



## Effectiveness of Restaurant Waiter Communication at Resinda Hotel Karawang

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### **ABSTRACT**

*Good service can be seen from the effective communication that exists between service providers and guests. A waiter becomes a very important factor in the process of communication and service. One area that is the centre of service is in the area of The Oryza Restaurant. However, it was found that there was a communication gap that led to miscommunication and erroneous information capture. Often communication gaps arise when waiters deal with foreign tourists. One of the factors causing this gap is the language skills of the waiter. This study aimed to analyze the communication gap to measure the effectiveness of service communication at The Oryza Restaurant and the quality of a waiter as a communicator. This study used a descriptive qualitative method with data collection through interviews and observation as well as document study support. Data processing was carried out using coding techniques and data triangulation from interviews and observations. The results of the study showed that there is a gap in communication due to the language factor which causes the ineffectiveness of two indicators in effective communication, namely Content and Clarity. Then it was also found that the waiter as a communicator is capable of ethos and attitude in serving guests. With this research, it is hoped that there will be a periodic evaluation and control process for each service worker to get quality waiters who are qualified to serve and comply with company service standards.*

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## INTRODUCTION

Adequate service with the support of good facilities and infrastructure is expected to provide satisfaction for every guest who comes and stays at a hotel. This service will not run without adequate resources. Good service is also shown by good communication between guests and hotel staff. With good communication, tasks can be accepted and completed following the expected targets and goals. One example is the communication that took place in the area of The Oryza Restaurant, Resinda Hotel Karawang.

Communication is a process of exchanging information between individuals through a system of symbols, signs or behaviour (Sari, 2017). One important aspect of service delivery is the ability of service providers to interact and communicate with other people. The good value of the service is often reflected in the way service providers communicate with customers (Budi, 2019). So it can be said that a waiter is a benchmark of a service activity. Good communication can create communication effectiveness so that the message delivery process can be carried out without any obstacles. Tubbs and Moss said that effective communication is characterized by understanding, can generate joy, influence behaviour, enhance good social relations and ultimately lead to action (Baharuddin, 2022).

The results of initial observations while at the hotel indicated that there was good service and provided a lot of satisfaction for guests staying at Resinda Hotel Karawang. However, interesting things were found when the breakfast operation was running. There is repeated interaction between waiters and foreign tourists in situations that end in less than optimal service and hinder operations. This is certainly a prolonged issue if not resolved immediately. Miscommunication can cause disturbance and discomfort for foreign tourists while in hotel services. One of the factors causing communication barriers to occur is the existence of communication gaps in terms of language. This language limitation can greatly allow for a communication gap between waiters and foreign tourists. The communication gap means a lack of communication processes and activities between individuals, groups and society in general (Malik, 2013).

In communicating, especially when in service, it is necessary to have communication that runs effectively and efficiently. Effective communication is closely related to the ability between the communicator and the communicator (Wisman, 2017). Effective communication occurs when a message conveyed by the communicator is well received by the communicant so that it does not cause misunderstanding or misperception in receiving the message. The purpose of effective communication is to make it easier to understand the message between the giver and receiver so that it can be clearer, complete, balanced delivery and feedback, and as a means of practising non-verbal language properly (Suprpto, 2018). There are several factors for effective communication to work. This theory was presented by Scott M. Cultif and Allen in his book "Effectiveness Public Relations" known as The Seven Communications (Afizha & Kholik, 2021), namely: Credibility, credibility or trust. A communicator must have credibility so that the message can be conveyed properly. Between the communicator and the communicant, there is mutual trust. Context is a supporting condition in the communication process. In this case, it means that communication can occur when conditions and situations are not disturbed. Content, The contents of the message contain meaning and are important for the communicant to know. Communicators and communicants must both feel satisfied in understanding the contents of the message. Clarity, The contents of the message must be clear and not ambiguous so that misunderstandings do not occur in conveying the contents of the message so that the purpose of the communication can be achieved. Continuity & Consistency, In the delivery stage the communication is carried out continuously or continuously so that the communication takes place continuously and the message conveyed remains consistent. Capability of Audience, The recipient of the message or the communicant understands the contents of the message. A person's level of understanding depends on several things, for example, educational background, age or social status. Channels of Distribution and Communication can run not only face to face. There is another way, namely through the media.

