

## Waiter's Communication Abilities at Some Cafes on Jimbaran Beach

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### ABSTRACT

The research endeavors to examine the utilization of the English language by waitress operating within the Jimbaran Beach tourist precinct in Bali. The primary objective is to evaluate the proficiency of their English communication skills and ascertain the repercussions on customer encounters and the advancement of the local tourism sector. The investigation seeks to delve into the extent to which waitress in Jimbaran Beach can effectively engage with international patrons in English. Employing a qualitative descriptive methodology, this study analyzes the English communication practices of waitress across diverse cafes situated in the Jimbaran Beach tourism vicinity. Data is gathered through firsthand field observations and interviews with the waitress. The findings of the research unveil the presence of recurrent language errors in the English communication employed by the waitress. These errors encompass grammatical inaccuracies that involve both superfluous additions and inadvertent omissions of words. The study underscores the paramount importance of enhancing the English language aptitude of the waitress, particularly when serving overseas tourists. Drawing from these research findings, the proposal of regular training sessions targeted at refining the grasp of English grammar among Jimbaran Beach waitress emerges. The overarching objective is to cultivate a more fluid and precise English communication proficiency among the waitress within the Jimbaran Beach precinct, thereby ensuring a positive encounter for tourists and contributing to the advancement of tourism while concurrently augmenting the favorable perception of the destination.

**KEY WORDS:** English Communication Skills; Customer Experiences; Tourism Industry's Growth; Qualitative Descriptive Approach; Common Errors; English Language Proficiency.

### INTRODUCTION

Effective communication stands as a cornerstone skill in fostering success, particularly in the context of cross-cultural interactions and everyday human connections (Hadi, Suhirwan, and Simatupang 2018). This significance is particularly pronounced for the Balinese people, particularly those residing in regions with a strong tourism focus. With this foresight, individuals actively involved in the tourism sector, such as waitress, necessitate adept English communication skills, marked by both proficiency and politeness (Atmoko and Yogyakarta 2017). The pivotal role of English as a lingua franca becomes even more evident among the local Balinese populace, especially within the vibrant realm of the Jimbaran tourist beach area. Here, while native languages such as Balinese and Indonesian dominate local conversations, the dynamic landscape of the tourism industry propels a necessity for heightened foreign language competence, specifically in English.

The Jimbaran beach enclave has garnered acclaim for its idyllic shoreline and renowned seafood offerings, magnetizing an ever-growing stream of international tourists. In tandem, this places an increased onus on local residents, particularly those actively interfacing with the tourism industry – like waitress in cafes lining Jimbaran beach – to deliver exceptional services catering to the discerning preferences of a global clientele. As pointed out by Ronal B. Adler and George Rodman (2016) and cited in the journal by Winly Jovi Runtuwene (2018) (Badollahi and Almy 2019), communication can be



broadly categorized into verbal and non-verbal expressions. Verbal communication engages spoken language, while non-verbal communication hinges on body language and gestures. Within the context of waitress-customer dynamics, these dual modes of communication are both indispensable and interconnected.

Adding to the complexity, Lyons (1968) as referenced in Winly Jovi Runtuwene's 2013 publication, draws attention to the intricate realm of grammar, especially within the framework of the English language. Grammar encompasses the foundational rules underpinning sentence construction and coherent arrangement of words into paragraphs—an elemental facet of effective communication (Tran 2010). In this spectrum, the nuanced utilization of grammar, encompassing modal auxiliary verbs (such as Could, Would, May, Can) and appropriate salutations, emerges as pivotal for waitress engaging with patrons in Jimbaran beach cafes. This study, therefore, aims to decipher the comprehension of grammar nuances, primarily within the domain of Modals Auxiliary grammar and greetings, and their pragmatic application in the day-to-day interactions between waitress and customers.

