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Communication Challenges in the Hospitality Business: Analysis of Students' Strategies in Learning English at STIEPARI Semarang

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Abstract

This research aims to explore the communication challenges faced by students in the hospitality business and to analyze English language learning strategies that can be used to address these challenges. The primary focus of this research is on students majoring in Hotel Accommodation at the School of Economics and Business of STIEPARI Semarang. The main research questions involve understanding how communication challenges in the hospitality business affect students' English language communication abilities, what learning strategies can be employed by these students, and how effective these strategies are in improving their English speaking skills. The research methods include interviews, observations, and document analysis to obtain comprehensive data. The findings of this research are expected to provide in-depth insights into communication issues in the context of the hospitality business, offer recommendations for suitable English language learning strategies, and measure the effectiveness of their implementation. The findings from this research can contribute to a better understanding of how to enhance English communication skills among Hospitality major students, thus preparing them to tackle communication challenges that may arise in the hospitality industry in the future. This research is expected to serve as a basis for the development of more effective learning programs in this field.

Abstrak

Kata Kunci:

tantangan komunikasi; strategi pembelajaran bahasa Inggris; mahasiswa STIEPARI Semarang

Tantangan komunikasi dalam bisnis perhotelan: Analisis strategi mahasiswa dalam pembelajaran bahasa Inggris di STIEPARI Semarang

Penelitian ini bertujuan untuk mengeksplorasi tantangan komunikasi yang dihadapi oleh mahasiswa dalam bisnis perhotelan dan menganalisis strategi pembelajaran bahasa Inggris yang dapat digunakan untuk mengatasi tantangan tersebut. Fokus utama penelitian ini adalah pada mahasiswa jurusan Akomodasi Perhotelan di Sekolah Tinggi Ilmu Ekonomi dan Bisnis STIEPARI Semarang. Pertanyaan penelitian utama mencakup pemahaman tentang bagaimana tantangan komunikasi dalam bisnis perhotelan memengaruhi kemampuan mahasiswa dalam berkomunikasi bahasa Inggris, strategi pembelajaran apa yang dapat digunakan oleh mahasiswa tersebut, dan seberapa efektif strategi tersebut dalam meningkatkan kemampuan berbicara bahasa Inggris mereka. Metode penelitian ini mencakup wawancara, observasi, dan analisis dokumen untuk mendapatkan data yang komprehensif. Hasil penelitian ini diharapkan dapat memberikan wawasan mendalam tentang masalah komunikasi dalam konteks bisnis perhotelan, memberikan rekomendasi strategi pembelajaran bahasa Inggris yang sesuai, dan mengukur efektivitas implementasinya. Temuan dari penelitian ini dapat memberikan kontribusi pada pemahaman lebih lanjut tentang bagaimana meningkatkan kemampuan komunikasi bahasa Inggris mahasiswa jurusan Perhotelan, sehingga mereka dapat siap menghadapi tantangan komunikasi yang mungkin timbul dalam industri perhotelan di masa depan. Penelitian ini diharapkan dapat menjadi dasar bagi pengembangan program pembelajaran yang lebih efektif di bidang ini.

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1 Introduction

The sector of the hospitality business is one of the areas that is currently experiencing growth and expansion, assuming a central and pivotal role in the overall functioning of the global economy, as evidenced by the research conducted by Marques & Marques (2023) and further supported by the findings of Rodríguez-Antón & Alonso-Almeida (2019). This growth and expansion can be attributed, at least in part, to the continuous advancements in technology and the increasing interconnectedness of the world through globalization, which have ushered in significant changes in the operational dynamics of the hospitality industry. These changes have, in turn, necessitated the development and implementation of effective strategies for cross-cultural communication, considering the diverse and multicultural nature of the industry. In light of these developments, it is evident that possessing a high level of proficiency in the English language has become an indispensable and vital skill for professionals working in the field of hospitality, as highlighted by the research conducted by Firharmawan et al. (2022) and further supported by the findings of Wulandari & Rahmawati (2020).

