



THE USE OF HOTEL INDUSTRY JARGON IN BUTLER COMMUNICATION AND ITS IMPLICATIONS FOR ENGLISH FOR SPECIFIC PURPOSES (ESP) LEARNING MATERIALS

PENGUNAAN JARGON PERHOTELAN DALAM KOMUNIKASI BUTLER DAN IMPLIKASINYA TERHADAP MATERI PEMBELAJARAN ESP (ENGLISH FOR SPECIFIC PURPOSES)

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ABSTRACT

This study aims to analyze the use of hospitality jargon in butler communication and its implications for the development of English for Specific Purposes (ESP) learning materials. This research employs a qualitative descriptive method, with data collected through observation and documentation of communication interactions performed by butlers in the workplace. The data were analyzed using thematic analysis to identify the types, functions, and contexts of hospitality jargon usage. The results show that the use of hospitality jargon plays a significant role in improving the efficiency, clarity, and professionalism of workplace communication. In addition, jargon helps accelerate mutual understanding among staff in dynamic work situations. These findings indicate that integrating authentic jargon into ESP materials is essential to enhance the relevance of learning. Therefore, learners can be better prepared to meet communication demands in the professional world, particularly in the hospitality industry, which requires accuracy and speed in communication.

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan jargon perhotelan dalam komunikasi butler serta implikasinya terhadap pengembangan materi pembelajaran *English for Specific Purposes* (ESP). Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi dan dokumentasi terhadap interaksi komunikasi yang dilakukan oleh butler di lingkungan kerja. Data yang diperoleh dianalisis menggunakan teknik analisis tematik untuk mengidentifikasi jenis, fungsi, serta konteks penggunaan jargon perhotelan. Hasil penelitian menunjukkan bahwa penggunaan jargon perhotelan memiliki peran penting dalam meningkatkan efisiensi, kejelasan, dan profesionalitas komunikasi di tempat kerja. Selain itu, penggunaan jargon juga membantu mempercepat pemahaman antar staf dalam situasi kerja yang dinamis. Temuan penelitian ini mengindikasikan bahwa integrasi jargon autentik ke dalam materi ESP sangat diperlukan untuk meningkatkan relevansi pembelajaran. Dengan demikian, peserta didik dapat lebih siap menghadapi tuntutan komunikasi di dunia kerja, khususnya di industri perhotelan yang menuntut ketepatan dan kecepatan dalam berkomunikasi.

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INTRODUCTION

In hospitality settings, effective communication is essential to ensure service quality and guest satisfaction. Within the framework of English for Specific Purposes (ESP), language is not merely learned as a general skill but as a tool to perform specific professional tasks. ESP emphasizes that language learning should be tailored to learners' needs, particularly in professional contexts where communication is highly functional, goal-oriented, and context-dependent (Basturkmen, 2024). In the hospitality industry, especially in international tourism destinations such as Bali, English plays a crucial role as a medium of communication between staff and guests from diverse linguistic backgrounds (Thongput & Kaur, 2023; Rahayu, 2025). Therefore, the ability to use English effectively is not only important for interaction but also for ensuring high-quality service delivery that meets international standards. In addition, the increasing globalization of tourism has intensified the demand for workers who are not only proficient in general English but also capable of using profession-specific language in real workplace situations. English has developed as a global lingua franca and is widely used in various sectors, including tourism and hospitality, making it a fundamental requirement for employees in these industries (Baker, 2023). In Bali, as one of the world's leading tourist destinations, English is used extensively in daily interactions between hotel staff and international guests (Rahayu, 2025). Consequently, hospitality workers, including those in hotels, are expected to possess not only communicative competence but also the ability to understand and use specialized terms that are relevant to their job roles. This highlights the importance of ESP in preparing students to meet real workplace demands.