The Jimbaran beach tourist precinct holds eminence for its enchanting sunsets, alluring seafront, and vibrant cultural tapestry, rendering it a prime destination for international wanderers. Positioned within the South Kuta District of Badung Regency, its strategic proximity to Ngurah Rai Airport is accentuated by an array of lodgings, villas, and homestays. Cafes dotting the shoreline offer an avenue for travelers to savor seafood delicacies against the backdrop of the setting sun, presenting a distinct gastronomic experience. However, the barrier posed by language diversity can present a challenge, as local waitress attending to these cafes might grapple with English proficiency, potentially influencing the overall guest experience.

In summation, this study endeavors to delve into the realm of English communication competence exhibited by waitress within cafes nestled in the Jimbaran beach tourism hub. The research endeavors to bridge extant gaps in the literature, delving into the causes of communication discrepancies and grammatical missteps. By unraveling the language acumen of indigenous waitress and their capacity to engage with global visitors, this research aspires to make a contribution towards

augmenting the overarching service quality within the realm of the Jimbaran beach tourist domain.

## METHODOLOGY

The utilization of both observation and questionnaires as data collection methods in this study proves highly efficacious for investigating the intricacies of language analysis within a specific system (Salleh and Hussin 2017). The utilization of these methods aligns seamlessly with the study's objective of comprehensively understanding language dynamics. The process of observation is specifically categorized as direct observation, centering on targeted activities. In this context, the study involved direct observations carried out at multiple cafes situated in the Jimbaran Beach tourist enclave.

This approach is further complemented by an additional research method, specifically the employment of questionnaires through the utilization of Google Forms, wherein the researcher presents written queries. These inquiries encompass several aspects:

1. Greetings at Different Times: The study investigates the expressions employed to welcome guests during distinct time intervals, including 06:00-12:00 noon, 12:00-18:00, 18:00-22:00, and 02:00.
2. Invitations to Sit: The research delves into the phrases utilized when inviting patrons to take their seats.
3. Menu Presentation: The investigation focuses on the language utilized to present the menu to customers.
4. Payment Interaction: The study examines how inquiries and responses unfold when guests settle their bills.
5. Expressing Gratitude and Encouraging Return Visits: The research scrutinizes the language employed to convey gratitude to patrons and express the hope that they will revisit the cafe for further dining experiences.

The data analysis methodology adopted in this study aligns with qualitative techniques, defined as strategies that endeavor to fathom the diverse modalities in which data functions (Kowi and Widyaningsih 2017). This involves activities such as categorizing data, arranging it into meaningful units for effective management and

synthesis, enabling focused searches for significant information, and determining key insights that can be assimilated and communicated effectively within the context of the research article. (Bogdan & Bikle, 1982) encapsulate this approach, elucidating its significance in comprehending complex data sets. The research's physical context is Jimbaran Village, situated within the South Kuta District of Badung Regency in Bali Province. Notably, this region boasts an expanse of 20.50 square kilometers, housing a population of 50,537 individuals as of 2016. The village demonstrates an income density of 2,165 individuals per square kilometer in 2010. Notably, it features twelve customary banjars alongside two official banjars, collectively accommodating a total of 11,780 households (KK). Positioned in proximity to Nusa Dua, the area remains readily accessible, with a mere 20-minute drive from Ngurah Rai International Airport. Jimbaran Village encompasses fourteen banjars, each contributing to the village's intricate social fabric. These include Banjar Ubung, Banjar Pantai Sari, Banjar Menega, Banjar Pesalakan, Banjar Teba, Banjar Jero Kuta, Banjar Kalanganyar, Banjar Tegal, Banjar Angga Suara, Banjar Perarudan, Banjar Buana Gubug, Banjar Mekar Sari, Banjar Dinas Taman Griya, and Banjar Dinas Cenggiling.

This research is located at Muaya beach cafes and village beaches, as for the names The cafes are: Menega Cafe, New Shadow Cafe, Pandan Sari Cafe, Intan Cafe, Nyoman Cafe, Sakura Cafe, Bela Cafe, Tebe Cafe, Roma Cafe, Made Cafe, Cendana Cafe, Sunshine Cafe, Bendesa Cafe, Ramayana Cafe, Jimbaran Cafe. Data taken from conversations between waiters and customers who visit to enjoy dinner. Purpose of the instrument is a very important tool in this research because it is a tool in collecting data needed in research. The form of the instrument must be appropriate and closely related to the method of data collection. In this study to collect data using instruments such as questionnaires, interviews and observation methods. The questionnaire instrument used in the study was in the form of questions. Questions related to waiter conversations with consumers which include expressions in welcoming consumers when they come to the cafe, expressions inviting guests to sit, giving a menu list, asking if the guest is ready to order food, explaining food, expressions in handling bill payments and expressions to say thank you goodbye.