Students who are pursuing a major in Hotel Management at the School of Economics and Business (STIEPARI) Semarang are confronted with distinctive communication hurdles within the context of the highly demanding hospitality industry. These particular challenges emerge as a result of the intricate dynamics present within the workplace of this industry, which necessitate frequent interactions with guests hailing from diverse cultural backgrounds, as noted by Grobelna (2015), Hussain (2018), and Luthra & Dahiya (2016). Consequently, it becomes an imperative obligation to develop a comprehensive comprehension of how communication obstacles in the realm of hospitality impact the English communication capabilities of these students, thereby highlighting the urgent and pressing need for such an understanding, as emphasized by Anggayana & Sari (2017).

The hospitality industry serves as an extremely important and indispensable pillar in the global economy, playing a central and pivotal role in providing the finest and most exceptional services to customers and establishing robust and enduring partnerships with a diverse array of stakeholders (Cholis et al., 2023; Mansur & Kurniyawati, 2023; Suprina et al., 2022). Given this particular circumstance, effective communication assumes a paramount and vital significance, particularly in this era of unprecedented global interconnectedness and interdependence. To meet the exigencies and demands of efficacious and fruitful communication, it becomes an absolute and unequivocal necessity, particularly for students undertaking the Hotel Management program at STIEPARI Semarang, to possess and exhibit a commendable and proficient ability to communicate fluently and proficiently in the English language (Baker, 2020; Nugroho, 2018; Shen et al., 2020). As the hospitality industry continues to witness and undergo an ever-increasing number of cross-border interactions and engagements, it becomes an imperative and obligatory requirement for students to acquire and develop a suitable and satisfactory level of English language proficiency. These language skills are not only integral and indispensable for comprehending and addressing the needs and requirements of international customers and clients, but also for effectively and successfully collaborating and cooperating with global business partners and associates (Bangun, 2022; Dima, 2017; Kusuma et al., 2023; Zayanti et al., 2023).

Despite being included in the curriculum, students often find it challenging to translate their understanding of English into practical skills when faced with real-world scenarios in the fast-paced and constantly evolving hospitality industry (Prabhu & Wani, 2015). In this particular setting, it becomes imperative to possess a comprehensive understanding of the various obstacles to effective communication that students face, as well as the specific strategies they employ to acquire proficiency in the English language. This profound understanding is not only of utmost significance for their personal growth and development but also plays a pivotal role in ensuring that graduates can competently and effectively compete on a global scale, thereby enabling them to make valuable



contributions within the increasingly competitive field of hospitality, which has been extensively discussed in the works of Gazgireeva et al. (2022) and Lertchalermtipakoon et al. (2021)

The prime motivation behind this particular research study is derived from the ultimate aim of furnishing all-encompassing and thorough answers to a series of highly significant and crucial inquiries that possess substantial relevance and importance within the realm of the hospitality business. These inquiries are primarily centered and focused on the intricate and complex interconnection and interplay between the various communication challenges that are encountered and faced within the said sector, and the subsequent and consequent impact and effect that these challenges have on the English communication capabilities and competencies the students who are involved and engaged in this particular field. Furthermore, this research endeavor also seeks and strives to delve into and explore the vast and extensive domain and sphere of learning strategies that can be effectively and efficiently utilized and employed by these students to effectively and successfully counteract and mitigate the aforementioned communication challenges. Moreover, an integral and crucial aspect and dimension of this particular research effort comprises and encompasses an in-depth and comprehensive assessment and evaluation of the effectiveness and efficacy of these learning strategies, specifically in terms of their potential and capability to effectively and efficiently facilitate and foster the enhancement and improvement of the English-speaking skills and proficiencies of the students who are involved and engaged in this particular field.