However, despite the importance of ESP, its implementation in higher education often does not fully reflect the principles of needs-based learning. ESP should be designed

based on learners' target needs, which include the language skills and knowledge required in their future professions (Basturkmen, 2024). In practice, many ESP materials still rely on general English content and fail to incorporate authentic workplace language. As a result, there is often a gap between what students learn in the classroom and the actual communication demands they face in professional environments (Basturkmen, 2024). This gap becomes more evident in fields such as hospitality, where communication is not only about grammar and vocabulary but also about understanding workplace-specific expressions, procedures, and communication patterns. One of the key aspects of workplace language in the hospitality industry is the use of jargon. Jargon refers to specialized vocabulary used by members of a particular profession to communicate efficiently and accurately within their field (Marantika et al., 2020). In hotel environments, jargon is commonly used to describe service procedures, operational tasks, and coordination between departments. These terms are often not found in general English textbooks and are typically learned through direct workplace experience. As a result, students who do not have exposure to real hotel environments may find it difficult to understand and use such language effectively.

Previous studies have shown that jargon plays an important role in facilitating communication in hotel operations. Research conducted in departments such as housekeeping, food and beverage, and front office indicates that employees rely heavily on specialized terms to coordinate tasks, deliver instructions, and maintain service efficiency (Marantika et al., 2020). However, most of these studies focus on specific departments and do not explore the use of jargon in the Butler Department, which has unique roles and communication demands. This indicates a research gap that needs to be addressed, particularly considering the strategic role of butlers in luxury hotel settings. The Butler Department is one of the most important units in a five-star hotel, as it serves as a direct link between guests and hotel services. Butlers are responsible for providing personalized services, handling guest requests, and coordinating with various departments such as housekeeping, food and beverage, and front office (Hayes & Ninemeier, 2023). This role requires not only excellent communication skills but also a deep understanding of professional language used in daily operations. In performing their duties, butlers frequently use specific jargon that reflects service procedures, organizational roles, and communication chains within the hotel. Therefore, understanding the use of jargon in this department is essential to reveal how language functions in a high-standard hospitality environment.

Based on preliminary observation conducted by the researcher during an internship in the Butler Department at The St. Regis Bali Resort, a significant number of jargon terms were identified in daily communication. More than 100 jargon items were found to be used by staff across different positions, including Butler Supervisor, Senior Butler, and Butler staff. These terms are used in various stages of guest service, such as pre-arrival preparation, in-house service, and guest departure. Examples of such jargon include butler attachment, pre-arrival plan, and distinctive moments. These carry specific meanings related to service procedures and are not commonly introduced in general ESP materials (Basturkmen, 2024). This finding indicates that professional communication in the Butler Department relies heavily on specialized vocabulary that may not be accessible to students without direct workplace exposure. The lack of familiarity with such jargon can lead to significant communication difficulties for English major students who aspire to work in the hospitality industry. Without understanding the specific terms used in the workplace, students may struggle to follow instructions, coordinate tasks, and provide appropriate services to guests (Rahayu, 2025). This can result in

misunderstandings, errors in service procedures, and ultimately affect guest satisfaction and the overall image of the hotel (Kandampully, Zhang, & Bilgihan, 2023). Therefore, mastering professional jargon is not only a linguistic requirement but also a practical necessity for effective job performance in the hospitality sector.

Despite its importance, information about butler-specific jargon is rarely available in ESP textbooks. Most learning materials focus on general topics such as front office conversations or restaurant services, which are useful but insufficient to prepare students for specialized roles such as butlers (Basturkmen, 2024). As a result, students often rely on theoretical knowledge and lack exposure to authentic workplace communication. This creates a significant gap between academic learning and professional practice, which may reduce students' competitiveness in the job market compared to vocational school graduates who are more familiar with workplace language (Jackson, 2023). This issue highlights the need for a more contextual and needs-based approach to ESP learning. By incorporating real workplace language, including professional jargon, into learning materials, educators can better prepare students for the communication demands of their future professions. In this context, analyzing the use of jargon in the Butler Department provides valuable insights into the actual language used in a luxury hotel environment. Such analysis can serve as a foundation for developing ESP materials that are more relevant, practical, and aligned with industry needs.