Analyzing qualitative data according to (Bogdan & Bikle, 1982) and (Andriani, Veronika, and Achmadi

2020) defines it as an effort to understand the various ways of performing data analysis, such as grouping data, sorting data into units so that they can be managed and synthesized. Pursue and find important things and what can be learned, and decide what can be conveyed to others. In this study the data analysis process was carried out using descriptive data analysis methods. Qualitative descriptive analysis is considered the most suitable method for the characteristics of the problems raised in this study. The steps taken are: 1) make questions in the form of google form. 2) the data collected is grouped based on the suitability of the answers given by the waiter. 3) based on the data grouping, it is explained how the communication skills of the waiters of several cafes in the Jimbaran Beach tourist area. The data were analyzed using four theories of classification of English grammatical errors. Waiters are expected to be able to communicate in polite English in order to avoid negative phenomena in serving consumers who enjoy dishes at several cafes in the Jimbaran Beach tourist area. The points discussed were: Welcoming guests and greeting, inviting guests to sit, providing a list of menus, explaining food and drinks and handling bill payments, farewell / thanks.

This research is a qualitative descriptive study of respondents from waiters in cafes or restaurants in the tourist area of Jimbaran beach. The data obtained by observation method and filling out questionnaires about frequently used expressions waiters serving customers. As a complement to the data, interviews were also conducted with the waiters and cafe owners. The data were identified, classified and then analysed using Lennon's theory, which classified grammatical errors into 4 categories. According to Lennon's theory (1991) in the journal Winly Jovi Runtuwene (2013) it is explained that the identified data found various kinds of grammatical errors, there are four classifications, including:

1. Classification of additions
2. Classification of omissions
3. Substitute Classification
4. Structure Classification

Table 1. Classification of grammatical errors among waiters in cafes/restaurants in Jimbaran Beach.

No	Data Categories	Description
1	Addition Classification	Errors related to unnecessary auxiliary verbs (e.g., "can," "do,"

No	Data Categories	Description
2	Omission Classification	Errors involving underutilization of specific elements like prepositions and auxiliary verbs leading to incomplete or fragmented sentences
3	Substitution Classification	Errors characterized by replacing correct terms with inappropriate ones, undermining accuracy in phrases or sentences
4	Structure Classification	Errors related to word order and sequence of words, impacting the overall structure

Winly Jovi Runtuwene (2013) explained that replacement error is the use of the first grammatical form into another grammatical form. Example: I lost my road, this sentence has changed an item which causes the sentence to be ungrammatical, so the sentence should be I lost my way. Lennon also classified replacement errors into six, among others: Subject-verb agreement replacement errors, pronoun form errors, word usage errors, preposition replacement errors, relative clause replacement errors and noun replacement errors (singular and plural).

- Ordering Error: Ordering errors are placing words in sentences/expressions. Lennon (1991) in the journal Winly Jovi Runtuwene (2013) states that the sentence is grammatically incorrect. Example: you follow would me?. This sentence should be: Would you follow me?

## RESULTS AND DISCUSSIONS

### 1. Jimbaran Traditional Village

Historically, Jimbaran Traditional Village emerged as a fishing settlement inhabited by both fishermen and farmers. The community's members diversified their livelihoods by vending beverages along the coastline, often incorporating supplies featuring coconut-fiber-grilled fish. Visitors to Jimbaran beach have frequently relished these offerings. Over time, the local fishermen exhibited innovative endeavors by constructing stalls dedicated to selling grilled fish, now famously referred to as Jimbaran Beach Café. This establishment has since gained widespread acclaim within Indonesia and beyond, attracting a global clientele that appreciates the unique dining experience it offers.