In today's rapidly globalizing hospitality industry, acquiring English language proficiency is no longer an optional skill, but rather a fundamental requirement for fulfilling core responsibilities (Polisda et al., 2022; Widianingtyas et al., 2023). This shift has placed students in a state of uncertainty, where they recognize the necessity of overcoming communication challenges to meet the industry's evolving demands. Consequently, this research shifts its focus to understanding two key aspects:

1. The extent of communication challenges faced by students in the hospitality context.
2. The specific strategies they employ to effectively address and overcome these limitations.

By delving into these areas, the research aims to shed light on the current state of English communication skills in the hospitality industry and provide valuable insights into supporting students in navigating this increasingly interconnected and demanding field.

Hence, it is of great importance to conduct a comprehensive and comprehensive study on this particular aspect, as it has the potential to yield valuable and significant insights that can greatly contribute to the advancement and improvement of the curriculum, learning strategies, and support services that are provided to the students enrolled in the Hotel Management program at STIEPARI Semarang. The exploration and investigation of this specific area can provide a wealth of knowledge and understanding that can be utilized to enhance and optimize the overall educational experience of the students, ensuring that they receive the highest quality of education and are well-equipped with the necessary skills and competencies to excel in their future careers in the hospitality industry. Moreover, it is crucial to acknowledge and address the various communication challenges that are prevalent in the context of the hospitality business, particularly to the utilization and mastery of the English language, as these challenges have a direct and significant impact on the overall quality and effectiveness of the education that is being provided to the students in the Hotel Management program at STIEPARI Semarang. Therefore, it is essential to develop a comprehensive and profound understanding of these communication challenges to devise and implement appropriate and effective strategies and interventions that can effectively address and overcome these challenges, thereby ensuring that the students receive the highest standard of education and are well-prepared to meet the demands and requirements of the hospitality industry.

This encompasses not solely the comprehension of oral communication aptitude, which refers to the ability to understand and effectively convey messages through spoken language, but also the mastery of written aptitude, which pertains to the proficiency in composing and comprehending written texts, and the comprehension of business-related written materials in the English language, which involves understanding and interpreting documents and information related to the field of business written in English, all of which are indispensable aptitudes for achieving success and thriving in the ever-changing realm of the hospitality business, an industry characterized by constant evolution and dynamism.

By directing the investigation specifically towards these matters, focusing on the evaluation and analysis of oral communication aptitude, written aptitude, and the comprehension of business-related written materials in the English language, it is expected that tangible and pertinent resolutions, practical and relevant solutions, can be ascertained, determined, and identified for implementation in the enhancement of the curriculum, the improvement and refinement of pedagogical techniques, and the formulation of educational programs that can equip students with the utmost preparedness, the highest level of readiness and competence, to confront and navigate the intense rivalry, competition, and contest prevailing in the worldwide and cutthroat labor market, a globally competitive and fiercely competitive environment where individuals strive to secure employment and succeed in their chosen careers.

2 Methods

This research employed a qualitative approach to gain an in-depth understanding of communication challenges in the hospitality business and English language learning strategies used by Hospitality major students at STIEPARI Semarang. The qualitative approach allows researchers to explore the complex aspects of the phenomena under study (Larsen, 2023).

This research investigated a specific group of individuals within STIEPARI Semarang: students enrolled in the Hospitality major. To ensure a well-rounded understanding of the topic, the research employed purposive sampling. This targeted approach allows the researchers to select participants based on pre-determined criteria, in this case, variations in experience levels, English language proficiency, and participation in specific learning programs. This ensures the sample reflects the diversity of the targeted population and avoids underrepresentation of any particular subgroup.

The sample size was determined by the concept of saturation. This means data collection continued until no new information or themes emerged from the interviews, indicating a sufficient number of participants have been included to capture the range of experiences and perspectives within the chosen group. By achieving saturation, the research aimed to obtain comprehensive and representative information about the target population.

A thorough investigation was conducted to understand communication challenges in the hospitality business and English language learning strategies applied by Hospitality major students. Interview methods was used to gain an in-depth understanding of students' experiences and perceptions regarding these issues (Brinkmann, 2013). Additionally, direct observations was conducted in Hospitality classes to gain insights into how English language learning strategies were implemented and communicative interactions among students occur (Rostan et al., 2023). The combination of these two methods was expected to provide a comprehensive understanding of communication challenges in the hospitality business and effective English language learning strategies in that context.

