

Omotenashi Concept in Japanese Expression in Hospitality

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Abstract: Excellent service is a very important element in Japanese business. Optimal and excellent service is the goal of a service product provided to customers. One of the industries engaged in the service business is hospitality. Hospitality services require a high level of hospitality, and in Japan this level of hospitality is very important. In Japanese culture it is famous for Omotenashi which means hospitality. Omotenashi is a culture of providing the best meals and services to guests through karmic manners that are done wholeheartedly. Omotenashi, which has its roots in the cha no yu ceremony in Japan, has become a form of local wisdom that has developed in the service industry today. In the hospitality industry, one form of Omotenashi is the use of polite language (Keigo) in providing waiters to guests. This study takes data from examples of expressions used in hospitality when welcoming guests. The polite language (Keigo) used is Kenjogo which is mostly used by receptionists, then Sonkeigo, and the form of Teineigo. The use of these language expressions contains the concept of Omotenashi, which means that friendly service will make guests feel comfortable and feel satisfied with hotel services. Hotel maids provide services without expecting any reward and are done wholeheartedly to maintain the reputation of the hotel, so that guests can end up coming back.

Keywords: Hospitality, Omotenashi, Keigo

1. Introduction

Hospitality is one of the fields of business / industry related to services. Hospitality is a word that is closely related to hospitality services, restaurants, cafes, or other tourism fields. Hospitality is also a form of service that is oriented towards customer or visitor satisfaction. Customer satisfaction and the key to the success of a hotel or restaurant are not only luxurious buildings / buildings, or delicious food, but also the management's way of providing excellent service to its customers or guests.

Omotenashi is a Japanese vocabulary which means "hospitality", in English it is the same as hospitality which means "hospitality". The concept of Omotenashi is to provide the best meals and services to guests through karmic manners that are done wholeheartedly. The conditions and concepts of Omotenashi can be found applying it to parties, hotels, restaurants, or traditional inn Ryoukan, a traditional Japanese inn with Japanese-style facilities and buildings, which are carried out by its staff to provide the best service for its guests. And this Omotenashi is a form of hospitality that Japanese people have as a form of local wisdom.

Hospitality attitude is given in providing services, it can be in the form of attention and everything that makes guests feel comfortable. As a host, he will try to create an atmosphere that makes guests feel comfortable, at home, can create a good impression of the service he has received, so that guests will feel like coming back to the place, or a repeat visit occurs because of satisfaction with his service.

The hospitality of the Omotenashi concept can be seen in the language expression or gesture shown from the receptionist. In Japanese, there are many very distinctive language expressions and a lot of use of polite language (Keigo) in welcoming guests. Language is a representation of thoughts and culture because it can convey various thoughts and desires to others. Various language contexts can be seen with language expressions that use language for services, so that guests feel happy and comfortable. The hospitality of the Omotenashi concept can be seen in the language expression or gesture shown from the receptionist. In Japanese, there are many very distinctive language expressions and a lot of use of polite language (Keigo) in welcoming guests. Language is a representation of thoughts and culture because it can convey various thoughts and desires to others. Various language contexts can be seen with language expressions that use language for services, so that guests feel happy and comfortable.

The implementation of Omotenashi in language expressions is very often we hear, be it in restaurants, hotels, and shopping centers or malls. Examples of language that are often heard everywhere are 「いらっしゃいませ」 {Irasshimase = Welcome}, 「こちらでございます」 {Sochira de gozaimasu = Over there}, 「かしこまりま {Kashikom 何かございましたら、(受付まで) ご連絡ください。」 {Nanika gozaimashitara, (uketsuke made) gorenroku kudasai. = If there is a need, please contact us}. These language

expressions are expressed followed by behavior or gesture actions that reflect respecting and serving guests wholeheartedly. The implementation of Omotenashi in language expressions is very often we hear, be it in restaurants, hotels, and shopping centers or malls. Examples of language that are often heard everywhere are 「いらっしゃいませ」 {Irasshimase = Welcome}, 「そちらでございます」 {Sochira de gozaimasu = Over there}, 「かしこまりま {Kashikom 何かございましたら、(受付まで)ご連絡ください。} {Nanika gozaimashitara, (uketsuke made) gorenaku kudasai. = If there is a need, please contact us}. These language expressions are expressed followed by behavior or gesture actions that reflect respecting and serving guests wholeheartedly.