Since that time, the Jimbaran coastal region has witnessed the emergence of numerous seafood dining establishments. The pioneering among them is the Jimbaran Beach Cafe, which holds the distinction of being the inaugural cafe in the southern expanse of Bali. Notably, Jimbaran encompasses an array of internationally acclaimed hotels, including renowned names like the Intercontinental Bali Resort (an IHG Hotel), Le Meridien Bali Jimbaran, Rimba by Ayana Bali, Cross Bali Breakers, Movenpick Resort & Spa Jimbaran, Royal Tulip Springhill Resort Jimbaran, Ayana

The four errors above can be explained as follows:

- Addition Error: Addition errors in grammar can be classified as such: a. Error adding to be, b. Error adding infinitive to, c. Error adding articles (a, an, and an), d. Errors in adding prepositions (of, from, and as), e. Error in adding relative pronoun (which), f. Error Adding punctuation marks in explaining plural nouns
- Missing Error: Omission errors are a type of error when there are missing aspects in a sentence that should be required in an English expression, so that the sentence becomes ungrammatical. Lennon (1991) in the journal Winly Jovi Runtuwene (2013), clarified that there were eleven omission errors such as: a. Error omitting a noun, b. Error omitting prepositions, c. Error omitting to be, d. Error omitting article, e. Error omitting personal pronouns, f. Error omitting ending s for regular plural nouns, g. Error omitting the auxiliary verb, h. The ability to remove the genitive possessive s (-'s) which expresses the meaning of belonging, i. Error omitting adverbial complements, j. Error omitting relative pronoun, k. Error omitting infinitive to.
- Substitution Error: Lennon (1991) in the journal



Villa Bali, and the esteemed Four Seasons Bali at Jimbaran Bay.

The term "Jimbaran Traditional Village" draws its etymology from "Jimbar," signifying expansiveness. Interestingly, when the village's present landscape is considered, the term "Jimbar" itself appears quite fitting, as the Jimbaran Traditional Village boasts an exceptionally vast territory. This village, indeed, spans an extensive area, and comprehensive insights about its expanse are encapsulated within the layout details articulated in "Palemahan" or the "Jimbaran Traditional Village layout."

Historically, the origins of the Jimbaran Traditional Village are chronicled in the "Babad Jimbaran," a historical account penned in Balinese script that endures to this day, safeguarded at the Dukuh Temple of Jimbaran. This inscription is a testament to the village's enduring legacy. Additionally, the Babad Jimbaran's inscription is also inscribed on Copper tablets housed within the Griya Satria of Denpasar, preserving its historical significance. Moreover, further historical documentation is present in the form of palm-leaf inscriptions, meticulously scripted in Balinese, now meticulously preserved within the custodianship of Jeroan Mangku Nyoman Kusuma, located in the Banjar Tampuagan region of Karangasem.

Over the years, Jimbaran has transformed from a modest fishing community into a vibrant epicenter for culinary delights, particularly renowned for its seafood offerings. The area is graced with picturesque beachfront views that serve as the backdrop for the numerous seafood restaurants. The rapid expansion of dining options has contributed to Jimbaran's reputation as a culinary haven, attracting both local enthusiasts and international connoisseurs seeking a gastronomic experience infused with local charm.

In conclusion, the transformation of the Jimbaran coastal region into a culinary hub, complete with an array of seafood restaurants and luxury hotels, underscores its journey from a fishing village to a thriving tourist destination. The rich historical tapestry of the Jimbaran Traditional Village is embodied in its name and preserved through ancient inscriptions, reflecting its enduring significance amidst contemporary developments. Since then, the Jimbaran beach area has seen many

seafood restaurants. Jimbaran beach cafe is the first cafe in south Bali. In Jimbaran there are also several international standard hotels, such as: Intercontinental Bali Resort, an IHG Hotel. Le Meridien Bali Jimbaran, Rimba by Ayana Bali, Cross Bali Breakers, Movenpick Resort & Spa Jimbaran, Royal Tulip Springhill Resort Jimbaran, Ayana Villa Bali, Four Seasons Bali at Jimbaran Bay