A qualitative approach was used in the data analysis of this research. The data analysis process involved several crucial steps. First, full transcription was conducted for interviews and observation

notes to ensure data accuracy and completeness. Next, the main themes emerging from interviews and observations was identified, focusing on communication challenges in the hospitality business and English language learning strategies. The data will then be content analyzed to reveal patterns, trends, and relationships among themes, which aid in understanding the impact of communication challenges and the effectiveness of learning strategies used by students. Finally, to strengthen consistency and the validity of findings, triangulation techniques were used by comparing interview and observation results. This was expected to enhance the overall validity of the research.

To ensure the quality of this research, it is important to pay attention to data validity and reliability. Validity was strengthened by ensuring that research instruments, such as interview guidelines, align with research objectives. Additionally, feedback and verification from respondents was sought to ensure accurate interpretation. Meanwhile, data reliability was ensured through precision in research steps. Accurate and consistent transcription, as well as consistency in the application of interview and observation guidelines, helped ensure reliable data. By considering both aspects, this research is expected to provide valid and reliable results in uncovering communication challenges in the hospitality business and effective English language learning strategies.

The use of data triangulation, comparing findings from different sources, would also enhance the reliability of research findings. Additionally, the researcher carefully documented each step in the data analysis process to ensure reproducibility and consistency.

To maintain validity and reliability, the researcher openly welcomed input and constructive criticism from peers and relevant experts throughout the research process. This ensured that this research can provide meaningful and accountable contributions to understanding communication challenges in the hospitality business and the effectiveness of English language learning strategies among Hospitality major students at STIEPARI Semarang

3 Results and Discussion

3.1 Result

This section presents the findings from the investigation into English communication challenges and strategies among hospitality students at STIEPARI Semarang. The data were gathered through semi-structured interviews, and the key themes that emerged from student responses are presented below.

3.1.1 Communication Challenges in the Hospitality Business

From the responses given by a group of eight students who are currently enrolled in the Hotel Management program at STIEPARI Semarang, several highly pertinent findings have come to light with regards to their encounters and interactions with guests hailing from diverse cultural backgrounds within hotel environments. These astute students showcased a wide array of responses and reactions when faced with such situations. While some exhibited an exceptional level of enthusiasm and eagerness to engage with guests from different cultures, others found themselves grappling with a sense of bewilderment when confronted with unexpected requests or scenarios. In their earnest pursuit to comprehend and appreciate the unique customs and traditions of their guests, the students made concerted efforts, although, at times, their lack of self-assurance impeded their ability to fully immerse themselves in this endeavor. Therefore, it can be cogently concluded that these students unequivocally demonstrate a profound awareness of the immense significance that cross-cultural communication holds within the dynamic realm of the hospitality business, and their unwavering commitment to adapt effectively to the myriad challenges that invariably arise in such contexts is truly commendable.

From the responses provided by a total of eight students who are currently enrolled in the Hotel Management program at STIEPARI Semarang, several significant and pertinent inferences can be drawn with regard to the primary obstacles encountered when attempting to communicate with foreign guests in the English language. Among the key aspects that were identified by these students as serving as hindrances to effective communication, it was found that difficulties in comprehending guest requests, a lack of understanding about the proper etiquette that should be employed when engaging in English-speaking interactions, as well as challenges associated with the utilization of appropriate vocabulary or translations were particularly salient. Moreover, it is worth noting that some students also emphasized the pivotal role played by both good pronunciation and an extensive vocabulary in facilitating effective and meaningful communication with foreign guests. Consequently, it can be deduced that students face a diverse array of challenges when engaging in interactions with foreign guests, which encompass issues related to comprehension, word utilization, as well as accurate pronunciation of the English language.