Furthermore, this study contributes to bridging the gap between theory and practice in ESP by documenting and analyzing authentic language use in the workplace. By focusing on the Butler Department at The St. Regis Bali Resort, this research provides a detailed and contextual understanding of how jargon is used in daily communication. The findings are expected to benefit not only students but also lecturers and curriculum developers by providing empirical data that can be used to improve ESP teaching materials (Basturkmen, 2024). In addition, this study has novelty value as it specifically examines jargon use in the Butler Department, which has received limited attention in previous research. While many studies have explored jargon in other hotel departments, the unique communication patterns and service responsibilities of butlers require a separate and focused analysis. By addressing this gap, this study aims to provide a more comprehensive understanding of professional language use in the hospitality industry. Therefore, this article aims to analyze the use of hospitality jargon in butler communication and discuss its implications for ESP learning materials. By identifying the forms and meanings of jargon used in daily operations, this study seeks to highlight the importance of integrating workplace language into ESP curricula. Ultimately, the findings of this research are expected to support the development of more effective and relevant learning materials that can better prepare students for real-world communication in the hospitality industry.

METHOD

Type of Research

This study employs a descriptive qualitative research design to analyze the use of professional jargon in the Butler Department. Qualitative research is used to explore and understand language phenomena in their natural setting based on participants' perspectives, while descriptive design aims to present a clear and systematic description of the observed phenomenon without manipulating variables (Creswell, 2013). This approach is considered appropriate because the data in this study consist of words and

expressions used in real workplace communication, particularly the jargons used by butlers in their daily activities.

Time and Place of the Research

This research was conducted in the Butler Department of a five-star hotel, specifically at The St. Regis Bali Resort. The setting was chosen because the Butler Department has specific roles and communication patterns that involve the use of professional jargon in delivering personalized services to guests. The data collection was carried out during the researcher's internship period, which allowed direct access to authentic workplace communication and facilitated the observation of real interactions among staff.

Subject of the Research

The subjects of this study were ten butlers working in the Butler Department. They were selected using a purposive sampling technique based on their active involvement in daily operational communication. The participants consisted of one Butler Supervisor, two Senior Butlers, and seven Butler staff, representing different roles within the organizational structure. These participants were chosen because they frequently use professional jargon in coordinating services, handling guest requests, and communicating with other departments, making them relevant sources of data for this study.

Research Procedure

The research procedure in this study was conducted through several systematic steps. First, preliminary observation was carried out to gain an initial understanding of the workplace environment and to identify the use of jargon in daily communication. During this stage, the researcher observed communication patterns and recorded potential jargon used by the staff. Second, the researcher collected further information by identifying relevant participants who were actively involved in communication and frequently used jargon in their work activities. This step ensured that the data sources were appropriate and reliable. Third, a checklist was used as an observation instrument to systematically record the identified jargon, including its form, context, and frequency of use. Fourth, interviews were conducted using an interview guide consisting of open-ended questions to obtain deeper explanations regarding the meanings and functions of the jargon. The interviews allowed participants to clarify how and why certain terms were used in their daily communication. Fifth, the interview sessions were supported by audio recording to ensure accuracy in capturing participants' responses. The recordings were then transcribed into written form to facilitate data analysis. These procedures ensured that the data were collected systematically and reflected authentic workplace communication.

