

ABSTRACT

This research examines the oral English communication barriers faced by receptionists at the Ibis Palembang Sanggar Hotel. Adopting a qualitative research methodology, data were collected through interviews and direct observations with five informants who were purposively selected. The results identified four main categories of communication barriers: personal, cultural, physical, and environmental. Personal barriers included limited vocabulary, convoluted speech, and difficulties in understanding rapid speech. Cultural barriers were primarily associated with guests from Russia, India, and China. Physical barriers involved issues such as distance and inadequate audibility during interactions. Environmental barriers, including background noise and interruptions, further hindered effective communication. To mitigate these barriers, receptionists utilized strategies such as active listening, clarification requests, and the employment of translation tools like Google Translate. These results underscore the importance of enhancing English proficiency and cultural awareness among front office personnel to improve service quality and guest satisfaction. The study provides valuable insights for hotel management to develop targeted training programs that strengthen staff communication skills. Additionally, it contributes to the broader field of hospitality research by emphasizing the importance of addressing real-time oral communication challenges in multicultural service environments.

Keywords: Oral English communication, Communication barriers, English proficiency, Hotel receptionist, Intercultural communication