Communication has a major impact on the quality of public services (Hardiyansyah, 2015). The size of the influence of communication on the quality of public services is determined by the size of the communicator, message, media, communicant and effect. The effectiveness of the communication process is not only determined by communication skills but also by the communicator himself. The task of a communicator is to express thoughts and feelings in the form of messages so that the communicant (recipient of the message) knows or changes attitudes, opinions or behaviour. To achieve the expected results, it is important for a communicator to pay attention to the following Communicator Ethos and Attitude.

The communicator ethos is a value that is owned by a communicator. The communicator's ethos is divided into 3 indicators, namely: Cognition, namely the process of understanding. Cognitive abilities cannot be separated from language skills. Cognitive abilities are in charge of organizing knowledge, thoughts, ideas and information that will be conveyed through language skills (Anas & Sapri, 2022). Affect, namely feelings caused by external stimuli. The synonym of affection is empathy. The need for affection is the need to be understood and there is an element of giving and receiving (Munthe & Raharjo, 2018). In communication, what needs to be considered is how nature understands other people (Masturi, 2010). Conation, namely the psychological aspects related to effort. Conation is also known as motive or motivation. Can be interpreted as an activity that contains effort in achieving goals (Mulyadi, 2017).

Attitude is readiness to act, namely a person's tendency to engage in activities that are aligned or deviate from social values. In terms of communication activities that involve a person. Some of the attitudes of a communicator are: Receptive, is a willingness to accept ideas from others. In KBBI receptive means willing to accept. This attitude is shown by a communicator who is willing to accept other people's ideas or opinions openly even though sometimes there are differences in understanding. Selective, namely the attitude of voters or having filtering power. When speaking, a communicator must be good at choosing words whose goal is to avoid offending the other person. Digestive, is the communicator's ability to process ideas or information from other people into message material. The ability to understand the broader and deeper meaning of what is written, recognize its true essence and make predictions about the impact of the idea/information. In short, it is the ability to understand messages and predict the consequences of these messages. Assimilative, is the communicator's ability to systematically link the ideas or information he receives with what is in his mind (result of training/experience). The term assimilation is often associated with culture. From a communicative point of view, assimilation refers to the ability of communicators to link the ideas they receive from others with the main ideas in their minds. Transmissive, is the ability to forward the contents of the message to others. In other words, they can choose words functionally, arrange sentences logically, and choose the right time to produce the expected effect. Based on this background, this study aims to find out the existence of communication gaps, especially for foreign tourists as part of the effectiveness of communication that occurs at The Oryza Restaurant in the Resinda Hotel Karawang area and how is the quality of a waiter as a communicator in the communication process so that it can produce good output in the form of guest satisfaction with the service provided.

## METHOD

The research approach used was a descriptive qualitative approach model. The data in this study were obtained through interviews and direct observation of the author with guests and waiters who work in the area of The Oryza Restaurant. Data collection techniques were carried out using interviews and observation stages and supported by literature studies from journals and books related to the research topic. The data analysis technique was carried out by coding analysis and data triangulation.

## RESULTS AND DISCUSSION

Data collection and observation were carried out by conducting direct interviews with three main targets, namely guests, waiters and hotel management. The data obtained from the interview transcripts were processed using coding techniques which were then narrated so that they became the main idea in the discussion of the problem formulation.

### Communication Effectiveness

Communication begins with a sense of trust that is created by the communicator in serving people who have an attitude of respect and belief (Artis, 2011). Creating Credibility cannot be separated from the role of the waiter who is the main spearhead of a service. Waiters who are in the area of The Oryza Restaurant can show their credibility so that they can create services that meet standards and get guest