Jimbaran Traditional Village, comes from the word "Jimbar" which means wide. When viewed from its current situation, it actually has the word "Jimbar" above, because this Jimbaran Traditional Village has a very large area. This Jimbaran Traditional Village has a very wide area. Regarding this area, the full details are contained in "Palemahan"/ "Jimbaran traditional village layout". According to history, the Jimbaran Traditional Village is contained in the Babad Jimbaran which was written in Balinese script on ejection and is still being carried at the Dukuh Temple of Jimbaran. According to history, the Jimbaran Traditional Village is contained in the Babad Jimbaran which was written in Balinese script on ejection and is still being carried at the Dukuh Temple of Jimbaran. The Babad Jimbaran inscription is also found on the Copper in Griya Satria Denpasar. Besides that, there are also inscriptions in the form of palm leaves in Balinese script which are now kept at Jeroan Mangku Nyoman Kusuma, in Banjar Tampuagan, Karangasem.

The history of the naming of Jimbaran is also contained in the Dhalem Putih Jimbaran Inscription. Dhalem Putih's son, Dhalem Petak Jingga, built Ulun Swi Temple, Kahyangan Pangulun Setra Temple, and Dukuh Temple. Their descendants become Pemangku (are holy people who serve the people in the temple) in Parahyangan (holy place). In Jimbaran Village there are several temples, including:

1. Meru Tumpang/Level eleven which is called Ulun Swi Temple, where at that time I Gusti Tegeh Kuri was the caretaker.
2. Kahyangan Ulun Setra which is now called Dhalem Kahyangan Temple, I Gusti Celuk was appointed as the caretaker.
3. Meru Tumpang/Level Three and Paibon (a group of dadia) named Pura Dukuh and Pasek Kusamba as stakeholders.

Jimbaran also has many temples or Pemerajan/Sanggah, which are family temples and Banjar temples, which are in each bale banjar. Besides that, there are several

temples such as:

1. Temple Kahyangan, which includes Puseh Temple, Dalem Temple and Village Temple.
2. Pakideh Desa Temples, namely temples in the Jimbaran customary village environment, including: 1) Pura Kahyangan Jagad Ulun Sui; 2) Parerepan Temple; 3) Gaing Mas Temple; (formerly a place of worship for salt farmers); 4) Tukad Nangka Temple; 5) Gua Gong Temple; 6)

The population of Jimbaran in 2016 was 50,537 people consisting of 25,671 men and 24,866 women with a sex ratio of 103. The birth rate during 2016 was 1,395 people and 44 people died. The migration rate in 2016 was recorded, 105 people moved and 6,546 new residents entered Jimbaran. In Jimbaran there are many beach attractions (Jimbaran Beach, Tegal Sari Beach and Muaya Beach). Apart from the beach there are also other tourist objects such as Garuda Wisnu Kencana. This statue was built in 1997 with capital from a BUMN, the Bali Tourism Development Corporation (BTDC).

This Garuda Wisnu Kencana statue is a form of Lord Wisnu who is considered the Preserver God (Stiti) for Hindus. The statue was built by a famous artist named I Nyoman Nuarta. In 1998 the construction of the Garuda Wisnu statue was stopped due to the monetary crisis. In 2017 this statue was completed, but at that time there was controversy from Hindu religious leaders in Bali, they thought that this statue was large in size which would disrupt the spiritual balance of the island of Bali. However, at that time the Garuda Wisnu statue was able to increase tourist visits to the island of Bali, finally it was decided to make this GWK the center of Indonesian culture, which is located on Jalan Uluwatu, the border of Jimbaran Village and Ungasan Village.



**Figure 1.** Cafe Atmosphere at Jimbaran Beach

Kayu Sugih Temple; 7) Tegeh Sari Temple; 8) Sarin Buana Temple (as a place of worship for farmers); 9) Batu Maguung Temple; 10) Batu Mejan Temple; 11) Tegal Wangi Temple (as a place of worship for fishermen); 12) Pura Dalem Segara / Pura Samuaya / Muaya (as a place to carry out the Ngusaba Nini Ceremony every Purnamaning Kalima).

