for English in the workplace, especially in Emersia hotel, the data above shows the most needed language skill by the participant is speaking and listening. Listening must be synchronized to speaking skill when the waiter explained the menu. If speaking and listening run smoothly, then communication will go well. All participants also responded that speaking and listening skills were usually used and needed by staff in the food and beverage department of Emersia Hotel; this is followed by writing and reading skills. All participants assume that speaking and listening skills are abilities that are very needed when dealing with guests. They must deliver the message correctly and hear the message conveyed properly, so that miscommunication does not occur. For writing skills, two participants responded that this skill was used to facilitate their access when delivering orders to chefs in the kitchen. They need to write correctly the menu ordered by the guest, so that there is no error in the process of making an order. Last, for reading skills are less used. The staffs usually use reading skills only for themselves. They rarely use it when dealing with guests. The staffs also assume that the reading skill is only used by guests to read the menu. After looking at the results of the interview, ranking the needs for listening and speaking, it was

found that listening and speaking skills are often used and needed by food and beverage staff in Emersia hotel. These speaking and listening skills are skills that are deemed necessary by the staff in their work.

Lacks

From the data, the participants realize that people who come from different country must have different accents. The participants have difficulties in understanding the guests because the accents taught in school and the accent of the guests in real work situation are different and various depending on what country they come from. The participants realize that they rarely listened to dialects or accents from various countries. In listening, especially for dialects, accents and pronunciation, it is affected by the way the guests speak or pronounced the words. This makes the sound of the words different or weird and later on it makes miscommunication happen. Therefore, learning in listening is very important here. Other than that, the participants have problem in speaking. They are rather difficult in responding the massage of the guest, especially in vocabulary. They found it difficult to tackle and sometimes lack of vocabulary results in miscommunication with guests. They often used body language to help them communicate with guests.

'Wants'

In terms of 'wants' of the participants, I found that most participants use English when dealing with foreign guests, which means that they need English to communicate and support their work. The participants already knew about General English but they found some difficulties when they came into work place situation. Because of that, they needed to learn specific English language especially in speaking and listening to support their job. Noticing through the working experience by the participants, they saw that the English Training held in

the hotel was not enough and three (3) of them felt that English Language training need more time and more focus on speaking and listening. As the result, the participants were not equipped with enough English and it might cause some effects on their performance in doing their job. In short, the English language courses they got at the hotel was not enough and they need more practice in speaking and listening to help them capable to handle various guests from various countries with various accents or dialects. This shows that hotels must provide training courses that suit their preferences and tasks. To motivate staff to work better, hotel and training department representatives must consider the needs, wants, and personal shortcomings of employees.

CONCLUSION

This research is to reveal the language needs for hotel staffs in developing English skills based on needs analysis. The subjects are 5 staffs working in the food beverage service department at Emersia Hotel & Resort Bandar Lampung. I use the interview as the instrument to get the primary data. It consists of 11 questions and the interview was open-ended to get in-depth answers from the interviewees. All the data are collecting through interviews and it will be analyzed by using the following procedures. First, the transcriptions are grouping based on the research questions. Second, it was analyzed in order to know the situation of the workplace situation and which answer were belong to certain English skills (writing, reading, speaking, and listening).

Answers to research question about language needs in English for Specific Purposes at Food Beverage Department Service at Emersia Hotel & Resort Bandar Lampung, through need analysis by using interview with the senior staff waiters only, almost all participants answered speaking and listening. The staffs mostly need speaking and listening skill in their job. The finding of this study shows that speaking skill is the main language skill

they really need to survive the requirements of their workplace. As discovered during the interview, speaking is the language functions needed were in greeting, offering menu, asking for the customer's needs or orders, confirmation, dealing with billing, apologizing or dealing with complaining, etc. When the staffs communicate with guests, they realize that the accent, the dialect, and the intonation of the guests can have a massive impact of their communication. Therefore, listening is also very needed in their work. In addition, spelling and pronunciation can be crucial to the meaning of the spoken words. It occurred when listening to various accents. It is in line to the finding of Bobanovic (2011) who found accent as one of the biggest listening obstacles. It means that besides speaking, listening can be a vital factor affecting misunderstanding in communication. As a waiter, they need listening skill to take reservations and orders through telephone calls (room service) or in direct arrival to respond to the guest's question.

REFERENCES

- [1] Bobanovic, M. K and Grzanic, J. (2011). *The importance of English language skills in the tourism sector: A comparative study of students/employees' perceptions in Croatia*. *Alma Tourism, Journal of Tourism, Culture and Territorial Development*, Volume 1(4). Retrieved February 26, 2016 from <http://almatourism.unibo.it/article/view/2476>
- [2] Hutchinson, T., & Waters, A. (1987). *English for specific purposes: a learner centered approach*. Cambridge, UK: Cambridge University Press
- [3] Nunan, D. (1992). *Research Methods in Language Learning*. Cambridge, United Kingdom: Cambridge University Press.
- [4] Richards, J.C. (2001). *Curriculum Development in Language Teaching*. Cambridge, United Kingdom: Cambridge University Press
- [5] Richterich, R. (1973). *Case Studies in Identifying Language Needs*. Oxford, United Kingdom: Pergamon Press
- [6] Robinson, P. (1991). *ESP Today: a practitioner guide*. United Kingdom: Routledge Prentice Hall International.