Data Analysis Technique

The data in this study were analyzed using the interactive model of qualitative data analysis proposed by Miles and Huberman, which consists of four main steps: data collection, data reduction, data display, and conclusion drawing and verification (Miles & Huberman, 1994). In the data collection stage, the researcher gathered data through observation and interviews in the Butler Department. In the data reduction stage, the collected data were selected and focused by identifying relevant jargon items and removing unnecessary information. Then, in the data display stage, the data were organized into tables to present the jargon, their meanings, and contexts of use, allowing patterns to be identified more easily. Finally, in the conclusion drawing and verification stage, the researcher interpreted the findings and ensured their validity by comparing

data from different sources. To enhance the credibility of the findings, method triangulation was applied by comparing data obtained from observation, interviews, and audio recordings. This technique ensured that the results were accurate and reliable (Creswell, 2013).

RESULTS AND DISCUSSION

The Results of this study are presented based on the analysis of the data collected through observation and interviews in the Butler Department. The data are displayed in the form of a table below, which contains the identified jargon items, their forms, meanings, and contexts of use in daily communication. The table shows that a significant number of jargon terms are actively used by butlers across different positions, including Butler Supervisor, Senior Butler, and Butler staff. Based on the data presented in Table 1, it was found that more than 100 jargon items are used in daily communication within the Butler Department. These jargon terms appear in various stages of guest service, such as pre-arrival preparation, in-house service, and guest departure. This indicates that jargon is not only used occasionally but is deeply embedded in the communication system of the department.

In terms of linguistic form, the identified jargons are generally categorized into words and phrases. However, the findings show that phrases are more dominant than single words. This suggests that butlers tend to use multi-word expressions to represent complex service concepts and operational procedures. These phrases function as standardized expressions that are commonly understood among staff members and are used repeatedly in daily communication. Furthermore, the data also reveal that the use of jargon varies depending on the context of communication. Some jargons are used in service-oriented interactions with guests, while others are used for internal coordination among staff. This variation indicates that jargon serves multiple functions, including describing service concepts, managing operational tasks, and facilitating communication across departments.

Table 1. Jargon and Its Meaning

No	Jargons	Meaning
1	Raina Amenities	Raina amenities indicates a specific type or set of amenities prepared following a certain internal standard or naming.
2	Royal Jar	Royal jar is a decorative container used to present items such as snacks or treats in a more refined way.
3	Luminaries	Luminaries describes a setup using decorative lights, often prepared to enhance the atmosphere in certain areas or during special occasions.
4	Bonvoy	Bonvoy represents Marriott's loyalty program that provides points, membership levels, and guest benefits during hotel stays.
5	BirchStreet	Birchstreet functions as a procurement system used to manage purchasing and supply processes within hotel operations.
6	Lightspeed	Lightspeed is used as a point-of-sale system to support transactions and operational activities in hotel outlets.
7	Personalised Welcome Card	Personalized card prepared with the guest's name and placed in the room as part of the arrival setup.
8	Certificate Nights	Certificate nights are complimentary stay nights provided through membership benefits, promotions, or loyalty program rewards.