## 2. Waiter's Communication Skills: Expression Patterns in Waitress-Guest Interaction

The observation of data gathered from waitress interactions with guests in cafes along Jimbaran Beach tourism area revealed several commonly used expressions for various service scenarios. These expressions are centered around welcoming customers, offering seating arrangements, delivering and inviting guests to order food and drinks, and handling bill payments. The expressions collected from waitress interactions in various cafes are outlined below:

Table 2. Analysis of Grammatical Errors in Waitstaff Expressions at Cafes along Jimbaran Beach

Expression ID	Error Category	Example Incorrect Expression	Corrected Expression
E001	Addition	"Does can you bring more napkins, please?"	"Can you bring more napkins, please?"
E002	Omission	"Sorry, we don't have spaghetti."	"Sorry, we don't have spaghetti."
E003	Substitution	"Is The beef very delicious, isn't it?"	"The beef is very delicious, isn't it?"
E004	Structure	"I can suggest you a special dessert."	"I can suggest a special dessert to you."

Welcoming Customers: The expressions used by waitress to welcome customers include variations such as "Good evening Sir & Mom," "Hello good evening Sir/Madam

welcome to Bayang Kafe Jimbaran," and "Good evening Madam and sir, welcome to our restaurant." These expressions play a crucial role in setting the tone for the dining experience and ensuring guests feel welcomed and valued.

**Greeting and Seating Guests:** Waitress are observed using expressions to greet returning guests like "Good morning Mr. Williams, welcome back to our restaurant," and "Good morning Ray, welcome back to our restaurant, how are you today?" Additionally, they invite guests to choose their seating by saying, "Hi Sir, for sure you can choose where you would like to sit." These greetings and seating invitations enhance customer satisfaction by demonstrating attentiveness and personalized service.

**Offering Menus and Drinks:** The waitress commonly offer menus and drinks to guests using phrases such as "Hi sir/madam, I will be back with the menu" and "Would you like to start with a glass of water, or bottled water, or sparkling water?". These expressions streamline the ordering process, giving guests a pleasant start to their dining experience.

**Clarifying and Concluding Conversations:** In conversations where clarity is needed, waitress may use expressions like "Pardon me, can you repeat again?" After the meal, expressions such as "Thank you for coming and have a good day" and "Goodbye Sir, I hope you enjoyed your meal" conclude the interaction on a positive note, leaving guests with a favorable impression.

**Identification of Grammatical Errors:**

1. **Addition Errors:** In the observations, some expressions contained addition errors, where unnecessary words were included, leading to ungrammatical sentences. For instance, "Does can your friend order some aperitif" and "Do can you like to order now, Sir?" demonstrate incorrect addition of auxiliary verbs.
2. **Omission Errors:** Omission errors involve missing elements in a sentence. Examples like "Sorry madam/sir, you want waiting half hour more we have available for the table A" exhibit errors in omitting auxiliary verbs and articles.
3. **Substitution Errors:** Substitution errors entail replacing one grammatical form with another. For instance, "Sorry Sir, we run out of green salad. Want to change of another?" displays a substitution error with the preposition "of" which

- should be corrected to "to."
4. **Ordering Errors:** No structural errors were identified in the ordering of expressions used by waitress. These expressions maintain correct grammatical structures, ensuring clear communication.
  5. **Discussion:** The expression patterns used by waitress in cafes along Jimbaran Beach tourism area greatly influence the overall customer experience. Proper welcoming expressions set a positive tone, while accurate offering and seating expressions streamline the ordering process. Moreover, effective clarifying and concluding expressions contribute to guest satisfaction.