satisfaction. Effective communication requires a social environment that supports the communication process (Agrisa, 2021). In the Context category, guests feel the atmosphere and comfort while in the restaurant. This is also supported by waiters who can work professionally to create comfort while guests are at their service. However, there are obstacles (communication gaps) in the Content element. Inappropriate messages are caused by communication failures caused by the waiter's lack of mastery of the language. One of the obstacles that causes ineffective communication is the existence of language limitations (Robbins & Timothy, 2016). Then there is also the clarity factor that occurs when the clarity of the delivery does not lead to different interpretations (Nurhayati et al., 2022). Furthermore, several factors such as the ability to communicate, the application of SOPs or other external disturbances can hinder the Clarity element from working so that a gap arises that affects service to guests. The process of distributing messages or Consistency and Continuity in service has been going well in various situations so that the message can be realized properly and the waiters can apply the SOP that runs in the restaurant. Even though there are obstacles in the Capability of Audience indicator, recovery has also been prepared which can be a preventive measure so that this indicator can be considered good in creating effective communication. The last indicator is Channels of Distribution. Media in communication has an important role in the communication process (Lumahing Wijaya & Maryani, 2023). The Channels of Distribution have been running well according to the applicable SOP and with the help of technology that can facilitate the communication distribution process.

From the description above, it can be concluded that the obstacles can be seen from the two indicators, namely Content and Clarity, each of which has an interrelated gap, namely regarding limitations in mastering the language. This language limitation is a communication gap that needs attention so that it can be repaired, especially in the two indicators that have been mentioned.

### **Waiter Service Communication**

The first thing that will be discussed is about the communicator ethos. In the aspect of Cognition, the ability to understand the meaning of a waiter's work is to work to provide service wholeheartedly. Then in carrying out chat activities with guests, it is done in a friendly but not disturbing depending on how the character of the guest is. The Aspect of Affection has been owned by the waiters who work at The Oryza Restaurant. This is supported by the fact that the waiters who were interviewed had at least seven years of experience in the service field which no doubt can bring out their empathy naturally. The Konasi aspect relates to service SOPs. The opinion of AH (hotel management) who explained that the training process for waiters has been running can be proven well.

Aristotle said that ethos consists of good thoughts, morals, and intentions (Murniarti, 2019). The ethos of a communicator owned by waiters who work in The Oryza Restaurant area at least meets the standards of the company. This can also arise along with the experience and personality of the waiter himself so that they can carry out the three elements of the communicator ethos in a mature way.

Second, the thing that will be discussed is the attitude of the communicator. In the Receptive element, the two waiters understand the attitude that must be shown when dealing with guests to get the message conveyed by the guest. When faced with differences in understanding between waiters and guests, the two waiters had different responses and different ways of handling it. However, from these differences, the two waiters still try to provide the best service according to their respective versions. In the Selective element, waiters who work in the area of The Oryza Restaurant can choose words and choose tone in speaking. Of course, this is very necessary considering the different characteristics of each guest served. Furthermore, in the Digestive element, the two waiters can process the message received in abstract form to be shorter, concise and clear. This is very important for waiters to understand the contents of messages conveyed by guests from different backgrounds and sometimes unfamiliar with terms in the standardization of product presentation or other forms of service. The assimilation element has been attached to the waiter in the service process. This assimilation is also supported by product knowledge so that waiters can explain things to guests well. The last element is Transmissive. It can be concluded that the transmissive aspect has been well instilled by the waiter. This is especially important given the

differences in each guest's age strata. Of course, the age difference is also different in the way of communicating.

From the five elements in the communicator's attitude, based on observation and interview data it can be concluded that the waiter who works at The Oryza Restaurant can consciously serve every guest. They have also mastered various conditions and how to overcome them. This cannot be separated from one of the elements in effective communication, namely credibility, where experience and qualified flying hours can provide good results according to the output expected by the company

## CONCLUSIONS

Based on the results of research on the effectiveness of waiter service communication and communication at The Oryza Restaurant, it can be concluded that the existence of a communication gap between waiters and foreign tourists affects the effectiveness of the communication that occurs at The Oryza Restaurant. This gap is an obstacle in two indicators of effective communication, namely the Content and Clarity elements, both of which have interrelated gaps, namely the language gap. This was confirmed by one of the foreign sources and waiters who were successfully interviewed. Then further strengthened by the opinion of hotel management by saying that communication in services sometimes encounters obstacles. The role of a waiter as a communicator in a service has several things that need attention. It is the ethos and attitude of the communicator. From the results of the study, it was found that waiters who work at The Oryza Restaurant can consciously serve every guest. They have also mastered various conditions and how to overcome them. This cannot be separated from one of the elements in effective communication, namely credibility, where experience and qualified flying hours can provide good results according to the output expected by the company.

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