9	Gourmet Pass	Gourmet pass is a special access or benefit program used for dining services, usually connected with discounts or exclusive offers at hotel restaurants.
10	Mandapa	Mandapa is an open pavilion commonly used in Balinese settings, often prepared for dining, relaxation, or guest activities.
11	Repeater Guest	Returning guests and prepare more personalized services based on previous guest history.
12	Weekly Check	To routine checking or evaluation activities conducted every week within hotel operational processes.
13	Personalization	The process of customizing services based on guests' preferences, needs, and expectations in order to create a more memorable and comfortable experience.
14	Accommodation	Rooms, lodging, or facilities provided by hotels or resorts for guests to stay comfortably during their visit.
15	C/In	The arrival process where guests completed registration and entered the hotel for their stay.
16	C/Out	The departure process conducted when guests completed payment, returned room facilities, and left the hotel property.
17	Guest Experience Platform (GXP)	Guest Experience Platform (GXP) functions as a system used to manage guest requests, preferences, and feedback during their stay.
18	General Manager (GM)	In hotel operations, General Manager (GM) is the person responsible for supervising the overall activities of the property.
19	Occupied (OCC)	Occupied (OCC) indicates that a guest is currently staying in the room.
20	Average Daily Rate (ADR)	Average Daily Rate (ADR) shows the average selling price of rooms per day.
21	Revenue per Available Room (RevPAR)	In hotel reporting, Revenue per Available Room (RevPAR) measures room revenue based on room availability.
22	Free of Charge (FOC)	Free of Charge (FOC) means a service or item is provided to the guest without additional payment.
23	Brand Standard Audit (BSA)	Brand Standard Audit (BSA) covers an evaluation process used to check whether hotel operations follow brand standards.
24	Leading Quality Assurance (LQA)	Leading Quality Assurance (LQA) is known as a quality assessment system commonly used in luxury hospitality.
25	Call Center Agent (CCA)	The term Call Center Agent (CCA) is used for staff who handle guest calls, inquiries, and service requests.
26	Marriott Global Source (MGS)	Marriott Global Source (MGS) serves as an internal platform for Marriott employees to access operational information and systems.
27	Home Base (HB)	In daily operations, Home Base (HB) refers to the main area used by staff for coordination and service preparation.
28	PAX	PAX is commonly used to show the number of guests included in a reservation or activity.
29	Guest Voice (GV)	Guest Voice (GV) collects guest comments and feedback related to their experience during the stay.
30	In The Room (ITR)	In The Room (ITR) is used when the guest is currently inside the room.
31	Month to Date (MTD)	The term Month to Date (MTD) presents data counted from the beginning of the current month until the present date.
32	Year to Date (YTD)	Year to Date (YTD) describes accumulated data calculated from the start of the year until the current date.

33	American Express (AMEX)	American Express (AMEX) is recognized as one of the payment methods used in hotel transactions.
34	In Room Check In (IRC)	With In Room Check In (IRC), the registration process is completed directly inside the guest room instead of at the front desk.
35	Acknowledgement (ACK)	Acknowledgement (ACK) confirms that information, messages, or requests have been received by the staff.
36	Lagoon 1 (L1N)	Lagoon 1 (L1N) identifies a specific lagoon section within the hotel property.
37	Lagoon 2 (L2N)	Similar to L1N, Lagoon 2 (L2N) is another internal code used for a lagoon area in the property.
38	Pool Suite King (PNK)	Pool Suite King (PNK) belongs to a suite category equipped with a private pool and king-size bed.
39	Butler Service Desk (BSD)	The Butler Service Desk (BSD) is the area where butlers organize guest requests and daily service coordination.
40	Expected Arrival (EA)	Expected Arrival (EA) shows the list or status of guests scheduled to arrive at the hotel.
41	Expected Departure (ED)	Expected Departure (ED) indicates guests who are planned to check out on a certain date.
42	Marriott Bonvoy (MBV)	Marriott Bonvoy (MBV) represents Marriott's loyalty and membership program for guests.
43	Pay On Arrival (POA)	Under Pay On Arrival (POA), payment is completed when the guest arrives at the property.
44	Miscellaneous (MC)	Miscellaneous (MC) includes items or information that do not fit into a particular category.
45	Free Upgrade (FUG)	Free Upgrade (FUG) allows guests to receive a higher room category without extra charge.
46	Duty Manager (DM)	During each shift, the Duty Manager (DM) oversees hotel operations and handles operational situations.
47	To Be Advised (TBA)	To Be Advised (TBA) is used when certain information has not been confirmed and will be updated later.
48	Virtual Credit Card (VCC)	In hotel transactions, Virtual Credit Card (VCC) functions as a digital payment card commonly provided by travel agents or booking platforms.
49	Property Management System (PMS)	A computerized system used to manage guest information, reservations, room status, billing, and other operational activities efficiently
50	Standard Operating Procedure (SOP)	Standardized guidelines or procedures used by hotel staff to ensure consistent service quality and operational performance in daily activities.
51	Estimated Time of Arrival (ETA)	Used to inform staff about the expected arrival time of guests, transportation, or requested services in order to prepare and provide smooth guest service.
52	Curating Memories	In butler service, curating memories means arranging small details during a guest's stay based on known preferences or occasions, such as preparing a room setup or adjusting services according to guest needs.
53	Homecoming of the Heart	In practice, homecoming of the heart is used for guests who are handled with a more personal and familiar approach, reflected in services delivered based on prior interactions or established familiarity.
54	Lavishly Package	Lavishly package refers to the way items or services are presented in a detailed and elegant manner, where amenities,