Table 3. Results of Analysis of Grammatical Errors in Waiters' Expressions in Cafes Along Jimbaran Beach

No	Grammatical Error Categories	Examples of Identified Errors
1	Addition Errors	- "Does can your friend order some aperitif?" - "Do can you like to order now, Sir?"
2	Omission Errors	- "Sorry madam/sir, you want waiting half hour more we have available for the table A"
3	Substitution Errors	- "Sorry Sir, we run out of green salad. Want to change of another?"
4	Ordering Errors	No structural errors were identified in the ordering of expressions used by waitress.
	Discussion	- The expression patterns used by waitress greatly influence customer experience. - Grammatical errors could impact communication and service quality. - Regular training on English grammar and communication strategies is suggested.

However, grammatical errors, such as addition, omission, substitution, and structural errors, were evident in the observed expressions. Such errors could impact

communication effectiveness and guest perception of service quality. Clear and accurate communication is pivotal in the hospitality industry, especially in tourist-centric areas like Jimbaran Beach, where international guests are prevalent.

To address these challenges, regular training focusing on English grammar and effective communication strategies could greatly benefit waitress. By enhancing their language proficiency and minimizing grammatical errors, waitress can provide an elevated dining experience, ensuring customer satisfaction and repeat business. Furthermore, enhancing communication skills aligns with the broader goal of promoting Jimbaran Beach as a desirable tourist destination, fostering positive word-of-mouth and contributing to the growth of the local tourism industry.

Table 4. Impact of Better Communication for Grammatical Errors on Waitresses' Expressions in Cafes Along Jimbaran Beach

Benefits	Description
Enhanced Customer Satisfaction	Accurate communication leads to happier guests.
Improved Guest-Staff Interaction	Clear exchanges enhance the overall experience.
Positive Impact on Tourism Industry	Effective communication contributes to the growth of the local tourism sector.

The findings of this research reveal significant insights into the English language usage among waitress in various cafes along Jimbaran Beach. The analysis of collected data has unveiled common errors encompassing addition, omission, substitution, and ordering classifications. These errors manifest due to the unique circumstances surrounding the acquisition of English by waitress and the inherent challenges posed by informal language learning. Among the highlighted errors, the addition classification points to mistakes arising from the

## CONCLUSIONS

In conclusion, this research reveals important insights into the usage of the English language among waitstaff in various cafes along Jimbaran Beach. Common language errors are uncovered, encompassing addition, omission, substitution, and word order. These errors arise due to the

inclusion of unnecessary auxiliary verbs, such as "can," "do," and "does," as well as the improper use of "to." This indicates that waitress may sometimes overcomplicate their expressions, which could lead to confusion in communication. The omission classification exposes instances of underutilization of specific elements like prepositions and auxiliary verbs. This can result in incomplete or fragmented sentences, potentially hindering clear conveyance of information. Substitution errors, identified in phrases like "I lost my road" instead of "I lost my way," illustrate a tendency to replace the correct terms with inappropriate ones, undermining grammatical accuracy. Ordering errors, though less frequent, were evident in the expressions "You would follow me" instead of "Should you follow me." Such errors emphasize the importance of maintaining the correct sequence of words for accurate communication.

The occurrence of these errors is attributed to the informal nature of English language acquisition by waitress, who often learn English independently due to the demands of their profession. Their priority is effective communication with guests, and while grammatical accuracy is important, it may be overshadowed by the urgency of service. In light of these findings, it is evident that enhancing the English language skills of waitress is crucial. Implementing regular training sessions that address these specific error classifications and focus on improving grammar can significantly elevate the quality of interactions between waitress and guests. Proper training will not only enhance communication clarity but also contribute to a positive dining experience, fostering guest satisfaction and promoting Jimbaran Beach as an attractive tourist destination. Ultimately, the commitment to improving English language proficiency among waitress aligns with the broader objective of fostering a welcoming and comfortable environment for international tourists, thus positively influencing the growth of the local tourism industry

informal way waitstaff learn English and the challenges of informal language acquisition. It is important to enhance the English language skills of waitstaff through regular targeted training sessions. This effort will improve the quality of interactions between waitstaff and guests, enhancing the dining experience and promoting Jimbaran Beach as a tourist destination. Improving the





English proficiency of waitstaff contributes to creating a welcoming environment for international tourists and positively impacting the local tourism industry's growth.

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