The responses provided by eight students who are currently enrolled in the Hotel Management program at STIEPARI Semarang about the adjustment of communication styles during interactions with guests from different cultures can be deduced to signify that these individuals employ a plethora of diverse strategies to effectively address the aforementioned challenges. Several students emphasized the utilization of easily comprehensible English language and non-verbal cues, such as body gestures, as means to facilitate understanding between themselves and the guests, whereas others underscored the significance of adhering to proper grammatical rules by their acquired knowledge. Moreover, concerted efforts were made to prioritize the act of listening attentively and comprehending the words articulated by the guests, in addition to adapting their communication styles to align harmoniously with those of the guests. Hence, it can be affirmed that the students evince a profound awareness of the paramount importance of adaptability in the realm of cross-cultural communication, which is further substantiated by the various strategies they employ to create an environment conducive to effective interaction with guests hailing from foreign cultures.

From the responses provided by eight students who are enrolled in the Hotel Management program at STIEPARI Semarang, it can be deduced that certain students acknowledged instances where their limited English proficiency had an impact on their interactions with either guests or colleagues. A few of the students expressed their struggles when communicating with guests who were unable to communicate in English, which resulted in the need for them to rely on non-verbal communication methods such as sign language or gestures. Although there were a few students who did not encounter such situations, the majority of them asserted that their lack of English proficiency did indeed influence their interactions with guests or colleagues within the context of their work in the hospitality industry.

3.1.2 English Language Learning Strategies

From the responses that were provided by a group of eight students who are currently enrolled in the Hotel Management program at STIEPARI Semarang, it can be deduced that these individuals utilize a wide range of different approaches when it comes to learning the English language and improving their speaking skills. Some of these students place a significant emphasis on the importance of engaging in direct practice, specifically through the utilization of role-play exercises. By participating in such activities, these students equip themselves with clear and well-defined templates and perspectives that can be applied in various communication situations. In addition to this, it is worth noting that these students also make use of methods that extend beyond the realms of formal learning. This includes activities such as watching films, listening to music and podcasts in the English language, as well as engaging in the reading of texts written in English. Furthermore, it is evident that for some of these students, the act of communicating with foreign guests plays a pivotal



role in their efforts to enhance their speaking abilities. On the other hand, some students prioritize their efforts in improving their English vocabulary as a means of enhancing their overall speaking proficiency. Consequently, it can be deduced that these students employ a wide array of English language learning strategies, both structured and informal, with the ultimate goal of refining and enhancing their proficiency in spoken English.

3.1.3 Evaluation of the Effectiveness of Learning Strategies

From the responses that were provided by a group of eight students who are currently enrolled in the Hotel Management program at STIEPARI Semarang regarding their assessment of the effectiveness of the strategies they have implemented to enhance their speaking skills in the English language, it becomes quite apparent that these students possess a wide range of perspectives. A subset of these students places great emphasis on the significance of engaging in direct practice within real-life industry scenarios, as this enables them to directly apply the knowledge and skills that they have acquired. In addition to this, there exists another group of students who place particular importance on maintaining high levels of motivation, and they also highlight the value of integrating the learning strategies into their personal hobbies and daily routines. On top of this, some students believe that the learning strategies have proven to be effective in bolstering their English vocabulary, whereas others place more emphasis on the need for consistency when it comes to improving their speaking abilities. Consequently, one can confidently conclude that these students hold a positive perception of the effectiveness of the English language learning strategies that they have chosen to employ to enhance their speaking skills. However, it is important to note that these students also acknowledge the critical role that both consistency and motivation play in the overall learning process.