		gifts, or personal items are arranged neatly with careful attention to appearance.
55	Distinctive Moment	Distinctive moment describes a part of the service that feels slightly different from the standard, such as remembering the guest's name, preparing something without being asked, or assisting at the right time.
56	Coffee and Tea Story	Refers to a presentation or service concept related to coffee and tea experiences.
57	Festive Afternoon Tea	Festive afternoon tea is an afternoon tea service prepared with a certain theme or occasion, including special menu items or presentation.
58	Guest Appreciation	Guest appreciation refers to actions or gestures given to show gratitude to guests during their stay, including small offerings, personalized service, or simple acknowledgments.
59	Welcome Amenity	Refers to amenities prepared to welcome guests upon arrival. (tidak tersedia di tabel lama)
60	Residence Fruit	Residence fruit consists of a fruit arrangement placed in residence-type rooms as part of the standard setup.
61	Family Tradition	Family tradition highlights activities or services arranged to suit family stays, often involving shared experiences for parents and children.
62	Story Card	Story card is a small card placed with an item or setup, usually containing a short explanation or message related to the service.
63	Spa Gift	Spa gift is an item or package provided to guests in relation to spa services, either as part of a treatment or a complimentary gesture.
64	Couple Pattern	Couple pattern shows a room setup arranged for two guests, often with a specific layout or decoration suited for couples.
65	Kids Personalize Person Card	Kids personalize person card is a customized card prepared for children, usually including their name or a simple message as part of the setup.
66	Bamboo Box Cookies In St. Regis Box	Bamboo box cookies in St. Regis box describes cookies presented using a bamboo container placed inside branded packaging for a more refined presentation.
67	On Call Items	On call items are items prepared or kept available to support guest requests whenever needed during the service period.
68	Cash Basis	Cash basis describes a payment method where transactions are completed directly using cash during the guest's stay or service process.
69	Buggy Driver	Buggy driver is the staff member who operates a buggy to transport guests within the property, especially in large resort areas.
70	City Ledger	City Ledger is a system for recording staff charges that will be paid later, usually through salary deduction.
71	Floating Breakfast	a breakfast meal served on a floating tray in the swimming pool, usually for guests staying in villas or resorts.
72	Requisition Form	an official form used by staff to request items, supplies, or materials needed for work operations.
73	Gifts Recovery	complimentary gifts given to guests as a service recovery when they experience problems or inconvenience during their stay, such as noise, delays, or room issues.
74	Headdress	Headdress is a traditional head accessory that may be introduced or provided as part of a cultural experience for guests.