Based on the examples of language expressions above, the question arises how language expressions are used and what Omotenashi concepts are contained in the meaning of those expressions. As for the purpose of this study is to describe the forms of expression as manifestations of Omotenashi and the meaning of these expressions.

2. Methodology

The approach used in this research is descriptive qualitative because this research focuses more on qualitative data and is described descriptively. Qualitative descriptive research is often used to analyze social events, phenomena or circumstances. 5. Research Methods

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The object of research is Japanese expressions used in the world of hospitality. The technique used is to collect Japanese expressions that are often used in the world of hospitality, then group them based on the variety of languages. From this expression, an assessment of the Omotenashi concept contained in the expression is carried out, then a conclusion is drawn.

3. Theoretical Review

Definition of Omotenashi

Omotenashi is the most important aspect of the service industry in Japan. The Omotenashi concept itself refers to the activity of receiving guest customers with great hospitality and helping them in various ways so that customers feel satisfied and comfortable. Basically, the concept of omotenashi has long been implemented in Japanese society through the tradition of the tea ceremony known as Cha no Yu culture. The presentation of green tea is full of karma and has a luxurious and elegant impression, as the origin of the term omotenashi.

Omotenashi is a term that refers to the concept of hospitality. Omotenashi comes from the word "motenasu" which has the meaning of serving, with the addition of the prefix {O-} at the beginning of the word as an honorific marker in Japanese, so that the word "motenasu" changes to a noun, namely "motenashi" plus the prefix {o-} then the process this is what underlies the term "Omotenashi".

The word Omotenashi is often used in the term "hito o motenasu" which means welcoming or serving someone (Faculty of Humanities, Udayana University, 2018). With the Omotenashi concept, the quality of service to tourists is increasing from time to time. According to The Japan Productivity Center, Omotenashi is a "Productivity Center defines" omotenashi "as" work to provide special service from the heart while valuing the perspective of customers and / or residents ".

Omotenashi is a form of Japanese waitress that gives importance to interactions with customers. This is a genuine Japanese method of providing high quality service from the heart and is based on communication between service providers and customers (Ota, 2016; Otero & Celis, 2019). Another opinion says that hospitality basically shows the relationship between the guest and the host who is full of hospitality (Sujatno, 2011). In services based on the omotenashi concept, the impression that the guest gets will affect the continuity of the next visit that the guest will make. The next visit greatly affects the sustainability and reputation of the company. Hospitality in services is expected to encourage customer satisfaction. So that the impact of satisfaction itself is very beneficial for the company, because it can save on promotional costs in various media (Swarbrooke and Homer, 2007).

As explained above, that Omotenashi has a distinctive meaning of hospitality, but Omotenashi has a deep meaning in the thinking of Japanese society. According to an article written by Cornelius Phanthanh on the

GoGoNihon website, Omotenashi is not just friendly to guests, or cheerfully greeting. However, it is a lifelong experience where every moment must be respected and make guests feel important and as calm as possible, and do not expect anything in return from guests.

Omotenashi is a Japanese culture that is intangible or does not have a form that can be felt and experienced, but the goal is that we can understand this for the better. A Panasonic interaction designer named Kerstin Blanchy, was inspired by Omotenashi, a traditional principle that defines the ideal guest host relationship. Omotenashi's principles stated by Balnchy, namely 1) Shitsurai, "Preparation for the guest", which describes a structure that makes guests feel comfortable, 2) Furumai, "the attitude of the host and guest", interacts formally and informally at the right time to guests.

Omotenashi, as a Japanese style of hospitality, develops apart from the tea ceremony as well as from the services provided at a ryokan (Japanese-style inn). The principle of Omotenashi as a Japanese hospitality style cannot be separated from Japanese culture itself. Japanese society highly upholds ethics in interacting with others, takes into account the good impression that will be manifested and tends to provide good service and even considers visiting guests like gods. Omotenashi, as a Japanese style of hospitality, develops apart from the tea ceremony as well as from the services provided at a ryokan (Japanese-style inn). The principle of Omotenashi as a Japanese hospitality style cannot be separated from Japanese culture itself. Japanese society highly upholds ethics in interacting with others, takes into account the good impression that will be manifested and tends to provide good service and even considers visiting guests like gods.