3.1.4 Recommendations and Implications

From the responses provided by a group of eight students who are currently enrolled in the Hotel Management program at STIEPARI Semarang, there have been several suggestions and recommendations put forth to enhance the learning of the English language within the context of hospitality education. Upon analyzing the research findings, it is evident that various recommendations can be drawn from the student's responses. One of the suggestions from the students is to increase the utilization of role-play learning as an effective method for practicing conversations. In addition to this, there are further recommendations that propose the inclusion of more practical activities, such as internships and tutoring sessions, as well as a focus on enhancing vocabulary and engaging in English communication exercises. Furthermore, some students also put forth the idea of exploring the external environment and actively engaging in English language usage as a means to improve their speaking skills. In light of these suggestions and recommendations, it can be concluded that the students emphasize the significance of direct practice, engaging in communication exercises, and increasing opportunities for English interaction as crucial steps towards enhancing the learning of the English language within the hospitality education environment.

From the responses provided by 8 students in the Hotel Management program at STIEPARI Semarang with regard to the correlation between English communication skills and the prospects of career advancement in the hospitality industry, it becomes apparent that these individuals possess a shared perception of the utmost significance of English communication skills within the specific context of the hospitality industry. Several students place a strong emphasis on the notion that possessing at the very least a moderate level of proficiency in spoken English would undoubtedly confer an added value within the professional workplace, particularly within the hospitality industry which often finds itself engaging with foreign guests. Furthermore, they duly recognize that English proficiency is an indispensable factor in broadening one's career opportunities, particularly in light of the ever-increasing influx of foreign guests who choose to avail themselves of the accommodations

provided by star-rated hotels. These students also perceive English communication skills as the primary foundation upon which one can build a career in the field of hospitality, both domestically and internationally. Consequently, it can be deduced that English communication skills bear a significantly close relationship with the prospects of career advancement in the hospitality industry, particularly when it comes to effectively interacting with foreign guests and extending one's professional reach on a global scale.

3.2 Discussion

Based on the content analysis of interviews with eight students in the Hotel Management program at STIEPARI Semarang, several patterns and findings can be discussed in the research. Here is the content analysis of the interview results.

Most students within the academic realm exhibit a deep-rooted comprehension and recognition of the utmost significance and indispensability of engaging in effective and articulate English communication skills in the multifaceted and all-encompassing sphere of the ever-evolving hospitality industry. These discerning individuals wholeheartedly acknowledge and appreciate the indisputable fact that possessing a proficient command of the English language is a pivotal and non-negotiable requirement for embarking upon a successful and influential vocation within the realm of hospitality, particularly when considering the mounting and exponential influx of international travelers and tourists who seek out superior and top-tier accommodations at the exquisite and renowned star-rated hotels.

In the pursuit of improving their English verbal communication skills, students have adopted a diverse arsenal of strategies and techniques. These tactics go beyond simply memorizing vocabulary or grammar rules. They encompass interactive methods like role-playing activities, which allow students to practice communication in simulated real-world scenarios. Additionally, exposure to English-language media plays a crucial role. Immersing oneself in movies, music, and other forms of audiovisual content not only enhances comprehension but also provides valuable insights into cultural nuances and natural language use. Furthermore, actively engaging in verbal exchanges with native or fluent speakers offers invaluable opportunities for real-time practice and feedback. It's crucial to emphasize that the key lies in combining direct, hands-on practice with exposure to diverse situations and environments. This multifaceted approach fosters not only language acquisition but also the development of fluency, confidence, and cultural understanding.

Students encountering interactions with international visitors often encounter numerous obstacles, significantly impacting their communication effectiveness. These difficulties typically fall into three main categories: comprehension difficulties, linguistic self-doubt, and vocabulary and translation challenges. Firstly, understanding the precise requests or information from guests proves challenging due to factors like unfamiliar accents, speaking speed variations, and cultural references that may not be immediately apparent. Secondly, students often grapple with a lack of confidence and linguistic self-doubt, particularly when English proficiency bears real-world consequences. Consequently, they may experience hesitation, anxiety, and struggle to articulate thoughts clearly. Lastly, selecting appropriate vocabulary and ensuring accurate translations poses another significant challenge. This struggle may arise from limited exposure to specialized language in specific contexts or complexities inherent in translating cultural nuances and humor effectively.

