

ABSTRACT

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

Keywords: Effective Communication, Service Communication, Gap Communication, Waiter, Restaurant