Keigo (敬語 = Polite Language)

Japanese is known as a language that has a variety of respectful languages, in Bahasa. According to Tsujimura (1991) in general, Keigo can be defined as a word to define respect. In detail, Keigo is a special form of speech used by speakers based on their feelings of respect for the interlocutor or the third party spoken to. Hirabayashi and Hana (1992) state that Keigo is a variety of respectful language used to smooth the language used by the first person (speaker or writer) to respect the second person (interlocutor or speaker) and the third person (the party being spoken of). So, the consideration of using Keigo is the context of the speech in first person, second person, and third person.

In general, Keigo is divided into 3 (three) types, namely Sonkeigo, Kenjogo, and teinego. According to Hirai (1985) Sonkeigo is a way of speaking words that directly express respect for the interlocutor. Meanwhile, according to Oishi Shotaro (1985) Sonkeigo is a word used to respect the interlocutor or the person being talked about by increasing the degree of the person being talked about.

Hirai Masao (1985: 132) calls Kenjogo the term kensogo as an expression to show the speaker's respect for the interlocutor and the person who is the topic of the speaker by demeaning his own behavior. And Teineigo according to Hirai Masao (1985) is a polite expression used to show the speaker's respect for the interlocutor by respecting each other's feelings. Teineigo is expressed by using, 1) using the verb ~ *masu* and the auxiliary word *desu*. For example *ikimasu* (going), *dekakemasu* (leaving the house), *zasshi desu* (magazine), *shizuka desu* (deserted); 2) use the prefix *go* ~ or *o* ~. Example; *o* ~ *kane* (money), *o* ~ *sake* (Japanese wine), *go* ~ *iken* (opinion), *go* ~ *kekkon* (married); and use certain words such as *gozaimasu* or *arimasu*.

4. Discussion and Result

From the expression of the language used in the hotel, because the hotel is in principle a service industry, the language used in receiving guests is polite language or what is known in Japanese "Keigo". Each Keigo language used in welcoming or communicating with guests at the hotel will be analyzed with a description that explains the meaning of the omotenashi concept. The data source is taken from a collection of phrases used in hospitality from the link <https://maggiesensei.com/2015>.

As previously stated, that Keigo consists of Sonkeigo, Kenjogo, Teineigo. Of the 37 language expressions used by hotel staff when guests visit, it is certain that they use a lot of language expressions in the "Keigo" type. From this study, it is obtained data that the language expression that is widely used is the Kenjogo type Keigo. From the data for 37 language expressions, data 1 shows 14 expressions using the Kenjogo type, data 2 shows 12 expressions using Sonkeigo, data 3 shows 5 expressions using Teineigo, and data 4 shows 6 other expressions using a mixture, namely Teinei-Sonkeigo and Teinei-Kenjogo .

Sample Data 1, shows the expression of Sonkeigo

C. 「こんばんは。今夜予約を入れているマギーポップコーンですが、到着が遅れます。」

= Konbannwa. Konya yoyaku wo irete iru Maggie Popcorn desu ga, touchaku ga okuremasu.

H: 「何時位になりますか？」

= Nanji gurai ni narimasu ka?

C: 「11 時過ぎると思います。」

= Juuichiji sugiru to omoimasu.

H: 「かしこまりました。それでは気をつけていらして下さい。」

= Kashikomarimashita. Soredewa ki wo tsukete irashite kudasai.

A guest informed the hotel that Maggie Popcorn who had made a reservation would be late arriving at the hotel on behalf of Maggie Popcorn. Then the hotel asked about what time it was to arrive at the hotel, and the guest answered with an estimate that it would arrive at the hotel at 11 more. And the hotel understands the delay. The hotel confirms to the guest what time it is arriving, in this expression respectfully asks because it is to ensure his arrival so that on arrival it does not disappoint guests. And the hotel also says Kashikomarimashita, so that the room remains ready when guests arrive. With hospitality that remains excellent from the hotel, the receptionist tells his guests to be careful so that they can safely arrive at the hotel.