Acknowledging these diverse obstacles grants us deeper insight into the hurdles students face. Moreover, it enables us to devise strategies aimed at bolstering their confidence and effectiveness as communicators in cross-cultural settings. By recognizing these challenges, we can cultivate an environment conducive to their growth and development.

Students generally report a positive evaluation of the effectiveness of their chosen learning strategies in improving their English verbal communication skills. Many emphasize the principal importance of consistent practice and integration of these strategies into their daily lives. This consistency allows for regular reinforcement of learned skills and facilitates a gradual, natural progression in fluency and confidence. Students highlight the continuous integration of these strategies into their daily routines as a key factor in their success. This might involve engaging in casual conversations with English speakers they encounter, incorporating English language media into their leisure activities, or seeking opportunities to practice their English in real-world situations. By embedding these strategies into their daily fabric, students can ensure continuous exposure to the language and maximize their learning potential.

Students firmly believe that mastering English communication skills is intimately linked to unlocking a wider range of career opportunities within the dynamic and multifaceted hospitality industry. This connection is driven by two key factors. Firstly, the ever-growing influx of international guests necessitates effective communication in English. As the hospitality industry caters to an increasingly globalized clientele, the ability to bridge the language barrier becomes crucial. With strong English communication skills, students can provide seamless service, build rapport, and ensure a positive experience for guests from diverse backgrounds. Secondly, the importance of fostering positive interactions across cultures cannot be overstated. Hospitality thrives on creating welcoming environments and fostering positive interactions between guests and staff, regardless of their cultural backgrounds. English, as a widely understood language, plays a pivotal role in bridging cultural gaps, ensuring clear communication, and creating a sense of inclusivity. Therefore, students see proficiency in English communication as a key asset that empowers them to navigate the complexities of the hospitality industry effectively, ultimately contributing to their professional success.

From this comprehensive and in-depth analysis of the content, the discourse and conversation within the research endeavors can effectively shed light on and bring attention to the immense significance and vital nature of curriculum development and the implementation of various learning strategies that duly and meticulously take into account the specific and unique communication challenges that are prevalent and pervasive within the highly dynamic and constantly evolving hospitality business sector. Furthermore, there is a pressing and compelling need to underscore and prioritize the direct and hands-on application of acquired knowledge and skills, as well as the exposure to the English language in numerous diverse and multifaceted contexts that extend beyond the confines and boundaries of the traditional classroom setting. This salient and noteworthy point is an indispensable and crucial element to be considered and thoroughly examined when endeavoring to enhance and enrich the proficiency and fluency of students partaking in the Hotel Management program effectively and significantly.

4 Conclusion

The results of interviews with eight students in the Hotel Management program at STIEPARI Semarang revealed several relevant content analyses for this research. Firstly, the majority of respondents demonstrated awareness of the importance of English communication skills in the hospitality industry, acknowledging that it provides added value to their careers, especially in serving foreign guests. However, they also identified some challenges in communicating with foreign guests, such as difficulty understanding guest requests and lack of confidence. In overcoming these challenges, the students employed various English language learning strategies, such as role-play and communicating with foreign guests. The majority of respondents believe that these strategies are effective in improving their English speaking skills, which are crucial in expanding vocabulary and boosting confidence. Additionally, they also believe that their English language proficiency is closely



related to career opportunities in the hospitality industry, with higher English proficiency increasing their chances of obtaining better positions and careers, especially in serving foreign guests.

Regarding data triangulation, this research can incorporate interview findings with data from other sources, such as direct observation in English language learning classes or curriculum document analysis, to strengthen the validity of the findings.

Based on this content analysis, this research concludes that English communication skills play a crucial role in career success in the hospitality industry. The students are aware of the challenges they face and employ various learning strategies to improve their skills. Therefore, a recommendation that can be made is the need for a more integrated and diverse approach to English language learning in hospitality education curricula, as well as expanding opportunities for direct practice and interaction with foreign guests in educational environments. This will help students prepare more effectively to meet the communication demands in the increasingly global and competitive hospitality industry.

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