75	Upsell	Upsell means offering a higher category room or additional service to the guest, usually with an added cost. This is done during booking or check-in.
76	Engraved	Engraved describes an item that has been customized with a name or message, often prepared for special occasions or gifts.
77	Amenities	Refers to facilities or complimentary items prepared for guests.
78	Butler	Refers to staff responsible for personalized guest services.
79	Ambassador	Ambassador is a membership tier within the hotel loyalty program, indicating guests with higher status and additional privileges.
80	Titanium	Titanium indicates a high membership tier within the loyalty program. Guests in this level usually receive additional benefits and priority during service.
81	Gold	Gold shows a mid-level membership status in the loyalty program, with certain benefits provided during the stay.
82	Silver	Silver represents an entry-level membership tier that includes basic benefits for registered guests.
83	Residence	Residence describes a larger accommodation unit designed for longer stays, usually equipped with additional facilities such as a living area or kitchen.
84	Inventory	The stock or supply of items, goods, or materials owned or used by a business or hotel.
85	Kids Club	Kids club is a designated area where children can join activities, with staff assisting or guiding the experience.
86	Pool Villa	Pool villa is a type of accommodation that includes a private swimming pool within the villa area.
87	Guest Voice	Guest voice represents feedback or comments shared by guests regarding their experience during the stay.
88	House Briefing	House briefing covers a session where staff share updates, guest information, and daily operations before service begins.
89	Daily Roster, Executive Butler	Daily roster shows the daily schedule and responsibilities of the executive butler to ensure proper coordination within the team.
90	Executive Butler	Executive Butler is a senior butler position responsible for supervising butler operations, coordinating guest services, and supporting the butler team during daily activities.
91	Complimentary Upgrade	Complimentary upgrade means a guest receives a higher room category or additional service without extra payment. This is usually given based on availability or guest status.
92	Extra Bed	Extra bed is an additional bed placed in the room upon request or based on the number of guests staying.
93	Room Category	Room category indicates the type or class of room assigned to the guest, based on features, size, or location.
94	Spa Satisfaction	Spa satisfaction refers to the guest's level of satisfaction after using spa services. This can be observed through feedback or response after the treatment.
95	Beach Satisfaction	Beach satisfaction shows the guest's response after using beach facilities or services during their stay.
96	Maintenance Upkeep	Maintenance upkeep refers to routine checks and minor repairs carried out to keep facilities in good condition. In service context, this ensures that the guest room and surrounding areas remain functional and well-maintained.
97	Guest History Check List	A checklist used to review relevant guest service information before arrival to support service preparation.

98	Attachment Butler	Attachment butler is a butler assigned to assigned to ensure consistent guest service throughout the stay.
99	Birthday Arrangement	Birthday arrangement includes simple setups prepared to celebrate a guest's birthday, such as decorations, cake, or small items in the room.
100	Suite Safety Topic	Suite safety topic includes safety-related information or checks carried out within the guest's suite to ensure proper condition.
101	Bye-Bye Ritual	Bye-bye ritual describes the steps carried out when a guest departs, including farewell interaction and final assistance before leaving the property.
102	In-House	In-house is used for guests who are currently staying at the property. This term helps staff identify active guests during daily operations.
103	Elite Member	Elite member is used for guests who hold a certain status level in the loyalty program, which may affect how services and benefits are delivered.
104	Elite Status Category	Elite status category groups guests based on their membership level in the loyalty program, which determines the type of benefits they receive.
105	Car Blocking	Car blocking refers to the process of reserving and assigning a specific hotel vehicle for a guest prior to the scheduled transportation service.

Source: Data Proceseed by the Author (2026)

The results of this study demonstrate that the use of jargon in the Butler Department plays a significant role in supporting effective workplace communication. The presence of a total of 105 jargon items indicates that professional communication in this department is highly dependent on specialized vocabulary, which aligns with the concept of jargon as a linguistic tool used within a specific professional group to achieve efficiency and clarity (Marantika et al., 2020). The dominance of phrases as the main form of jargon reflects the nature of communication in the hospitality industry, where complex ideas and procedures need to be conveyed quickly and accurately. Phrases such as pre-arrival plan, distinctive moment, and guest appreciation represent not only vocabulary but also standardized service concepts that are shared among staff. This finding supports the idea that workplace language is shaped by professional needs and organizational practices, where efficiency and precision are highly prioritized (Basturkmen, 2024).