In the expression of the language used in serving guests, the receptionist pretty much uses the kind of polite Sonkeigo language because at that time the guest is someone who must be respected and appreciated from the time they book the inn at the hotel until they check out the hotel. The main service must be done so that guests feel comfortable and appreciated. In the expression of the language used in serving guests, the receptionist pretty much uses the kind of polite Sonkeigo language because at that time the guest is someone who must be respected and appreciated from the time they book the inn at the hotel until they check out the hotel. The main service must be done so that guests feel comfortable and appreciated.

Sample Data 2, shows the expressions of Kenjougo.

H: 「お荷物はお部屋の方にお持ち致します。」

= Onimotsu wa oheya no hou ni omochi itashimasu.

H: 「お部屋に御案内致します。」

= Oheya ni goannai itashimasu.

The conditions above are when the guest arrives at the hotel and holds a conversation with the receptionist. The guest has made a reservation and as a form of excellent service to guests, the receptionist asks for their luggage and sincerely offers services to carry their luggage to the room. In this context, the word 「致します」 is a polite verb form of 「します」, the verb gives respect to the interlocutor in this case to the guest by offering self-service who did it, or the speaker who did the deed.

The word 「お持ち致します」 indicates that it is a hotel employee carrying guest belongings with the aim of lightening the burden on the guests so that they can relax when they arrive at the hotel. And the word 「御案内致します」 has the whole hearted meaning of delivering a guest to comfortably reach his room and rest well.

Example Data 3, shows the expression of the Teinei.

H: 「お手数ですがこちらにご記入下さい。」

= Otesuu desuga kochira ni gokinyuu kudasai.

A receptionist provides a form that guests must fill out. Receptionists use language expressions in a polite form when asking their guests to fill in the form provided. The use of the 「お」 and 「ご」 prefix indicates the polite form used for the other person. Beginning with the statement 「お手数ですが」 the receptionist said with a heavy heart and that it would be a bother to the guest, then an expression like that was used. The phrase above the sentence asks for help from the guest and the guest who does it.

Example:

H: 「大浴場が4階にございます。」

= Daiyokujou ga yonkai ni gozaimasu.

The expression above shows the polite form of the receptionist indicating a shared bathhouse is on the 4th floor. The use of 「ございます」 is a subtle form of 「です」 as a form of respect for the guest. The expression above shows the polite form of the receptionist indicating a shared bathhouse is on the 4th floor. The use of 「ございます」 is a subtle form of 「です」 as a form of respect for the guest.

Data 4, is a language expression in a mixed form between Teinei-Sonkeigo and Teinei-Kenjogo.

One example:

H: 「はい、ご用意できております。」

= Hai, goyoi dekiteorimasu.

The above expression uses the prefix 「ご」 and the verb 「できておりま kerja」, おります is the Kenjogo form of います. In this condition, the hotel receptionist always tells his guests that the room is available. With an expression of humility, the receptionist conveys such things, with the aim of being respectful to his guests and to keep him comfortable. The above expression uses the prefix 「ご」 and the verb 「できておりま kerja」, おります is the Kenjogo form of います. In this condition, the hotel receptionist always tells his guests that the room is available. With an expression of humility, the receptionist conveys such things, with the aim of being respectful to his guests and to keep him comfortable.

5. Conclusion

In the explanation above, it shows that the analysis of the use of Japanese expressions really prioritizes the concept of omotenashi when they face their guests. In the language service used a lot of polite language or Keigo. And implicit in this language the concepts of omotenashi, a concept that illustrates that service to guests is the main thing. From the above analysis, many language expressions are used with the aim of providing excellent service and a level of comfort to guests. With the sincerity and respect of the receptionist for his guests in acting the speech very much shows omotenashi behavior which contains the philosophy of wa or harmony. In the Indonesian proverb says that a guest is a King, this is reflected in the use of language when providing services to guests.

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