In addition, the results show that jargon in the Butler Department can be categorized into several functional groups, including service-oriented, operational, guest-related, and role-based communication. Service-oriented jargon, such as curating memories and surprise delight, reflects the emphasis on delivering personalized and memorable guest experiences in luxury hotels. These expressions are closely related to the service philosophy of the hotel and highlight the importance of emotional engagement in hospitality communication. Meanwhile, operational jargon, such as butler allocation and daily roster, is used to coordinate tasks and manage daily activities. These terms allow staff to communicate efficiently without the need for lengthy explanations, which is essential in a fast-paced work environment. This supports the view that jargon functions as a practical tool to enhance coordination and reduce misunderstanding in workplace communication (Marantika et al., 2020).

The results also reveal that some jargons are related to guest interaction and feedback, such as guest voice and guest appreciation. These terms indicate that communication in the Butler Department is highly guest-centered, where understanding and responding

to guest needs is a primary focus. In addition, the presence of culturally specific terms, such as *mandapa*, shows that hospitality language is also influenced by local culture and context, particularly in a tourism destination like Bali. From an ESP perspective, these findings highlight a significant gap between classroom learning and real workplace communication. Many of the identified jargons are not commonly found in ESP textbooks, which tend to focus on general English for tourism. As a result, students may face difficulties when entering the workplace because they are not familiar with the specific language used in professional settings.

Therefore, this study emphasizes the importance of incorporating authentic workplace language into ESP learning materials. By introducing students to real jargon used in the hospitality industry, educators can help bridge the gap between theory and practice. This approach is consistent with the principles of ESP, which emphasize the need for learning materials to be based on learners' target needs and real-life communication contexts. In addition, the findings suggest that ESP teaching should adopt a more contextual and practical approach, such as using real case studies, simulations, and role plays based on actual workplace scenarios (Basturkmen, 2024). This would enable students to develop not only linguistic competence but also professional communication skills that are relevant to their future careers in the hospitality industry.

CONCLUSION

This study concludes that the use of hospitality jargon in the Butler Department plays a crucial role in facilitating effective and efficient workplace communication. The findings reveal that more than 100 jargon items are actively used in daily interactions among butlers, indicating that professional communication in this department is highly dependent on specialized vocabulary. These jargons are not randomly used but systematically embedded in various aspects of communication, including service delivery, operational coordination, guest interaction, and organizational roles. In terms of linguistic form, the study finds that jargon is predominantly expressed in the form of phrases rather than single words. This reflects the need to convey complex service concepts and procedures in a concise and standardized manner. The use of such expressions enables staff to communicate quickly and accurately in a fast-paced hospitality environment, minimizing misunderstanding and enhancing service efficiency. Furthermore, the identified jargons also reflect the service philosophy of luxury hospitality, emphasizing personalized experiences, guest satisfaction, and emotional engagement. The study also highlights that the use of jargon is highly context-dependent and varies according to communication purposes, such as service-oriented interaction, operational tasks, and interdepartmental coordination. In addition, some jargon terms are influenced by local culture, indicating that hospitality communication is not only functional but also culturally embedded. This demonstrates that understanding professional language in the hospitality industry requires both linguistic competence and contextual awareness.

From an ESP perspective, the results indicate a significant gap between classroom learning and real workplace communication. Many of the identified jargon terms are not included in existing ESP learning materials, which tend to focus on general English rather than profession-specific language. As a result, students may face challenges when entering the hospitality industry due to their limited exposure to authentic workplace communication. Therefore, this study suggests that ESP learning materials should be developed based on real workplace needs by incorporating authentic jargon used in professional contexts. Integrating such language into teaching materials can help students develop practical communication skills and better prepare them for their future

careers in the hospitality industry. In addition, ESP instruction should adopt more contextual and experiential approaches, such as simulations and role plays, to bridge the gap between theory and practice. In conclusion, this study contributes to the understanding of professional language use in the hospitality industry, particularly in the Butler Department, and provides practical implications for improving ESP learning materials. Future research is recommended to explore the use of jargon in other hotel departments or to examine the effectiveness of integrating workplace jargon into ESP teaching practices.

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